

Product and Service Improvement Worksheet

Use this worksheet to guide your iterative improvement process. Work through each section in order — describe where you are and what you're hearing, brainstorm what could be different, plan a small test, and document what you learn.

1. Listen

Briefly describe the product or service that could use improvement.

What do you offer? _____

Who is it for? _____

How is it delivered? _____

What does it cost? _____

What feedback have you received so far? _____

2. Brainstorm

Work through each prompt and write at least one idea — no matter how unlikely. Don't evaluate yet. Iterating on your current offering means generating options first and narrowing later.

S **Substitute** - What can I replace? What would happen if I swapped out a venue, format, price point, or delivery method?

C **Combine** - What can I blend or add together? What might happen if I paired two services, audiences, or formats that haven't been combined before?

A **Adapt** - How can I borrow an idea from another context? What's working in a different industry that might translate to mine?

M **Magnify or Minimize** - How can the process be changed to improve outcomes? What could I modify in frequency, timing, or size?

P **Put to Another Use** - Can this reach a different audience or serve a different purpose than it was designed for?

E **Eliminate** - What can be removed? What would happen if I simplified, cut a step, or dropped an offering that isn't connecting?

R **Reverse** - What if I rearranged the sequence? What if the customer came to me differently, or I flipped who's doing what?

A companion to DreamSpring's [How to Keep Improving Your Product or Service](#) 

2. Brainstorm (continued)

Which idea or two feels the most promising?

3. Try

Before committing to a full launch, test your idea at the smallest useful scale. Define what you're testing, who you're offering it to, and what you'll use to decide if it worked.

What are you testing? _____

Who will you offer it to? _____

At what scale? _____

Start date _____ End date _____

How will you know if it worked? What would success look like?

How will you collect feedback during the test?

4. Learn

After your test, write down what you learned while it's fresh.

What worked? _____

What didn't work? _____

What did people ask for that you didn't offer?

What could you add more of or cut out?

5. Repeat

Take what you learned and start the cycle again. Use your answers above to inform the next iteration.

What will you do differently next time?

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