User outcomes

Service: [insert service name]

Who are the users and stakeholders of your service?

Who are the primary users?

In the broadest possible terms, who else has expectations of your service?

What differences might they have? What inequalities are there?

Are there any differences amongst the primary users?

Are there any differences within other stakeholder groups?

User Group	What is this user group seeking to do?	The thing they think exists as a service	The thing my service thinks it is providing to this user group	Are there any differences in expectations?	What actions might you need to take?

Stakeholder	How does this stakeholder interact with your service?	The thing they think exists as a service	The thing my service thinks it is providing to this stakeholder	Are there any differences in expectations?	What actions might you need to take?

PROVOCATIONS

Have you adequately identified the different user groups and stakeholders?

What have people told you that they want to do:
- Prior to accessing your service?
- Whilst accessing your service?

What evidence do you have of this?

How recent is it?

Have you asked the users/stakeholders of your service what they expect from it?

How long for?

Might their expectations change? When, and why?

How do you describe your service to this user/stakeholder group?

How long for?

Might this change? When, and why?

Consider the range of views a user/stakeholder group might have. If they are too generic, revisit with a more defined stakeholder group.

Where might differing expectations have emerged from?

How might inequalities play a part in this?

Do you need to make changes to access routes into services?

Do you need to make changes to how your service is described to users/stakeholders?

Do you need to consider how you secure ongoing feedback from service users and stakeholders?