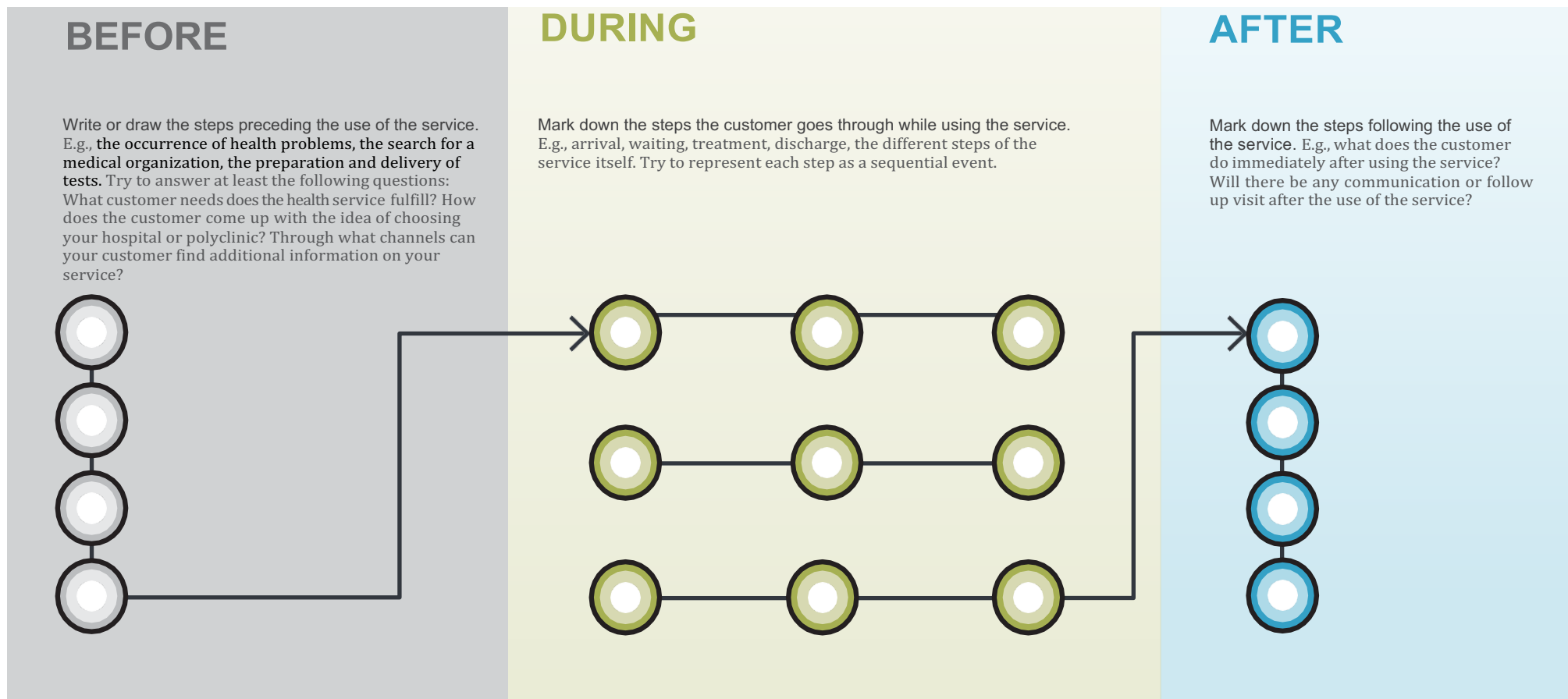




1B The customer's service pathway



Mark down the hot spots of service development on the pathway:



The customer has a good experience at this step.



The customer has problems at this step.



Tips

Even before starting the development project, you can think about where the hot spots of development are located. This way, you can form your own assumptions about development objectives. You can test these "what if" ideas in customer interviews.

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