

WORKSHEET EXERCISE #1

TABLE TOPIC

Capture your team's table topic.

PROBLEM STATEMENT

Capture your selected Problem Statement for your service innovation.

HOW MIGHT WE QUESTIONS

Generate a list of How Might We (HMW) Questions for service innovation.
Draw a box around the HMW question you select to focus on for the workshop.

AMP UP THE GOOD:

REMOVE THE BAD:

EXPLORE THE OPPOSITE:

QUESTION AN ASSUMPTION:

GO AFTER ADJECTIVES:

ID UNEXPECTED RESOURCES:

CREATE AN ANALOGY FROM NEED OR CONTEXT:

PLAY POV AGAINST THE CHALLENGE:

CHANGE THE STATUS QUO:

BREAK POV INTO PIECES:

WORKSHEET EXERCISE #2

CONTEXTUAL INSPIRATION

Capture your notes and thoughts on the products, services and companies that will provide contextual inspiration for your service innovation.

WORKSHEET EXERCISE #3

JOBS TO BE DONE

Create one frame below for each of your key stakeholders. Use additional worksheets as needed.
These statements should be concise ways to understand what the service must do.

 KEY STAKEHOLDER: _____

WHEN I _____ I NEED TO _____

SO THAT I CAN _____.

 KEY STAKEHOLDER: _____

WHEN I _____ I NEED TO _____

SO THAT I CAN _____.

 KEY STAKEHOLDER: _____

WHEN I _____ I NEED TO _____

SO THAT I CAN _____.

 KEY STAKEHOLDER: _____

WHEN I _____ I NEED TO _____

SO THAT I CAN _____.

 KEY STAKEHOLDER: _____

WHEN I _____ I NEED TO _____

SO THAT I CAN _____.

 KEY STAKEHOLDER: _____

WHEN I _____ I NEED TO _____

SO THAT I CAN _____.

WORKSHEET EXERCISE #3 (continued)

EXPERIENCE MAPPING

Select one key stakeholder and build an Experience Map of their experience as it exists today. Think about the activities, environments, interactions, objects and other people that might be involved.



KEY STAKEHOLDER: _____

WORKSHEET EXERCISE #4

DESIGN GUIDELINES: MUSTS, COULDS AND SHOULD
Generate a list of musts, could, and should for a service solution

THE SERVICE MUST:

THE SERVICE COULD:

THE SERVICE SHOULD:

WORKSHEET EXERCISE #5

BUSINESS MODEL CANVAS

Create a prototype of your service innovation in the form of a Business Model Canvas.

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
	KEY RESOURCES		CHANNELS	
COST STRUCTURE			REVENUE STREAMS	

WORKSHEET EXERCISE #5

SERVICE MODEL BLUEPRINT

Create a prototype of your service innovation in the form of a Business Model Canvas.

TIME



WORKSHEET EXERCISE #6

TELL YOUR SERVICE STORY

Use this space to write notes, key points or even your script for your service innovation.

WORKSHEET EXERCISE #7

HOW MIGHT YOU?

Use this space to write notes, key points or even your script for your service innovation.

PROBLEM STATEMENT

Capture potential Problem Statements for service innovation at your local library. Draw a box around your favorite Problem Statement.

HOW MIGHT WE QUESTIONS

Generate a list of How Might We (HMW) Questions for service innovation, based on your Problem Statement.

Take these back to your local library to start the discussion on framing the problem and planning a research approach.

AMP UP THE GOOD:

REMOVE THE BAD:

EXPLORE THE OPPOSITE:

QUESTION AN ASSUMPTION:

GO AFTER ADJECTIVES:

ID UNEXPECTED RESOURCES:

CREATE AN ANALOGY FROM NEED OR CONTEXT:

PLAY POV AGAINST THE CHALLENGE:

CHANGE THE STATUS QUO:

BREAK POV INTO PIECES:

WORKSHEET EXERCISE #8

I LIKE, I WISH, I WONDER

Make a list of things that you like, you wish and you wonder about today's workshop. Discuss what you've written down, and please return this page to one of the facilitators.

I LIKE...

I WISH...

I WONDER...