




STORYBOARD SERVICE PITCH

USER & PROBLEM 


MAIN USER + PROBLEM THAT HAS TO BE SOLVED

SOLUTION 

MAIN TOUCHPOINT or PRODUCT STAGING

USER ACTION 

WHAT DOES THE USER TO ACTIVATE THE SERVICE?

SERVICE ACTION 

HOW DOES THE SERVICE/PRODUCT REACTS/WORK?

HAPPY END & VALUE 

WHAT IS THE DELIVERED VALUE?
HOW THE EXPECTED SCENARIO LOOKS LIKE?

