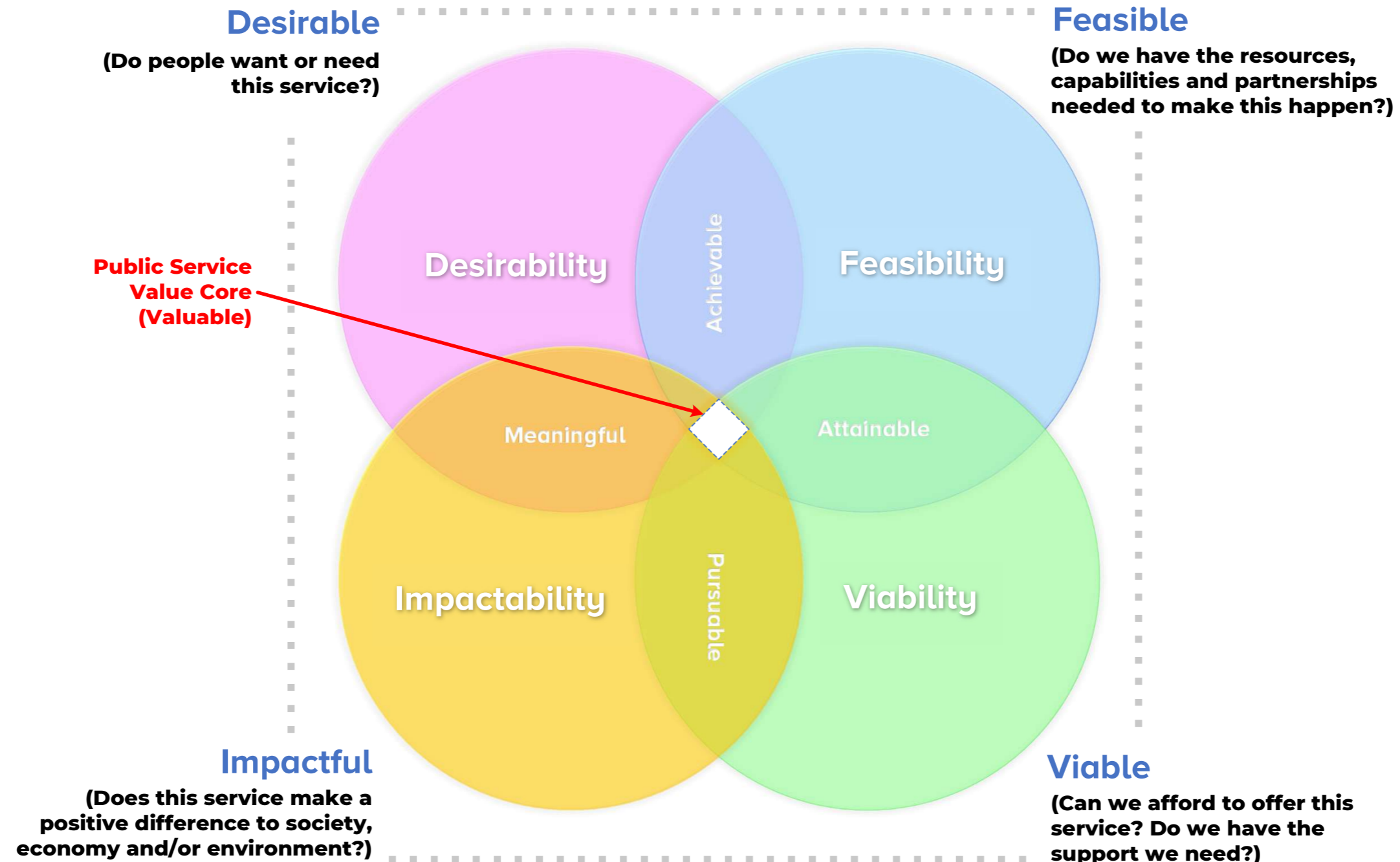


# Public Service Value Model



# Public Service Model Canvas

Agency / Department Name

Public Service Name



## Purpose

What is the mission or purpose of our public sector organisation, public policy, service or product?



## Impact

What impact are we seeking to achieve from a social, economic and/or environmental perspective?  
What assumed positive and negative impacts will this have on the system we are trying to influence?



## Customers

Who are our customers (or end users) of this service ecosystem? What customer/user/people segments or profiles (e.g. personas) can we identify?



## Human Needs

What are the human needs of our customers? What are some of the key pain points or opportunity areas seeking to address in this service?



## Value Proposition

What value do we deliver to our customers? What customer problems or opportunities are we solving? What impact will our key services have to society, economy the environment?



## Capabilities

What capabilities will you need to deliver and sustain this product and/or service now and into the future? Consider people, skills, technology, physical assets (e.g. shopfronts), data, etc.



## Service Offer

What will this public service provide to customers? Consider high-level service and product features. Consider the different types of services (e.g. online / mobile applications, shopfronts, etc.)



