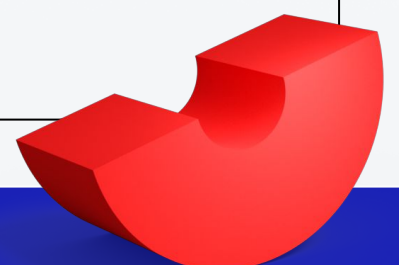


# Evaluation Guide for Identifying Potential Service Offerings

Outlined below is a quick evaluation guide to help you think through what you might offer consumers beyond the physical products you sell primarily through retail.

Question	Answer
<b>Understanding Context:</b> It's important to understand when and how your products are used, and what else people are doing and using at the same time	
What context(s) / occasion(s) is your product typically used in?	
How often do these contexts or occasions occur (per day/week/month/year)?	
What other products (of yours or other companies) are people using or consuming during these same situations?	
Are there contexts or occasions that you'd like to expand into? Why?	
<b>Understanding Problems, Pain Points &amp; Value Propositions:</b> It's important to understand the pain points you solve with the product, and how you've positioned the value. There may be ways of extending the value proposition or problems you solve with the current product, or around its use.	
What problem(s) is solved through the use of the product?	
What is the core value proposition to the end consumer?	
How else do users aim to solve the same problem? What makes those alternative solutions (or hacks) better or worse than your product?	
Could your product be used to solve other problems or positioned with a different value proposition?	
Are there adjacent problems that relate to what your product does and solves, but might need other solutions for?	
<b>Understanding Customer Journeys:</b> It's important to understand the full customer journey around the use of your product--what people were doing before and after may lead to expansion opportunities.	
What are users doing before and after they use your product?	
What parts of the customer journey (not in purchasing your product, but in its use) are they satisfied with and not satisfied with?	
Are there pain points or opportunities worth exploring in the customer journey before a consumer uses your product? Might solving those pain points drive more usage (and therefore more purchasing) of the product?	
Are there pain points or opportunities worth exploring in the customer journey after a consumer uses your product? Might solving those pain points extend the value proposition of your product, and in turn encourage more people to buy?	



**Collaboration drives growth. Conversations drive solutions.**

We always enjoy conversations about growth challenges, and supporting you with your growth innovation projects. To connect and have a conversation, reach out to our Founding Partner, Ben Yoskovitz at [ben@highlinebeta.com](mailto:ben@highlinebeta.com).