

**Service Business Strategy 2022**

**Group Ideation Summary Template**

**Group #**

Group members:

Assignment due: February 23, 2022

Note: Please try to provide your answers within a word limit of 1600 words. This also means that shorter answers are possible. You may incorporate snapshots of your Lean Service Creation-canvases.

**1. What’s the customer problem?**

*1.1 What’s your best guess of the customer problem that your new service attempts to solve?*

*1.2 Why is solving that problem important for your target company?*

**2. Who Are Your Customers?**

*2.1 How do you group your customers?*

*2.2 What is your main target group and why?*

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**3. What Is Your Problem Solution?**

*3.1 What is your service concept, its name and how does it work (=blueprint)?*

*3.2 What is the value it brings to your customer (and/or end user)? Please remember to also present your value proposition developed based on the canvas.*

*3.3 What is the value it brings to your target company, i.e., why should the company “invest” in your idea?*