

Sources: 'This is Service Design Doing' by Marc Stinkdorn; 'The Service Innovation Handbook' by Lucy Kembell; 'Business Model Generation' by Alexander Osterwalder and Yves Pigneur; 'Mapping Experiences: A Complete

Guide to Customer Alignment Throygh Journeys, Blueprints and Daigrams' by Jim Kalbach; and 'Sprint: How Solve Big Problems and Test New Ideas in Just Five Days' by Jake Knapp.