



## **The Path To...**

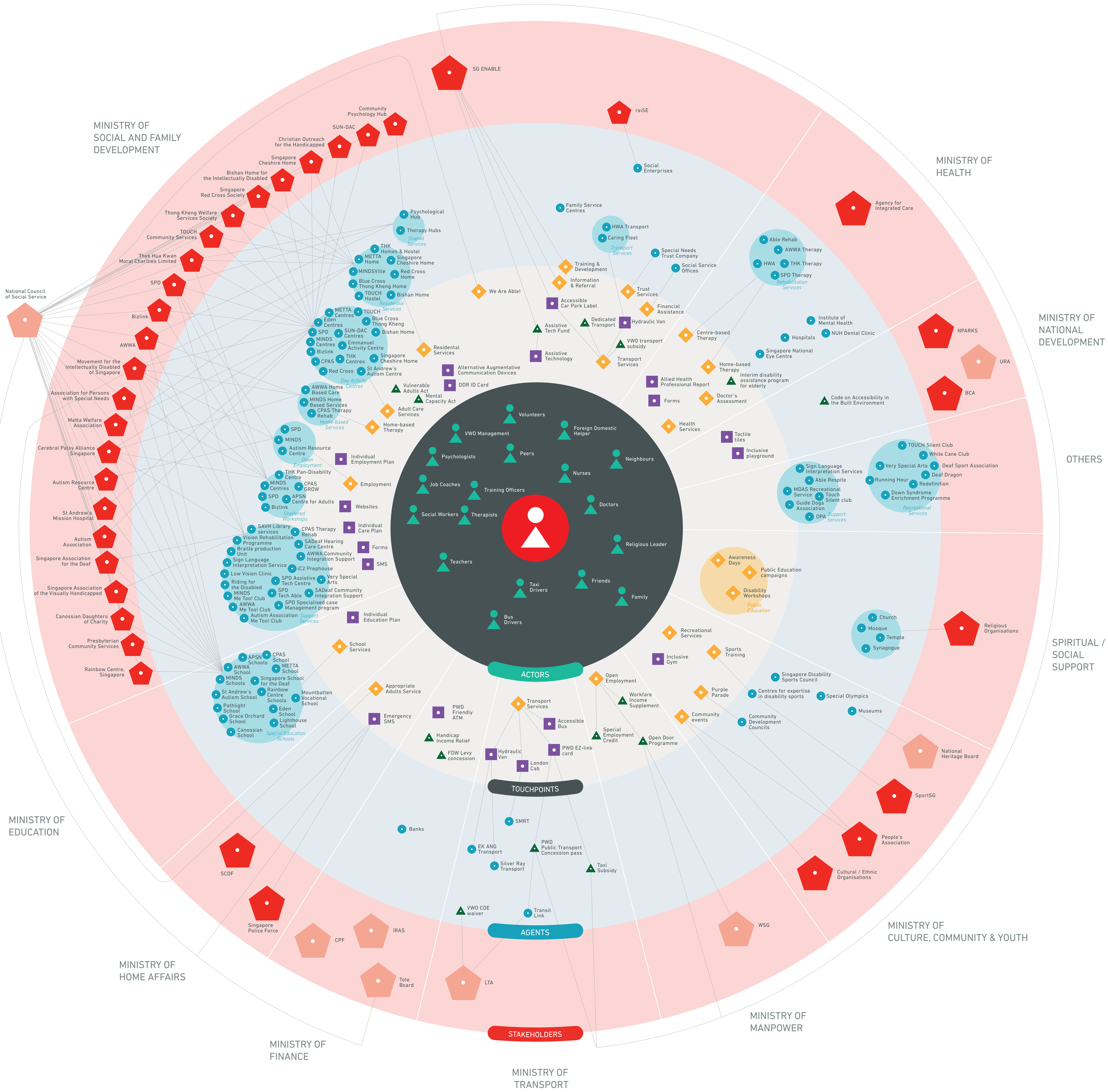
Better Life by Design:  
Designing for persons with disabilities  
in Singapore

# Social Services service ecology in Singapore

The service ecology map shows a holistic view of the environment we've researched and would like to innovate in.

By visualising the different stakeholders, agents, and touchpoints that affect a person with disability, we are able to see how each could potentially be related.

The service ecology map lets us investigate relationships that affect all or part of the service and helps people understand the personal relevance of services.



## KEY

**STAKEHOLDERS** Create the promise or the service.

- Active stakeholders
- Non-active stakeholders

**AGENTS** Deliver the offering to users.

- Agents
- Schemes & Policies

**TOUCHPOINTS & SERVICES** Final touchpoints to grow engagement.

- Services
- Touchpoints

**ACTORS** Support users in internalising the value offering.

- Actors