

The service model canvas

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?

Service:

ON

ce?

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?

KEY ACTIVITIES

Which key activities are required for the service?

Which are the most important?

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Date:

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required to deliver the
important activities?

CHALLENGES

What current challenges exist?

What challenges do you foresee in the future?

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?

ice?
be used?

COMPETITORS

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

KEY RESOURCE

Which key resources are /
deliver the service? (physical
etc.)

RESOURCES

What resources / will be required to deliver the service?
Physical, technology, people

COSTS

What costs are involved delivering the service?

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

ROI

How will the service deliver a return on investment?

KPIS

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

ce of the service?