SEROI+ process overview

Module 1:
Policy goals

1. Policy/Service goals

Each one of us, should produce exapmle for one of the service areas!

Details	Policy goals
WHAT Problem / need / opportunity do we want to solve / meet	*Depopulation of rural environments*
WHO has the problem / need	*Senior citizens and relatives*
WHY should the Region solve it	*It is a political goal. They are an important part of society.*
WHERE is the problem / need	*Everywhere in the region, in the most rural parts especially*
WHEN does the problem need to be solved / need be met	*Significant improvement expected by 2020*

1. Policy/Service goals

Details	Policy/Service goals
WHAT Problem / need / opportunity do we want to solve / meet	
WHO has the problem / need	
WHY should the Region solve it	
WHERE is the problem / need	
WHEN does the problem need to be solved / need be met	

Module 2:
Stakeholders

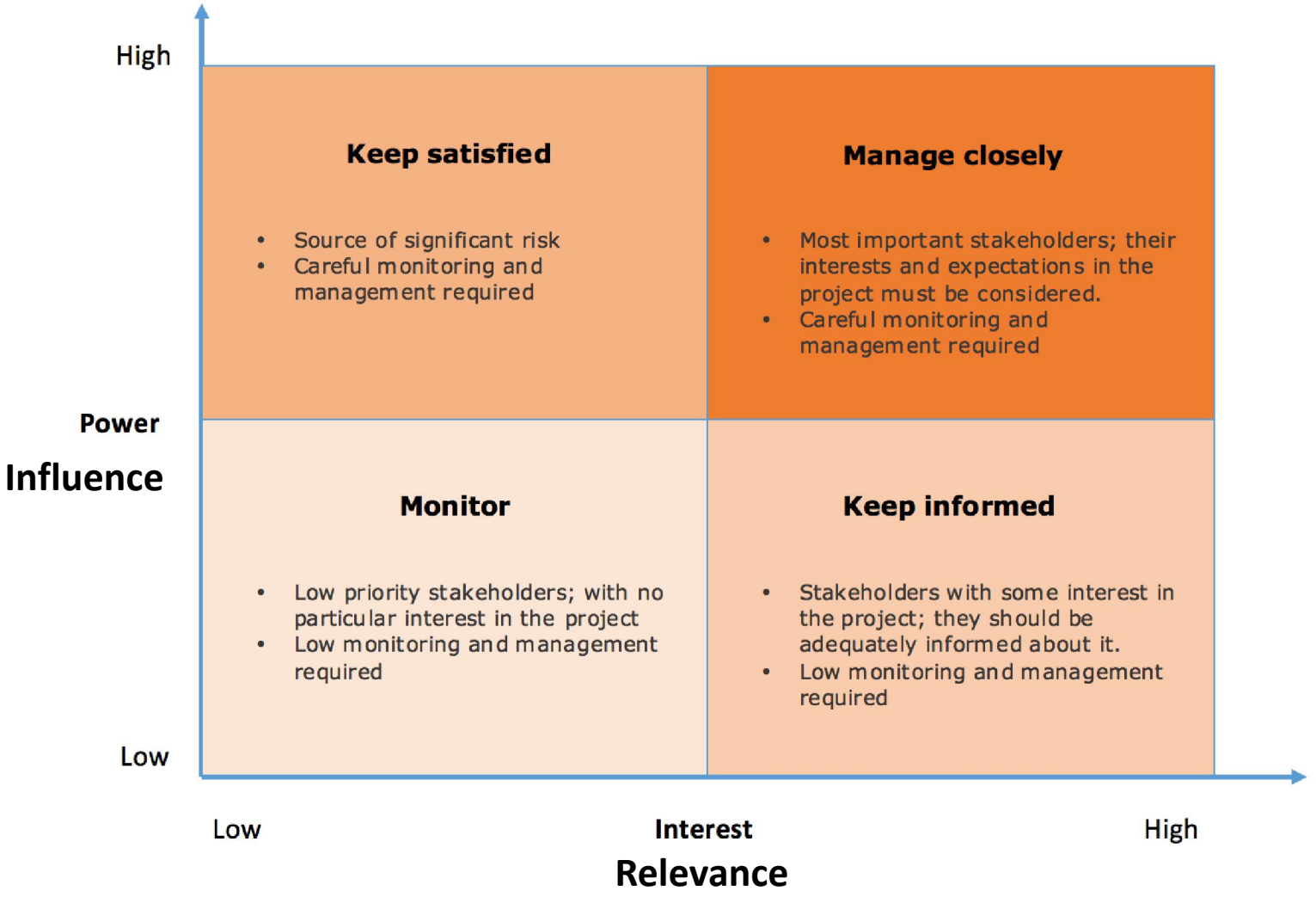
1. Stakeholders

Identify

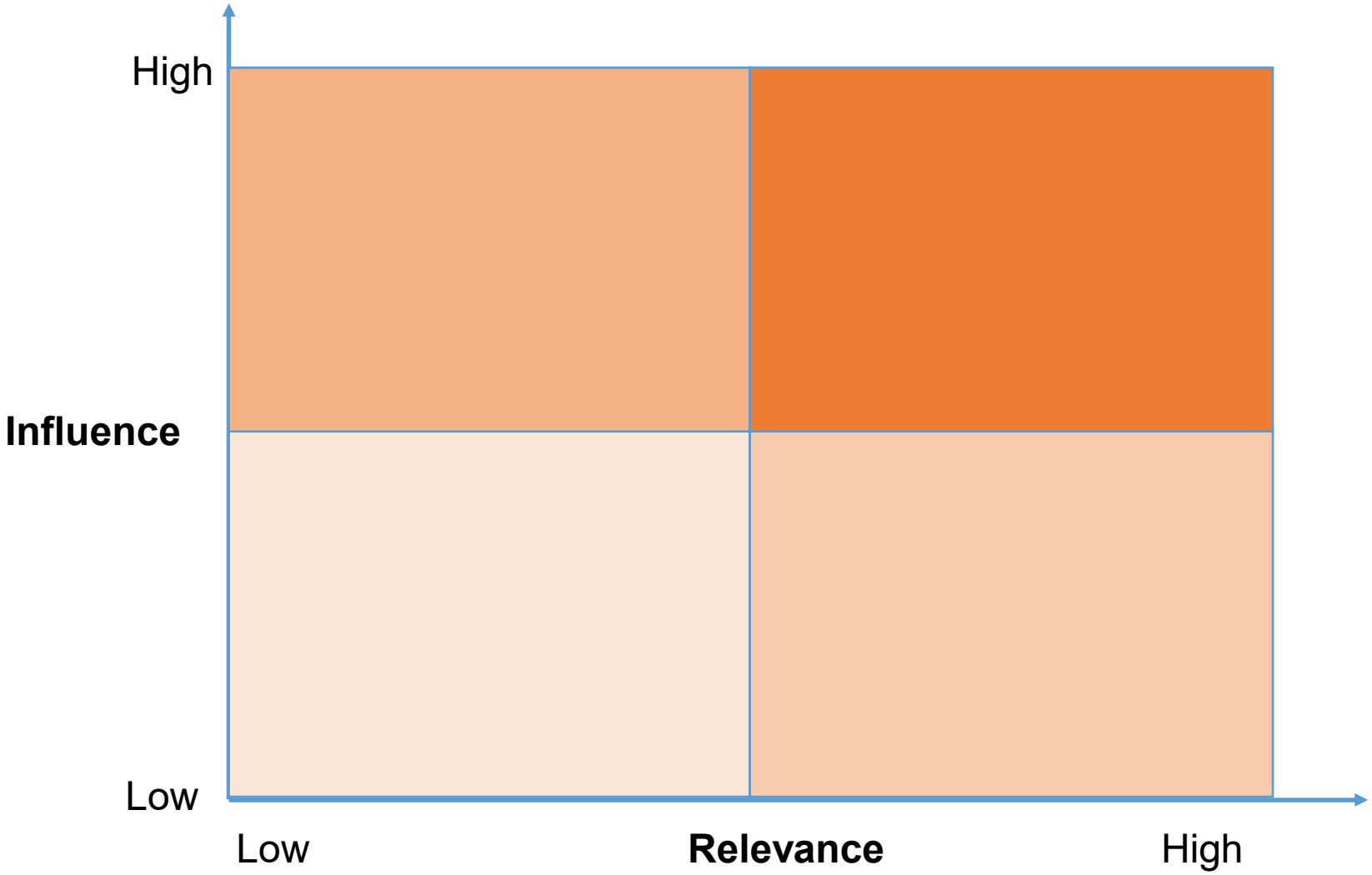
Stakeholder map

STAKEHOLDERS	Interests they have and benefits they can get from the project	Contributions and resources they can provide	Expectations and requirements of the project	Interests that can conflict with the project	Actions to address these conflicts of interests

