

LOTI Service Demand Canvas



Type	Description		How might we...
1: Real	This is exactly what we're here for!	⇒	Deliver a great service that meets the user need, first time?
2: Symptomatic	The fundamental issue is upstream of our service	⇒	Provide a great service while also identifying and tackling the underlying cause?
3: Optional	We're not legally obliged to provide this service (to all users)	⇒	Make an informed decision on whether and how best to help?
4: Misdirected	People misunderstand what and who the service is for	⇒	Communicate more clearly and effectively? Connect users to providers of the support they need?
	Other organisations are incorrectly signposting to us	⇒	Identify sources of incorrect referrals and inform them better?
5: Informational	People want information <i>about</i> the service, not the service	⇒	Make it easy to get answers about the service? Make the service so simple everyone can understand it?
	We haven't updated users on the status of their issue so they contact us	⇒	Ensure users have full visibility of the progress of their case?
6: Failure	We didn't solve the original issue	⇒	Deliver a great service that meets the user need, first time?
	Our process is so hard to navigate users had to contact us	⇒	Make the service so simple that the target users can use it?
	A user wants to make a complaint	⇒	Respond to the complaint fast and resolve the underlying issue?
7: Validation	A user needs to feel seen and heard	⇒	Ensure services allow for human connection, addressing the emotional as well as the transactional need?
8: Artificial	An unnecessary requirement of our own making	⇒	Identify and remove all unnecessary steps, requests and processes?
9: Hidden	There are people who should be using our service who aren't or can't	⇒	Reach people who most need our help and enable them to access our service?