Headline font 90

Subheadings 50

Actual text should be no smaller than 30pt

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1. Overview

• Describe the product/ service before the project
(industry sector/target audience etc..)
• Describe the objective, target, market of the task

2. Process

• Design tools or methods and the process
• How did you gather (customer) insight?
• How did you test the product / service concept?

3. The Benefits of design

Where/how design adds value to..

• On the customer
• On the organisation
• On the competition / market

4. Effect

• Cause and effect
: Proof beyond reasonable doubt of a cause and effect between the service design and the results. Evidence of targets set in the original brief against the results achieved.

• Scale of effect
: Analysis of all effects, not just the primary effect as detailed in the brief. Often a better customer experience also includes more satisfied employees and better financial results. However, keep in mind that all the effects must be documented and substanti ated.