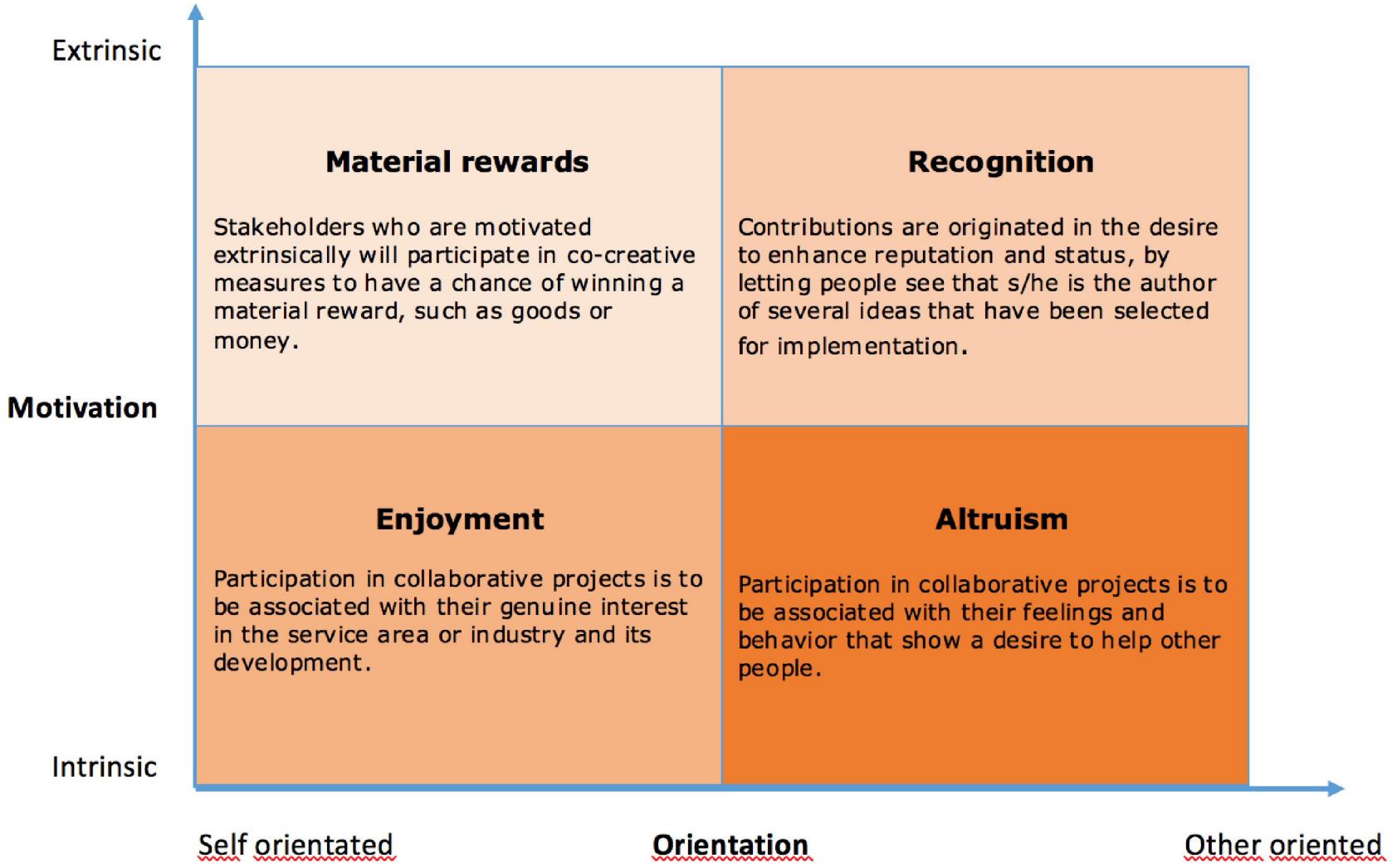
Influence/relevance grid



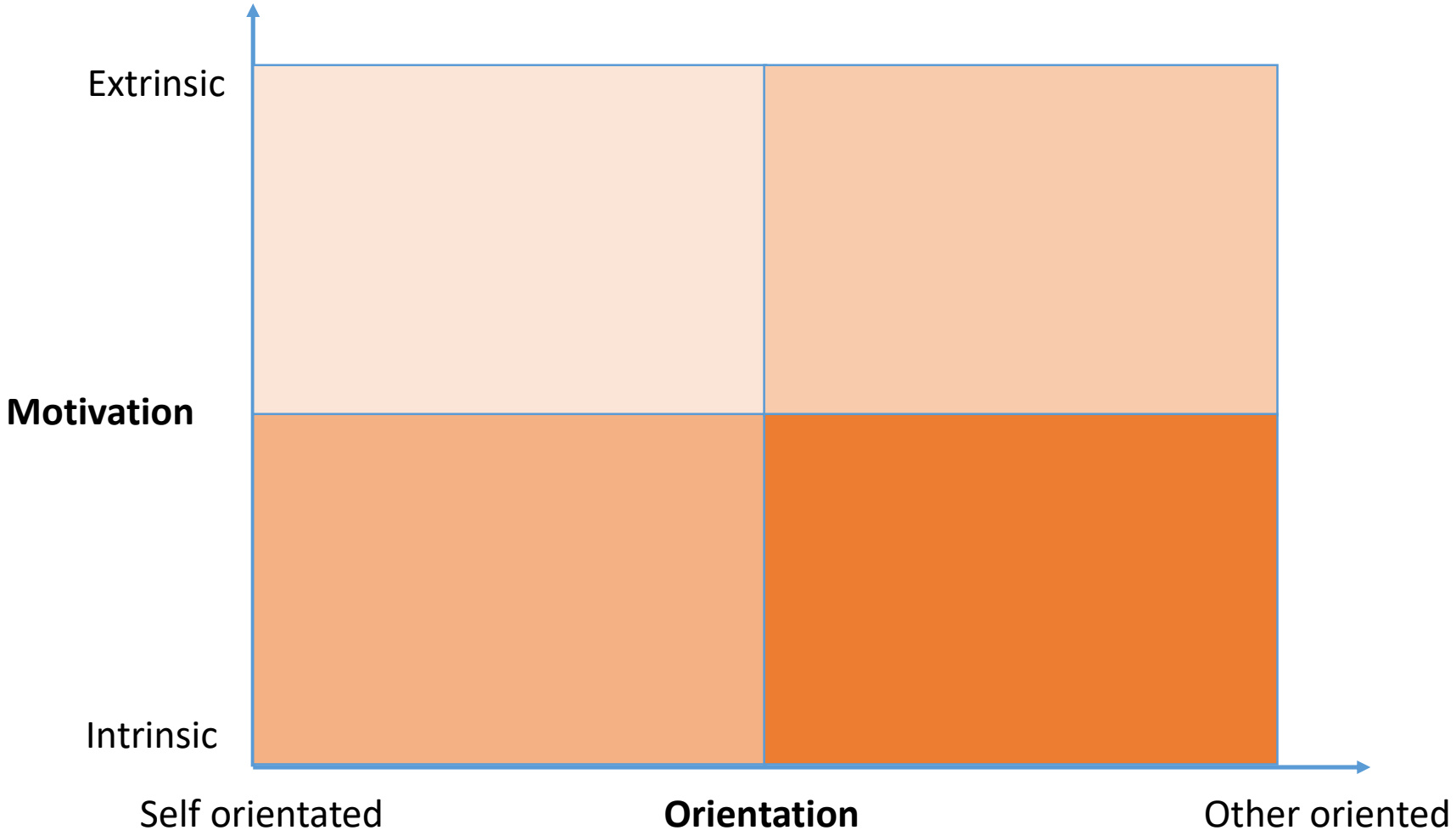
Influence/relevance grid



Motivation/Orientation grid



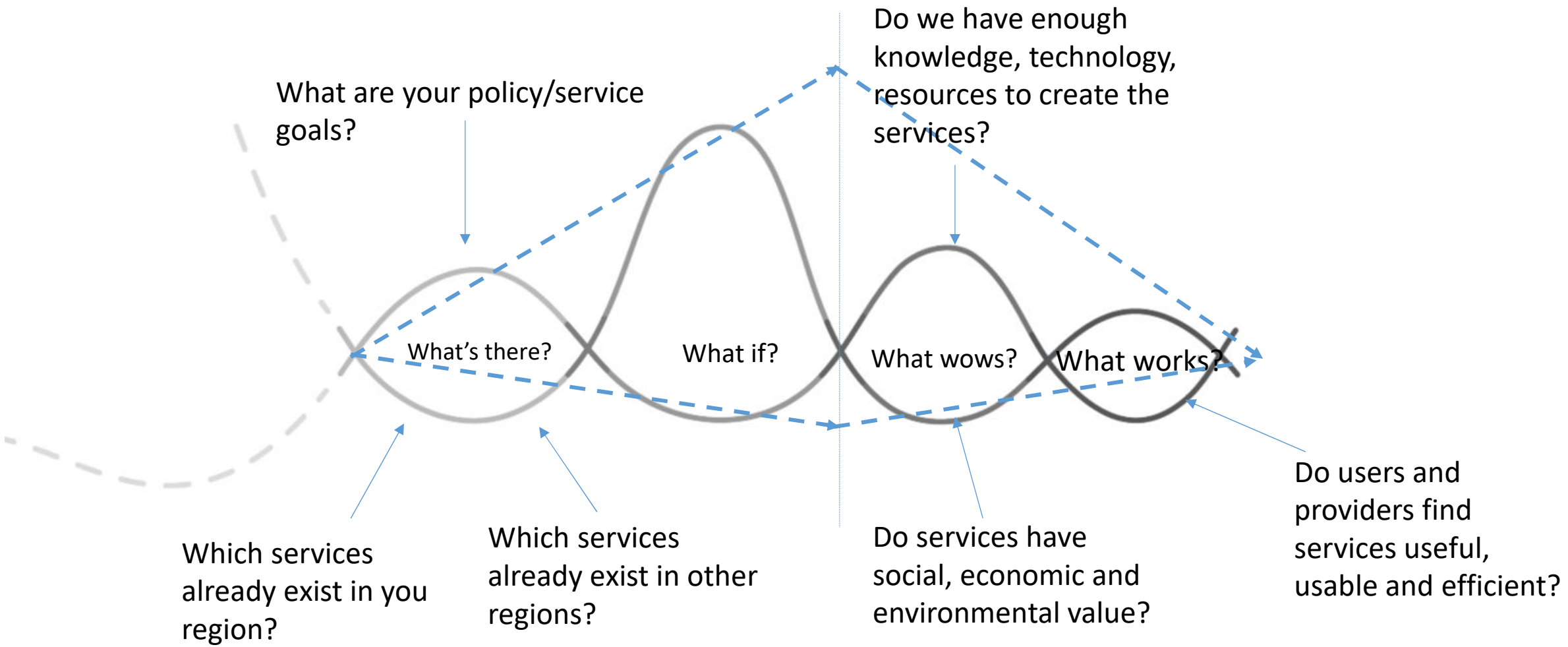
Motivation/Orientation grid



Module 3:
Services

3. Digital services

Co-create



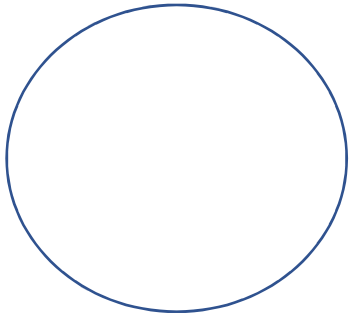
3. Digital services

Co-create

Personas

Demographics

Photo/Sketch



Name:
Age:
Relationship status:
Job:

Gender: F M
Location:
Children:

What do they enjoy?

What distinguishes them from others?

What are their goals?

What keeps them awake at night?

Unmet needs

1. Whose unmet need is it?

2. What is their unmet need? (in 10 words or less).

