

Nesta...

# Consolidating learning from development

Developing and testing

TOOL

## INTRODUCTION

### What

Articulate the core components of your idea

### Why

In order to articulate requirements for moving into the delivery stage

### How

Think about key documents that you need to take the project to your next stage

## Project summary

- A description of what the idea is, who it is for and why customers or service users would be interested in it. This could include a detailed definition of the issue or problem that the solution is designed to address, or the need or demand it will fulfil.
- An outline of intended outcomes and impact, or the value created by the service.
- A description of activities to date, including who has been involved in development so far and who will be involved in the next phase.

1

## Clear description of the targeted users, beneficiaries or customers

This should be divided up to show which ones you are focusing on in particular. It could include a set of 'user personas' which summarise distinctive types of user or contributor to a service (e.g. a front-line member of staff such as a youth worker or a volunteer).

2

## Set of service blueprints

These are diagrams that outline in detail how specific user experiences can be delivered. Service blueprinting is a specific technique that maps how service users will interact with all aspects of a service. It usually outlines all the 'touch-points' for user engagement with a service (this could include e-mails, websites, telephone helplines and all the physical spaces where users interact with staff). It also outlines all the 'behind the scenes' activities that support a service experience but that service users might not necessarily see.

3

## Service specification with 'use cases'

A development of service blueprints, 'use cases' illustrate how different user types (personas) can use or engage with the service, and what will happen.

4

## Communication artefacts

A development of service blueprints, 'use cases' illustrate how different user types (personas) can use or engage with the service, and what will happen.

5

## Business model

The business model outlines all aspects of how your venture will operate, including expenses, revenue and operational structures. You can learn more about creating a business model in Module 5.

6

## Organisation analysis

This shows how the proposed initiative or service impacts on operations, marketing and communications, human resources and training, accounting and finance.

7

## Financial models for service delivery

Including investment in operations, staff training, modifying premises, start up costs, marketing and communications, and costs of co-production if community members and volunteers are implicated in delivery.

8

## Development budget

This shows how much has been invested to date, and requirements for the next phases of work.

9