

# The service model canvas

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## USERS

Who are / will be the service users?  
Who are the most important users?

## SERVICE PROPOSITION

Why would someone use the service?  
What value does the service bring?

## CHANNELS

Through which channels (e.g. on telephone, shop) is / should the service be available?  
Which channels are most cost effective?  
Which channels are users like to use?

## ACTORS

Who is / will be involved in delivering the service?  
Who are / will be the key partners, suppliers and stakeholders?

## USAGE

How should / do users use the service?  
How frequently is / will the service be used?

## COMPETITORS

What other similar services are available?  
Who are the key competitors?  
What other options do users have?

Service:

Created by:

Date:

## KEY ACTIVITIES

Which key activities are required to deliver the service?

Which are the most important activities?

## CHALLENGES

What current challenges exist?

What challenges do you foresee in the future?

## KEY RESOURCES

Which key resources are / will be required to deliver the service? (physical, technology, people etc.)

## COSTS

What costs are involved delivering the service?

What is the most cost effective way to deliver the service?

Who are / will be the key partners, suppliers and stakeholders?

How frequently is / will the service be used?

Who are the key competitors?  
What other options do users have?

## ROI

How will the service deliver a return on investment?

## KPI

Which  
What

have?

etc.)

What is the most cost effective way to deliver the service?

## KPIs

Which KPIs are / can be used to track the performance of the service?  
What are the key KPIs?