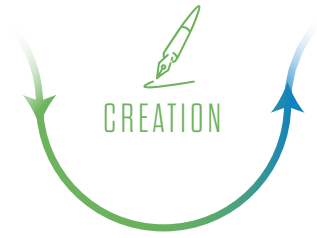


# SERVICE MORPHOLOGICAL CHART

*When designers have reduced hundreds of ideas to a few, they then need to move from those handful ideas and insights into a fully-fledged concept. A Concept is more holistic and complete than an idea as they are like bundle ideas that start to answer to the service design challenge (problem or opportunity).*



**PREPARATION:**  
up to 15 minutes

**DURATION:**  
45-60 minutes

**FACILITATORS:**  
1 per workshop

**RESOURCES:**  
Pens, Post-its, a large sheet of paper or whiteboard

**PARTICIPANTS:**  
1-8, design team, partners, community members, etc.

**EXPECTED OUTCOME:**  
Service concept - elements

**DESIGN PHASE:**  
Creation

**TEMPLATE OR GUIDELINES:**  
Service Morphological Chart

**Service morphological charts help designers with concept generation and visualisation to express a service that starts to look like an answer to the 'How Might We' statement. This is the moment where designers move from problem/opportunity to solution and it drives everything that comes next.**

## 1. START:

State the design challenge (i.e. the selected "How Might We" statement) or a sub-focus area of it.

## 2. IDENTIFY:

Based on your HMW statement define the criteria and select the suitable participants for this exercise.

## 3. PREPARE:

Think about what expectations will be set up-front, how you will start and end the workshop, and how much time participants are expected to dedicate to this activity. Then, organize a meeting with the selected participants, and prepare the results of the idea filtering by printing out the handful of ideas in cards or Post-its (visual way). Gather the necessary resources and supplies.

## 4. CONDUCT:

Present the list of filtered ideas to the participants under need areas. Then, based on those ask participants to list the elements/attributes that are essential to the service. The list should not be too long, but should encompass the major elements. For each service element/attribute, list visually as well as in words, the 'means', possible solutions by which it might be achieved. Use the 'morphological chart' template, and draw up a chart containing all possible sub-solutions. The chart should represent the total 'solution space' for the service - made up of combinations of sub-solutions.

## 5. REPORT:

Right afterwards, write up the key outcomes and decisions from this exercise.

