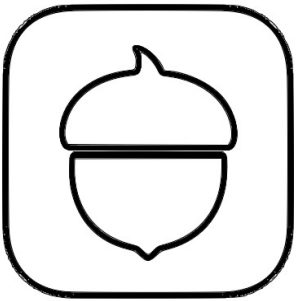


Acorns

Acorns is an app which rounds-up purchase amounts and invests your spare change from your daily purchases.

airbnb

Amazon Tracking lets you see where your purchase is from order to delivery.

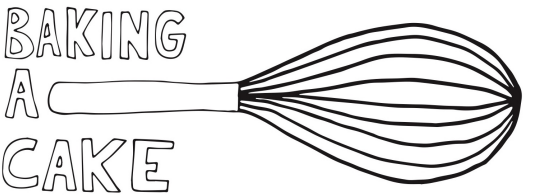
OPENCHANGE
OPENCHANGE.CO.UK

Amazon Recommends suggests things you might be interested in based on your previous buying and browsing history.

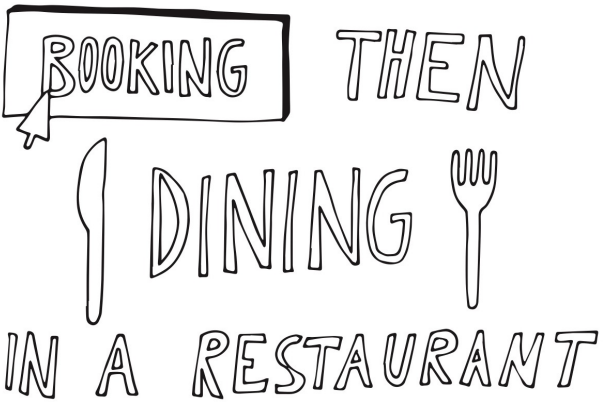
OPEN CHANGE
OPENCHANGE.CO.UK

Appointment reminders sent 24 hours before an appointment dramatically reduce missed appointments.

One person you can call any time of day or night who will give advice based on your best interests.



Making something special from a range of ingredients following a tried and tested recipe.

