

## PROJECT STRUCTURE AND AMBITION

### WHAT IS THE INITIAL PROBLEM DEFINITION?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### AMBITION LEVEL OF ORGANISATION

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### PERSONAL AMBITION LEVEL OF BUYER

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### OVERALL STRATEGY OF THE ORGANISATION

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### HOW CENTRAL IS THIS OFFERING TO THE BUSINESS?

HOW/WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### IDENTIFY AVAILABLE RESOURCES

HOW/WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### NEGOTIATE AND ADJUST PROJECT AMBITION IN RELATION TO RESOURCES

HOW/WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### DESIGN PROJECT STRUCTURE

HOW/WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### DESIGN PROJECT TEAM

HOW/WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### RE-FRAME: DEFINE A CLEAR, MEASURABLE GOAL

HOW/WHO CAN ANSWER THIS: DESIGNERS / PROJECT LEAD / HEAD OF STRATEGY

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

## DESIRABILITY (HUMAN)

WHAT DO THE USERS CARE ABOUT?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

IS THE EXPERIENCE FLUID ACROSS CHANNELS?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

HOW WILL WE ATTRACT CUSTOMERS?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

ARE WE SOLVING THE USERS NEEDS?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

CAN WE MAKE IT EASIER TO USE?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

WHAT VALUE DO WE CREATE FOR THE USER?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

IN WHICH WAYS ARE COMPETITORS MORE DESIRABLE?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

DO THE USERS LIKE IT?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

DOES THE EXPERIENCE FIT WITH THE BRAND?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

HOW DO WE MAKE THE DIGITAL USER EXPERIENCE BETTER?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

HOW DO WE MAKE THE NON-DIGITAL USER EXPERIENCE BETTER?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

## FEASIBILITY (TECHNOLOGY + LEGAL + COSTS + STAFF)

### IS THIS LEGAL? DOES IT CONFORM TO REGULATION?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF

### WILL WE NEED TO FIRE PEOPLE? HOW DO WE LET THEM GO?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF

### WILL WE NEED TO HIRE SOMEONE? ARE THEY EASY TO FIND?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF

### WHAT SORT OF TRAINING WILL STAFF NEED?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF

### CAN THIS BE DONE ON TIME AND BUDGET?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### WHAT SOFTWARE AND HARDWARE IS NEEDED?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF

### IS IT TECHNICALLY POSSIBLE?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF

### WHAT IS THE ORGANIZATION CAPABLE OF?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF

### WHO CAN BUILD THE SOLUTION?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF

### DOES THE ORGANISATION HAVE ANYONE TO OPERATE THIS?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF

## VIABILITY (BUSINESS)

### HOW SCALABLE IS THE BUSINESS MODEL?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### WHICH PARTS OF THE SOLUTION COSTS THE MOST/LEAST TO DESIGN?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### WHICH PARTS OF THE SOLUTION COSTS THE MOST/LEAST TO PRODUCE?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### WHICH PARTS OF THE SOLUTION COSTS THE MOST/LEAST TO MAINTAIN?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### WHICH PARTS OF THE SOLUTION COSTS THE MOST/LEAST TO OPERATE?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### WHAT'S THE SHORT TERM AND LONG TERM RISKS?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### WHEN WILL WE TURN A PROFIT?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### WHAT DIFFERENT WAYS CAN WE EARN VALUE ON THIS?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### WHO IS WILLING TO EXCHANGE VALUE FOR THIS? WHAT, AND HOW MUCH?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### WHY IS THIS COST HERE? CAN WE CUT IT?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### HOW MANY CUSTOMERS DO WE NEED?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

## FEASIBILITY (CHANGE MANAGEMENT AND POLITICS)

### IS THE ORGANIZATION READY FOR THIS CHANGE?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### WILL THE TRADE UNION OBJECT?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### HOW DO WE MAKE THE ORGANIZATION READY FOR THIS?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### CAN WE USE THE OLD ORG. STRUCTURE? WHAT MUST CHANGE?

WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### WHAT SORT OF ORGANISATION IS THIS? HISTORICAL ANALYSIS OF STRUCTURE, CULTURE MAPPING AND CAPABILITIES-MAPPING

HOW/WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### HOW WILL THE CHANGE BE IMPLEMENTED?

HOW/WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### CULTURE: WHAT WILL BE ENHANCING AND WHAT WILL BE INHIBITING?

HOW/WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### WHAT IS THE STRUCTURE OF THE ORGANISATION?

HOW/WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### WHAT IS THE MOTIVATION FOR CHANGE? (BURNING PLATFORM)?

HOW/WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### IS THE CHANGE AN EVOLUTION OR REVOLUTION TO THE ORG.?

HOW/WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### WHAT ARE THE TRADE-OFFS IN THE NEW SOLUTION?

HOW/WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE

### IDENTIFY TYPE OF CULTURE IN ORGANISATION

HOW/WHO CAN ANSWER THIS:

THE ROLE OF THE SERVICE DESIGNER:

ADVISE  PARTICIPATE  LEAD/FACILITATE  DO OURSELF  NONE