

This Service Delivery Canvas will help your team to prototype different aspects of your project, based in the interactions between people and your offer.

1. Which Sustainable Development Goal are you supporting with this project (It may be more than one)? Circle it/them.
2. Choose your main human persona, give it a name and write down its main descriptors in the spaces provided. If you have enough/time/resources, you can run this activity for all your human and non-human personas.
3. Start by filling out the people line following a time sequence (Before, During and After use).
4. Fill out the front stage lines, define staff activities and touchpoints, be specific.
5. Fill out the backstage lines, define support activities and support elements, be brief but specific.
6. Decide what you need to develop in order to support the delivery of your project, be brief but specific.
7. Think about the user's experience for each activity, how do they feel? You can use emojis placing them on the good, neutral or bad experience moments.

Finally, understand if you are addressing your conservation challenge goals correctly, iterate as needed.

GOALS Which SDG goals are you addressing?



NAME *Use a realistic name*

MAIN DESCRIPTOR *What type of persona is it?*

TIMELINE		BEFORE <small>Notice, understand, be triggered...</small>	DURING <small>Participate, attend, use, buy, donate, relate, communicate, etc.</small>	AFTER <small>Relationship building, communication, education, community....</small>
EXPERIENCE	USER EXPERIENCE <small>Try to estimate the emotions of your users for each service moment</small>			
	ACTIVITY <small>What does the user do?</small>			
FRONT STAGE	TOUCH POINT <small>What do the user/staff use for this action? (folder, form, vehicle, tools card, app, etc.)</small>			
	ACTIVITY <small>What happens? What does the staff member do? What does the application do?</small>			
BACK STAGE	INTERNAL PROCESSES <small>What do your employees or systems do behind the scenes?</small>			
	SUPPORT ELEMENTS <small>Tools and systems necessary to support the staff (notebook, training, software, etc.)</small>			
WHAT TO DEVELOP? <small>What will you need to make in order to deliver this service moment? (apps, spaces, products, training, communication items, documents, signage, etc.)</small>				