

8 FEASIBILITY

In this last step, you consider all the things that have to be done (and changed) behind the scenes to realise the service.

Then you make a comparison between the existing and desired situation and create a roadmap. You do this together with the stakeholders who will be involved in the implementation.

THIS STEP IS DIVIDED IN TWO PARTS

- Via the blueprint technique you consider what the consequences are of the future service concept for the organisation. What does this new service require of employees, the organisational structure and underlying processes?
- You compare the desired situation with the current one and you detail a roadmap in order to achieve the intended result. List the activities that are necessary to roll out the new service in the various phases: the initial pilot phase, the roll-out phase and the complete implementation of the service.

Tip: to determine the order of activities on your roadmap, you can also take a look at:

- *complexity: first the "quick wins" and then the "difficult" things;*
- *logic: first all the activities for the most important target groups or first the internal systems and processes;*
- *urgency: first all the activities that ensure that there are no unnecessary or double costs.*

Tip: Find inspiration in the pop-up shop concept in which a shop temporarily pops up in a city. Launch your service as a pop-up service that exists for a few weeks or months and then disappears.

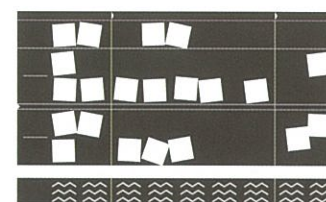
OTHER TECHNIQUES THAT YOU CAN USE IN THIS STEP

- Use the "Business Model Canvas", developed by Alex Osterwalder, to describe the way in which your service creates value. This canvas gives you a quick and clear way to visualise your business model.

You will find this canvas at:

www.businessmodelgeneration.com

TECHNIQUES IN THIS TOOLKIT



BLUEPRINT



ROADMAP

CHECKLIST

At the end of this step, you'll have an answer to the following question:

- ☐ What does the new service provision mean for your organisation? Which changes are needed? Technological? Operational? Organisational?
- ☐ What is the minimum that you need to figure out before the pilot phase? What can you do in later phases?
- ☐ What are you going to measure in each phase?