

Future concept

Once you have ideated multiple possible concepts of future services that respond to your scenarios, select one or a selection of complementary ideas and use the tools below to expand, detail and capture the concept.

Name and Tagline: Can you give the concept a name? Can you give it a tagline?	Description: Can you explain the problem and solution in a couple of sentences?
Sketch: Visualise a key moment of the concept	Key elements

User story expereince: Can you tell the story of the Problem, our solution, and what it does for the users resolution?		
01	02	03
04	05	06