

Service Box



What is it about ?

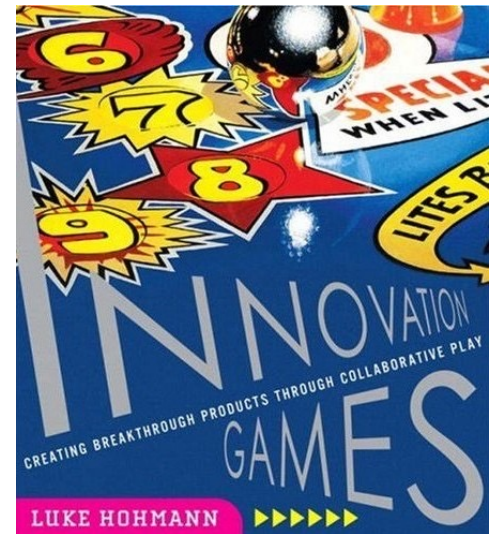
- Creating a tangible artefact
- Making tangible the expected features and the benefits
- Present the box

Why it works ?

- Co-construction involving the stakeholders
- Perception and expression of the Added Value
- Storytelling & serious game

Where does it come from ?

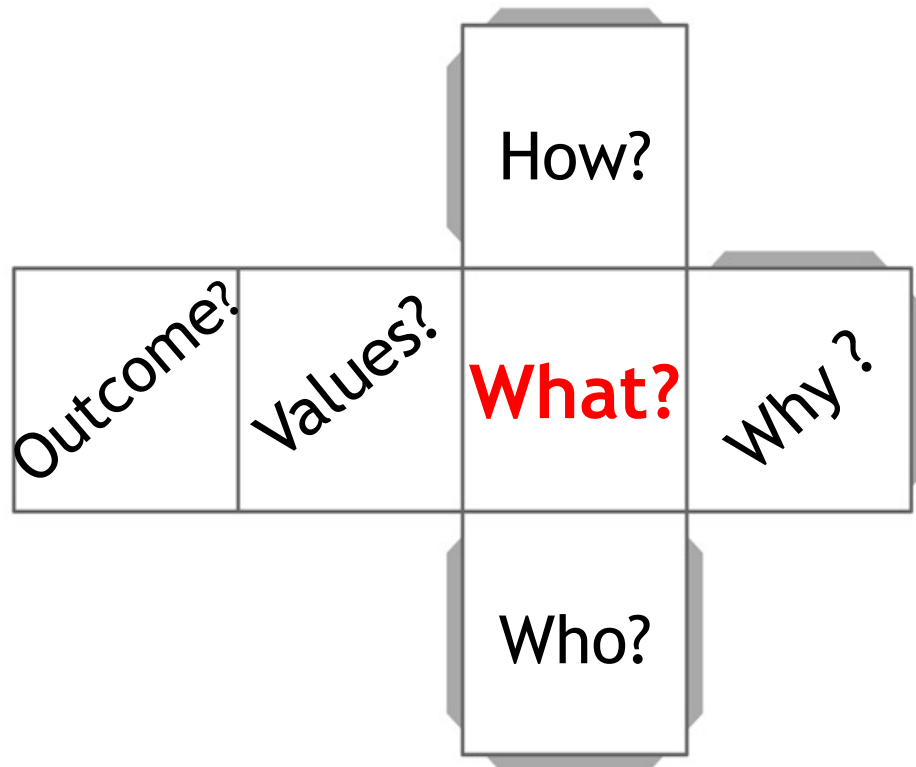
- Innovation Games from Luke Hohmann
- Start-ups Silicon Valley
- Design Thinking approach



Service Box

Design the Service Box of :

YOUR Service



Service Box examples (1)

Creativity Workshops

Local Entrepreneurs association



Service Box Examples (2)

Strategic plan of the IS for a state





http://kryschendo.com/uploads/storytell_image_web.jpg