

Write the concept name here



Draw the service journey. For each step of the service journey, where relevant, visualise: the actors that collaborate to provide the service at this step, the main touch-points used, the offering at each step, the needs satisfied and the experience that a customer will receive.

AT-ONE
summary

Write the concept name here



Visualise the actors that together provide the service described in the concept, and show the main value exchange between them.
Describe the central actor collaborations needed to make this a success eg: critical success factors

AT-ONE
actors

Write the concept name here



Visualise the service on its main touch-points, such that the essence of the service is presented.
Describe the touch-points needed to make this a success eg: the critical touch-points

AT-ONE
touch-points

Write the concept name here

Visualise the service so that the essence of the service offering is presented. Show any functional, emotional, self-identity and idealistic benefits.
Write a short description of the offering and its value offering. Note its fit with company brand strategy.

AT-ONE
offering

Write the concept name here

Large empty rectangular area for writing the concept name and description.

Show situations that highlight the customer needs that the service satisfies.
Write a short description of the needs covered.

AT-ONE
need

Write the concept name here

[Empty space for writing the concept name]

Exemplify the experience that customers be expected to have when using the service.
Describe the customer experience and what a customer would say about the experience to another customer.

AT-ONE
experience