SERVICE CONCEPT Give it a punchy name!

WHO IS THIS FOR? Describe the user type and their scenario

WHAT JOB DOES IT SOLVE?
Based on your interview findings, describe the JTBD – the pain that your service wants to solve.

WHAT'S THE OUTCOME?
Describe the core value of your idea, what does it help them to achieve?

WHO ARE THE SERVICE PROVIDERS?
Describe the service providers and their roles in the service delivery. Who is the customer owner?

WHAT'S THE MAIN CUSTOMER INTERFACE?
What is the key customer touchpoint? How's the service branded?

Illustrate the concept in a high-level, that express the core value of the service for their users and the service providers involved

SKETCH