3. How is this unmet need currently overcome?

4. Why has this unmet need not been satisfied?

5. Why is it important to meet it?

Brainstorming

Idea title:

What is the idea in a nutshell? (in 1, max 2 sentences).

3. What and whose unmet need is our idea satisfying?

Idea prioritizing

Idea	Practical viability	Economic value	Environmental value	Social value	Total
	/10	/10	/10	/10	
	/10	/10	/10	/10	
	/10	/10	/10	/10	
	/10	/10	/10	/10	
	/10	/10	/10	/10	

Service Prototyping

1. What is the service?

2. What do the users of the service do?

3. Who is involved in the service delivery?

4. What information/instruction is there?

5. What makes the service work well?

6. What makes the service work not so well?

Module 4:
Indicators and Impacts

Impacts and indicators

Prioritised goal (from Module 1)	Related Service	Stakeholder groups affected	Impact	Impact relevance rating
E.g. Goal 1	*E.g. Smart working hub*	*E.g. Start-ups*	*E.g. Improved collaboration*	
		E.g. Young people	*E.g. Increased employment (or self-employment)*	
		E.g. Traditional companies	*E.g. Improved innovation and creation processes*	

Impacts

Prioritised goal (from Module 1)	Related Service	Stakeholder groups affected	Impact	Impact relevance rating

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Indicators

Service **Ex. Digital innovation hubs**	Stakeholder Ex. Young people (18-25)	Ex. Increased employment opportunities	Ex. Number of new jobs created in hubs	Value 1
		Impact 2	Indicator 2	Value 2
		Impact 3	Indicator 3	Value 3
	Stakeholder Ex. SMEs	Ex. Better access to qualified employees	Ex. Number of young people contributing or developing commercial projects	Value 1
		Impact 2	Indicator 2	Value 2
		Impact 3	Indicator 3	Value 3
	Stakeholder Ex. Region	Ex. More attractive region to incomers	Ex. Number of entertainment/media services offered by hub	Value 1
		Ex. Decreased distance to travel to work	Ex. Reduction in car travel/CO2 Emissions	Value 2
		Impact 3	Indicator 3	Value 3

Indicators

Service	Stakeholder (groups)	Impact	Indicator	Market or Proxy Value