

Service Proposition

This tool is used to convey all the relevant information about the concept and the learnings from your testing of it so that you and the client can evaluate and prioritise actions.

Date: _____ Service Name: _____

Title of the scenario	Add a photo of the persona here	Description Give a short summary of the persona's frustrations, motivations and needs
Persona's details: Add name, gender, age, location, occupation and key attributes		

Challenge:
Write here the challenge related to this proposition

Service proposition:
Place here the splash of your landing page

Visit the website here!
Place the QRcode of your website in the white box

Problem Describe the problem you are trying to solve	Solution Describe how your service should solve the problem	Strategic question Write the question your group should reflect upon to inspire their innovative thinking
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Comments and discussion
Write notes and add post-its

View the app here!
Place the QRcode of your functional prototype in the white box

Paste here the part of your concepts landing page which details the opening image, feature images and descriptions

Quantitative results
Include key quantitative results from testing

Research specifics
Describe here how you conducted your qualitative research including key characteristics of your specific audience

Gender:
Age:
Location:
Occupation:
Key attributes:

.....

Tot. number of participants:

Insights about the topic
List out and number the key insights you have collected from your research which relate purely to the topic and the problem (not the service concept).

Insights about the solution
List out and number the key insights you have collected from your research which relate to the concept.