Services can be complex. What customers experience and come to value is the result of many elements working elegantly together.

To customers, a valuable service is a clear set of benefits, a great experience and a worthwhile relationship. For the business, the service delivers its commercial objectives and packages its business model into a distinct set of offers that helps them stand out against the competition.

We design services with this balance in mind, making sure all components of the service work together effectively for the equal benefit of the provider and customer.

The framework below can be used to map out the different components of a service and structure a conversation about how a service could be refined, developed or improved.

**Service role**
The role and value a service provides in a customer’s life

**Service principles**
The clear aims that direct design and decision-making across an organisation

**Value propositions**
The big idea that really makes a difference and compels customers to buy into a service

**Service model**
How a service operates to fulfil its role in customers lives, creating value as well as profit

**Platform requirements**
The operational elements needed to deliver the service and the desired customer experiences

**Processes**
The way a service is enacted to deliver the desired experience in ways that can be managed, improved and maintained

**People**
The beliefs and behaviour of those delivering and using the service

**Offers**
The discrete parts of a service that people interact with and buy

**Journeys and experiences**
How the service comes together to create a desirable set of experiences and interactions to create value for customers and the service provider