

Rapid Service Design – Mission:

Design a service that helps people live a healthier life.



Interview

What experiences has your interview partner had in trying to change their lifestyle? What problems were there? What desires? What motivated him/her? What worked well and why? What did not work and why? What would he/she have wished for differently?

Rapid Service Design – Mission:

Design a service that helps people live a healthier life.



Problem Statement

.....
NAME

needs a way to

NEED / GOAL

.....
But

OBSTACLE / CHALLENGE

Rapid Service Design – Mission:

Design a service that helps people live a healthier life.



Ideation

Rapid Service Design – Mission:

Design a service that helps people live a healthier life.



Elevator Pitch

For
TARGET CUSTOMER

who
NEED

..... is a
NAME OF THE SERVICE **CATEGORY**

that
VALUE PROPOSITION

Unlike
COMPETITION

the service
USP

Rapid Service Design – Mission:

Design a service that helps people live a healthier life.



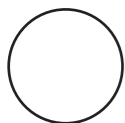
Customer Journey











Rapid Service Design – Mission:

Design a service that helps people live a healthier life.



Feedback

Delighters

Room for improvement

Open questions

New ideas