

The service model canvas

Service:

Created by:

Date:

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. 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 to deliver the service? Which are the most 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?	COMPETITORS What other similar services are available? Who are the key competitors? What other options do users have?	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?
ROI How will the service deliver a return on investment?			KPIS Which KPIs are / can be used to track the performance of the service? What are the key KPIs?	