

Service Definition Template

SERVICE NAME:	
Service Description	Describe the service to be provided, the core activities that the services include. What is the rationale behind this service? What are the objectives?
Market	What is the potential market size / value? What are the trends of the market?
Customers	List current and potential customers for this service (who will pay for the service?).
Users / Beneficiaries	List users and beneficiaries (if different from the customer).
Benefits & key messages	How does the service answer the needs of the user group? What is unique about it? How can it benefit to your existing stakeholders / to others in the community?
Resources required	Identify resources required to deliver that service (both internally and externally).
Pricing / Charging model	Mechanisms for charging the clients & potential value of service per identified client.
Market accessibility & risks	What are the key barriers to entering this market? Are there any competitors? Are there risks associated with running this service?
Key success factors / KPI	What are they key success factors for this project? How do you measure success?
Routes to market	What are the actions you need to take to access this market? Who can advocate for this service? What are the key channels and physical/virtual locations to advertise for this service?
Service development over the next couple of years	Key objectives & milestones to develop this service further