



WORKSHEET

Service Flip

 A3 or bigger

Increasingly, companies are shifting from selling only a product to turning that product into a service. Do you need an office, or just a place to get work done? Do you need to buy a new set of clothes, or have access to a never ending wardrobe? It starts with understanding the underlying user need and thinking more creatively about how they can be met.

STEPS

- 1** Download the Service Flip worksheet, and start by identifying the core needs the three product examples are trying to meet: a dvd player, a washing machine, and clothes. (The core need of a car, for example, might be “get me from point A to point B.” It’s not about owning the vehicle necessarily, but providing mobility whenever someone needs it.)
- 2** Now brainstorm other ways to meet those needs, that go beyond having to own that individual product. For each of the three examples, try to come up with a few ideas.
- 3** For the last box, flesh out what the new service experience might look like for each. (For mobility the solution might be car sharing—enabled perhaps by an online platform, GPS technology and maybe even driverless cars.)
- 4** Now, do steps 1-3 with your own product, starting with the core needs you’re trying to meet, a few ideas around how to solve for these in a new way, and a description of a service model approach that could be beneficial for users and producers.
- 5** To wrap up, ask yourself: if you were to offer a service, what systems would need to be in place? Which partners would you need to support this change? What feedback or data would be important to have (and which technologies might you rely on to do it)? Could the data be of benefit to others (e.g. might someone want to buy it)?



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Identify the core need the three product examples are trying to meet.



DVD PLAYER



WASHING MACHINE



CLOTHING

WHAT'S THE USER NEED?

For example the underlying user need of a car is to get from one place to another.

WHAT ARE OTHER WAYS TO MEET THIS NEED BEYOND OWNING THAT PRODUCT?

Car sharing service, car rentals, leasing, on-demand, transport services, etc.

WHAT IS THE SERVICE EXPERIENCE?

What might be the benefits of not having to own this product?

Empty rounded rectangular box for user needs for DVD player.



Empty rounded rectangular box for other ways to meet the need for DVD player.



Empty rounded rectangular box for service experience for DVD player.

Empty rounded rectangular box for user needs for washing machine.



Empty rounded rectangular box for other ways to meet the need for washing machine.



Empty rounded rectangular box for service experience for washing machine.

Empty rounded rectangular box for user needs for clothing.



Empty rounded rectangular box for other ways to meet the need for clothing.



Empty rounded rectangular box for service experience for clothing.



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Identify the core need for three of your own products.

YOUR PRODUCT

WHAT'S THE USER NEED?

WHAT ARE OTHER WAYS TO MEET THIS NEED BEYOND OWNING THAT PRODUCT?

WHAT IS THE SERVICE EXPERIENCE?

WHAT SYSTEMS NEED TO BE IN PLACE?

Which partners would you need? What feedback or data would be important to have? Could the data be of benefit to others?

