## 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?

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?

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

## RISKS

7. **Challenges**
   - What current challenges exist?
   - What challenges do you foresee in the future?

8. **Competitors**
   - What other similar services are available?
   - Who are the key competitors?
   - What other options do users have?

## PERFORMANCE

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?

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