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:

PLAY POV AGAINST THE CHALLENGE:

CHANGE THE STATUS QUO:

BREAK POV INTO PIECES:



CONTEXTUAL INSPIRATION

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



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	_ INEED TO	_
SO THAT I CAN		
KEY STAKEHOLDER:		
WHEN I	- INEED TO	_
SO THAT I CAN		
KEY STAKEHOLDER:		
WHEN I	- INEED TO	_
SO THAT I CAN		
KEY STAKEHOLDER:		
WHEN I	_ INEED 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		_•

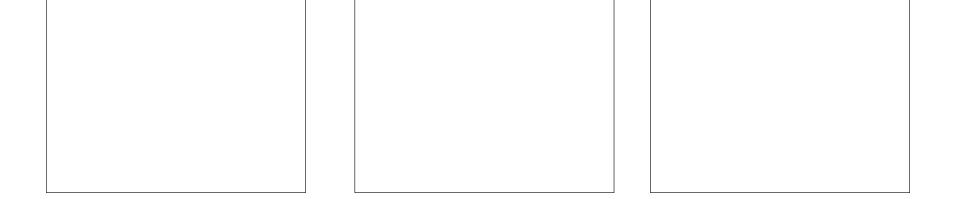


WORKSHEET EXERCISE #3 (continued)

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.

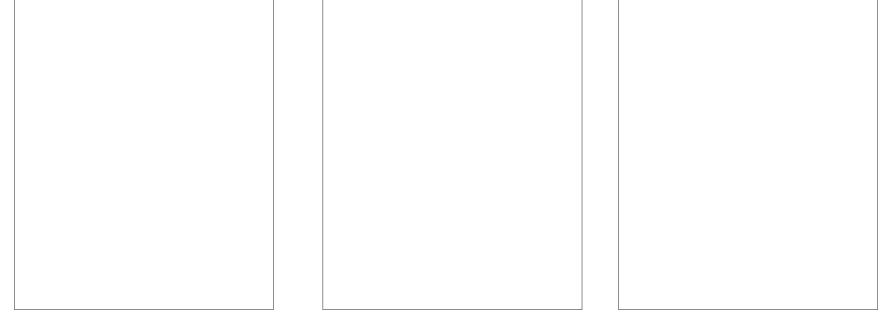






DESIGN GUIDELINES: MUSTS, COULDS AND SHOULDS Generate a list of musts, coulds, and shoulds for a service solution

THE SERVICE MUST:	THE SERVICE <u>COULD</u> :	THE SERVICE <u>SHOULD`</u> :



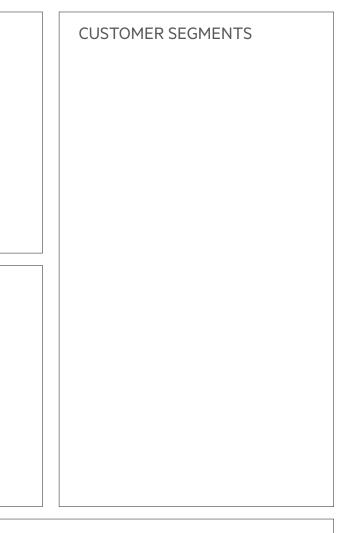


BUSINESS MODEL CANVAS

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

			1	[
KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSI	TION	CUSTOMER RELATIONSHIPS
	KEY RESOURCES			CHANNELS
COST STRUCTURE			REVENUE STREA	MMC
			REVENUE SIREA	טויוג

Service Design Thinking for Libraries

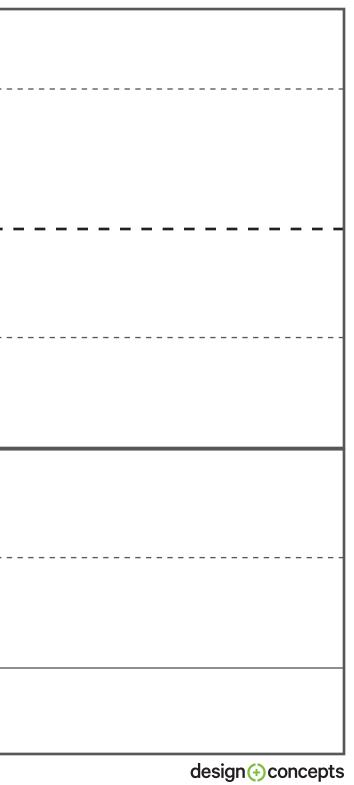


design (+) concepts

SERVICE MODEL BLUEPRINT

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

	TIME	
	PHYSICAL EVIDENCE Props, places	
IISIAGE	CUSTOMER EXPERIENCE Thinking, doing, feeling, saying	Line of Interaction
1 HKON	SERVICE EMPLOYEES	
	DIGITAL & DEVICES	Line of Visibility
	EMPLOYEES	
BACKSTAG	DATA	Line of Internal Interaction
	SUPPORT PROCESSES Partners, people, processes	
	Service Design Thinkir	ng for Libraries



TELL YOUR SERVICE STORY

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



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:



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

