

STORYBOARD SERVICE PITCH

IDEA NAME



USER & PROBLEM



MAIN USER + PROBLEM THAT HAS TO BE SOLVED

SOLUTION



MAIN TOUCHPOINT or PRODUCT STAGING

USER ACTION



WHAT DOES THE USER DO TO ACTIVATE THERE SERVICE?

SERVICE ACTION



HOW DOES THE SERVICE/PRODUCT REACT/WORK?

HAPPY END & VALUE



WHAT IS THE DELIVERED VALUE?
WHAT DOES THE EXPECTED END SCENARIO LOOK LIKE?