

F FRAMING

The very first step in the service design process is to fully understand the questions:

why do you want to design this service and which insights are still missing?

THIS STEP IS DIVIDED IN TWO PARTS

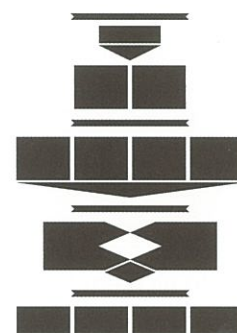
- Bringing into focus the context and objectives of the project.
- Formulating the research questions (or hypotheses) for the field research to be conducted in the next step.

Tip: prepare yourself using existing information: studies, videos, interviews, blogs, etc.

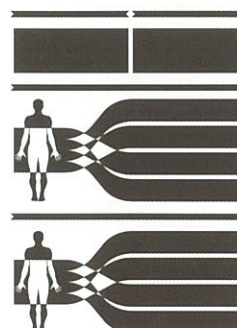
OTHER TECHNIQUES THAT YOU CAN USE IN THIS STEP

- A SWOT (*Strengths, Weaknesses, Opportunities & Threats*) or analysis of the internal strengths and weaknesses of the current service and organisation, and of the external opportunities and threats. You'll find sufficient information about this on the internet, and an explanation as well as a template in the first version of the *Service Design Toolkit*.
- The cause diagram can also be found in the first version of the *Service Design Toolkit*. A causes card is a useful tool for thinking about the underlying causes of a problem. Use this tool during the workshop when the causes of a problem are still unclear.

TECHNIQUES IN THIS TOOLKIT



CONTEXT & OBJECTIVES



RESEARCH QUESTIONS

CHECKLIST

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

- ☐ What do you want to achieve as an organisation with this project?
- ☐ To whom will you offer a service?
- ☐ Which trends support your service? Do you need to take into account any obstacles or conditions?
- ☐ How does the service fit with your corporate values? How distinctive is this?
- ☐ Which value added will you offer to the target group?
- ☐ How will you determine whether you've done a good job? What will then happen?
- ☐ What do you want to check in your field research? Which insights are still vague? Which are still untested assumptions?
- ☐ Who do you want to question? Which questions will you ask?