



01

**Address Real Need**

Solve people's problems while providing value that feels like it's worth the effort. Base service models on needs identified from contextual research with people.

02

**Clarity of Service Offering**

Provide a clear service offering, in familiar terms. Actors (any person involved in the creation, delivery, support or use of a service) should easily grasp if a service is right for them, and what they are trying to deliver.



03

**Build Lasting Relationships**

The service system should support appropriate interactions, allow for flexibility of use, and foster ongoing relationships. The right level of engagement supports an evolving service experience.

04

**Leverage Existing Resources**

Consider the whole system and what existing parts could be used to better deliver the service. Find opportunities to augment, repurpose, or redeploy resources.



05

**Actor Autonomy and Freedom**

The service ecosystem should fit around the habits of those involved. Do not expect people to adapt their life or work styles to suit the service model.

06

**Graceful Entry and Exit**

Provide flexible, natural entry and exit points to and from the service. Consider when it is appropriate for actors to jump in, or to achieve closure.



07

**Set Expectations**

Let actors know succinctly what to expect. Assist understanding of where they are in the system through the design of environments and information.

08

**The Right Information at the Right Time**

Tell the actors and the system what they need to know with the right level of detail, at the right time. Weigh the costs and benefits of providing more or less precise information.



09

**Consistency Across Channels at Any Scale**

Continuity of brand, experience and information should exist across the entire service system. Actors should be able to seamlessly move across channels.

10

**Appropriate Pace and Rhythm of Delivery**

All actors should experience and provide the service at a suitable and sustainable pace.