## Touch Points

What are the service touchpoints and channels our customers will use? Consider the end-to-end journey of your customer in context to your service.



## Collaborators

Who do you need to collaborate or partner with to deliver this service? Consider internal and external (including third-party) collaborators. Are there any other Government agencies in your service ecosystem you need to work with?



## Resources / Cost

What are the costs associated with this service? What key resources will you need to fund (e.g. staff, property, equipment, etc.). What is the budget for this initiative? Do you need to seek funding or are you full/part funded? What are the short, medium and longer term costs to build and sustain this service?



## Outcomes / Revenue

What outcomes are you seeking to achieve from the public service? What are the key measures that you know you have been successful?  
If it's a revenue generating service, how will we earn income from this service and how much are customers willing to pay? What are the revenue sources for this service?



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Valuable

Impactful

Desirable

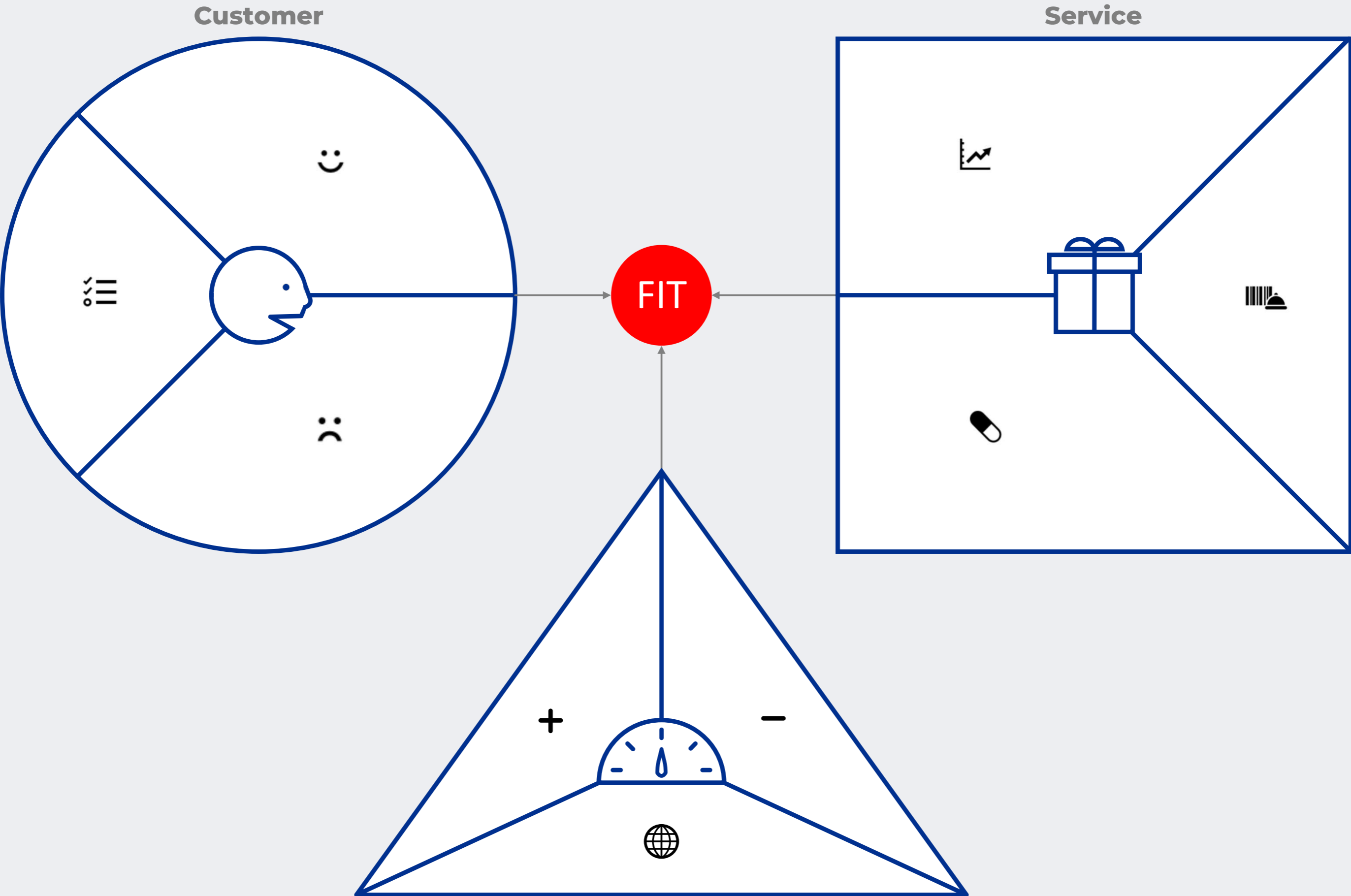
Feasible

Viable

# Public Service Value Proposition Canvas

Agency / Department Name

Public Service Name



**Impact**