

Service:



USERS

1. Users

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

2. Service proposition

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



SERVICE DELIVERY

5. Actors

Who is / will be involved in delivering the service?

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

6. Key activities

Which key activities are involved in delivering the service?

What resources are required for these activities?

Which are the most important?

Created by:

Date:



PERFORMANCE

ivities

ities are required to deliver

are required for those

ost 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?



RISKS

7. Challenges

What current challenges exist?
What challenges do you foresee in the future?

8. Competit

What other similar
Who are the key co
What other options

e service?
service be used?

itors

lar services are available?

competitors?

ons do users have?

10. KPIs

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

What are the key KPIs?



for the masses



