

Discuss the reason for the project



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How long does your project go on?



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Which are the expected results of your project?



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Where are you situated in the process?



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What are you aiming to create or improve



- Service environment
- Service network or ecosystem
- Service organization
- Service process
- Other aspects?

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Identify opportunities



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What shifts or trends
can you identify in
your context?



- social trends
- economic trends
- technological developments

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What are the con-
straints of your project?



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