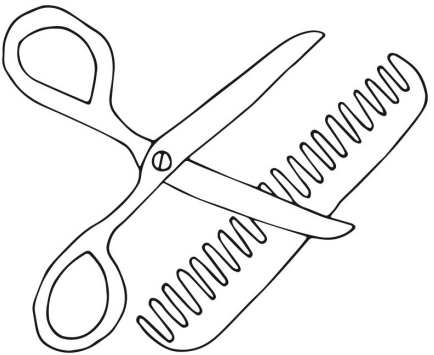

BOOKING
THEN
DINING
IN A RESTAURANT

FLYING
BUSINESS
CLASS

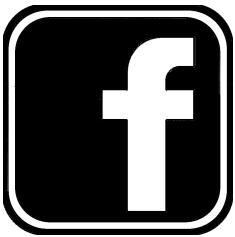
VISITING YOUR FAVOURITE
- COFFEE SHOP -

EVE
NING
CLAS
SES

LOCAL
GREENGROCER

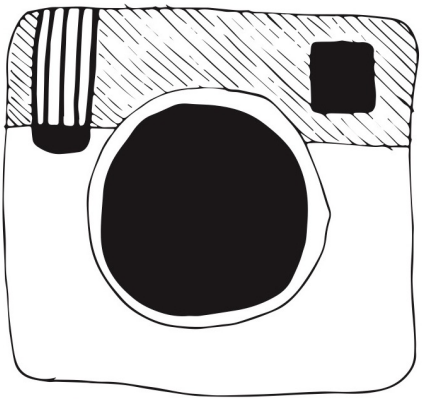


VISITING THE HAIRDRESSER



Facebook Pages

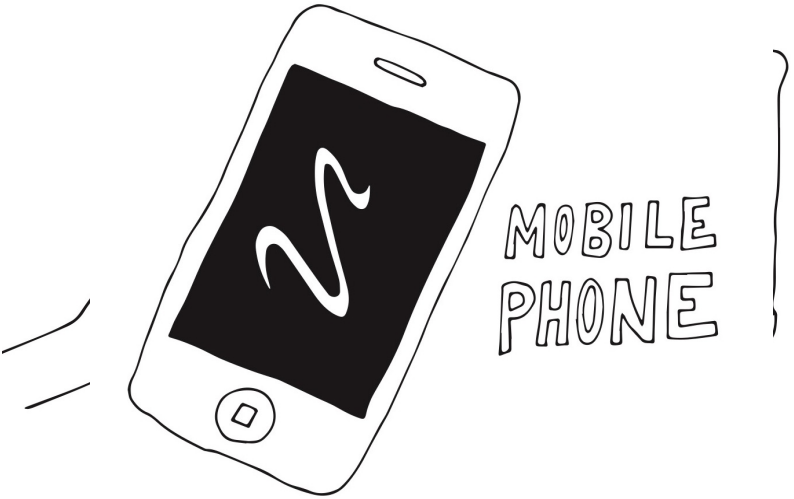
Pages are for businesses, brands and organisations to share their stories and connect with people. Like profiles, you can customise Pages by publishing stories, hosting events, adding apps and more. People who like your Page and their friends can get updates in News Feed.


Instagram

KICK
STARTER
.COM

amazon kindle
READING
-ON A-
KINDLE

OPENCHANGE
OPENCHANGE.CO.UK


MOBILE
PHONE

ONLINE SHOPPING

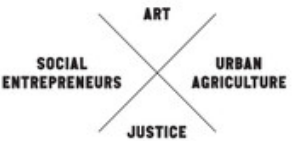
APPOINTMENT WITH A PERSONAL SHOPPER

PIGGY
BANK

PRESCRIPTION COLLECTION SERVICE

Shazam ‘names that tune’ using a smartphone's built-in microphone and searching online to identify the title and artist.

SOUP



A MONTHLY DINNER FUNDING MICRO-GRANTS FOR CREATIVE PROJECTS IN DETROIT

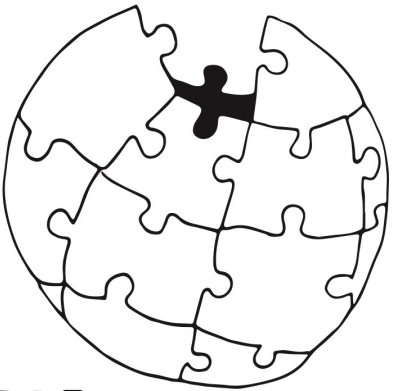
Soup started in Detroit. For $5 dollars entry fee you get soup, hear 4 pitches and vote on which pitch wins the door takings to fund their project.

http://detroitsoup.com

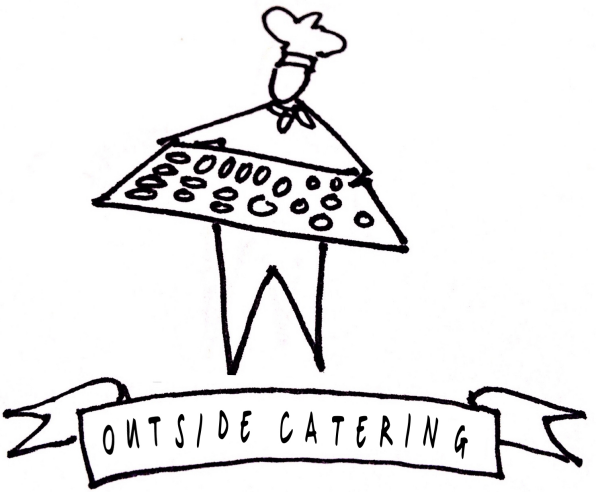
VISITING
A
SPA

THE
"TELL US ONCE"
SERVICE WHEN
REGISTERING
A DEATH

WEIGHT WATCHERS
1
2
3
4
5
6
7



WIKIPEDIA


OUTSIDE CATERING

Rip+Mix

function	*What is the purpose of this product or service?*
stakeholders	*Who has a vested interest in it?*
infrastructure/resources	*What organisational structures need to be in place for it to work (broadband, trained staff, an international delivery system etc.)*
touchpoints	*What are the elements that the user 'touches', eg. staff, webpages, leaflets, retail outlets etc.*
emotional characteristics	*How do people who use it feel?*

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