

Concept hero image

Future Service Concept Tool (1/3)

Hero image:

Tell the story of the problem, the solution and what it does for the users by visually depicting one moment of the experience.

Concept overview

Future Service Concept Tool (2/3)

Name and Tagline:

Give the service concept a name and tagline.

Description:

Explain the problem and solution in a couple of sentences.

Sketch:

Depict in one sketch the core of the idea driving the service.

Features: Tell us the key benefits, feature or interactions with the service.

Future Service Concept Tool (3/3)

User story expereince:

Illustrate stages of the experience in each box and write descriptions of what is happening underneath.

01

02

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