## LEAN SERVICE CREATION

## A more customer-centric and faster way of creating services, products, and processes

- The curated set of LSC canvases will walk you through the steps needed for successful creation of services, products, or processes
- LSC brings structure and focus to service creation based on our own experiences from creating over 3000 digital services
- The toolset combines best parts of Lean Startup, Design thinking & Agile development practices
- Dozens of our clients, such as Allianz, BMW, Wärtsilä, Cramo, Telia, use LSC to work smarter
- 20+ universities teach it all over Europe

		IDEATION	Concept name?
	DATA - Know your	ldeas that fill the user need/ problem	How does it work?
BUSINESS G	What data do we need?		
Our goal?			
	Key findings of users from the DATA		Value to the end-user?
	-	  deas that fix, 1 eliminate or reduce the user pain	LOVE THE PROBLEM
What do we need to take into account? (Brond strolegy)			
	Key findings of our and others busing		Written value proposition: Headline:
			Description
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