# 1A Define    THE DEVELOPMENT CHALLENGE

**What is the target of the development?**

What do you want to achieve? What is the problem to be solved? E.g., gaining new services, getting customers to recommend your service etc.

**What are the objectives of the development? Why do you want to improve your service?**

**How will success be measured?**

**Business** metrics for measuring success.
E.g., number of medical services provided, waiting time days, bed occupancy rate

**Customer experience** metrics for measuring success.
E.g., increased patient satisfaction

**Who are your service's customers and how can they be reached?**

Think about what customers you are particularly targeting. If you're looking to gain customers who do not yet use your service, think about how they can be reached. E.g., other locations, events, Open Day etc.

**What do you not yet know about your service's customers?**

Think about issues that could help you improve your service. What would you like to learn?
How do your customers use your service? What would you like to understand about your customers' behavior?

Adapted from "Service Design Processes and templates" Toolkit developed in 2010-2012 at the JAMK University of Applied Sciences