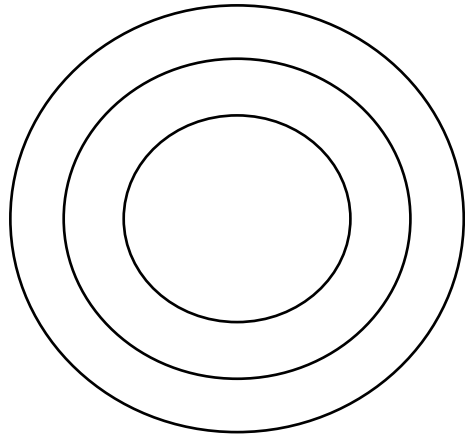


Business (Viability)

Values

What are the most important values of the company?



Vision and Mission

Blank box for writing the vision and mission of the company.

What is the vision and mission of the company?

Culture

What is the culture within the company? How do people behave?
What does the office look like?

Organisation

How is your organisation structured?

Vital Business Function

What is the main process or function within the business to create revenue?

Technology (Feasibility)

IT-Architecture

How is your IT infrastructure organised? Saas, centralized etc

Skills

Which skills are needed within your IT organisation?

Processes

Which are the main processes to support and deliver IT services

Key Services

Enabling Services

Enhancing Services

Which are the main IT services your provide? Which services are supportive or enhancing?

Touchpoints

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Blank box for touchpoint 2

Blank box for touchpoint 3

Blank box for touchpoint 4

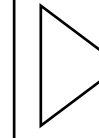
Blank box for touchpoint 5

Customer (Desirability)

Desired Touchpoints

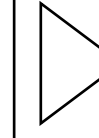
Why is this touchpoint so important to your service?

Blank box for touchpoint 1



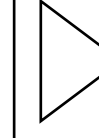
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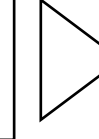
Horizontal line for touchpoint 2

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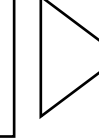
Horizontal line for touchpoint 3

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Horizontal line for touchpoint 4

Blank box for touchpoint 5



Horizontal line for touchpoint 5

Target users and needs

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Desired Service/Way of Working

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