<table>
<thead>
<tr>
<th>USERS</th>
<th>SERVICE DESIGN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Users</strong></td>
<td><strong>5. Actors</strong></td>
</tr>
<tr>
<td>Who are / will be the service users?</td>
<td>Who is / will be involved in the service?</td>
</tr>
<tr>
<td>Who are the most important users?</td>
<td>Who are / will be the key users and stakeholders?</td>
</tr>
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</tbody>
</table>
6. Key activities

Which key activities are required to deliver the service?
What resources are required for those activities?
Which are the most important activities?

9. ROI

How will the service deliver an ROI?
What are the costs vs the benefits?
How can the service be delivered more cost effectively?
3. Channels
Through which channels (e.g. online, mobile, telephone, shop) is / should the service be available?
Which channels are most cost effective?
Which channels are users like to favour?

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

7. Challenges
What current challenges?
What challenges do you see in the future?
8. Competitors
What other similar services are available?
Who are the key competitors?
What other options do users have?

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