HOW TO CREATE A SERVICE BLUEPRINT

MAP OUT THE USER FACING AND BACKSTAGE OPERATIONS OF YOUR SERVICE DELIVERY.

The service blueprint captures and communicates the elements and actions in the different layers of the service, from the surface elements that are open, publicly visible and tangible to the users of the service, down to the internal actions on the side of the service provider, and the processes and/or third parties supporting the service offering.

To help you fill in the fields on the template we've summarized each one below. Good luck!

EXPERIENCE LIFECYCLE PHASES

These are the stages of the service your users go through. Can be general or specific based on the service domain and level of detail intended (e.g. need, explore options, select restaurant, arrive, menu selection, order, wait, consume, pay, review).

GOALS

What is the user/customer hoping to accomplish at each particular stage? What outcome are they expecting? What is the purpose of their actions? Goals can expand to multiple stages of the lifecycle, and sometimes be as high level as the stage in the lifecycle (e.g. find a budget friendly accommodation, find a comfortable flight option, sign up for a course, get a boarding pass, solve a technical issue, pay a bill).

USER/CUSTOMER ACTIONS

Actions/steps/tasks performed by the user of the service (e.g. contact customer service, book flight, reserve room, order food, check in, check bag, pay, check out, write a review).

FRONT STAGE (DIGITAL & PHYSICAL)

Business tools/channels used to interface with the user (e.g. mobile app, website, automated call system, parking meter, ticket dispenser, ATM, interactive map, credit card machine).

FRONT STAGE (HUMAN ACTIONS)

Face to face actions performed by the business staff visible to the user (e.g. greet customer, confirm booking, present menu, explain details, take order, check bag, serve meal).

BACK STAGE ACTIONS

Actions not visible to the user performed by the business staff (e.g. update system, take order to kitchen, place order in system, prepare food, process payment, get parcel out of storage).

SUPPORT PROCESSES

Companies, entities and systems supporting the service delivery. Not always visible to the company (e.g. booking system, tables management system, survey system, payment system, food delivery company, cleaning company).

METRICS & OPPORTUNITIES

Measures of the service that inform success (e.g. number of guests attending, number of likes, wait time, number of calls received, satisfaction ratings, number of complaints per week), and potential opportunities for improvement (e.g. reduce wait time, increase staff available, improve details available online to avoid calls, create promotional material to increase interest, improve package for better unboxing reviews).
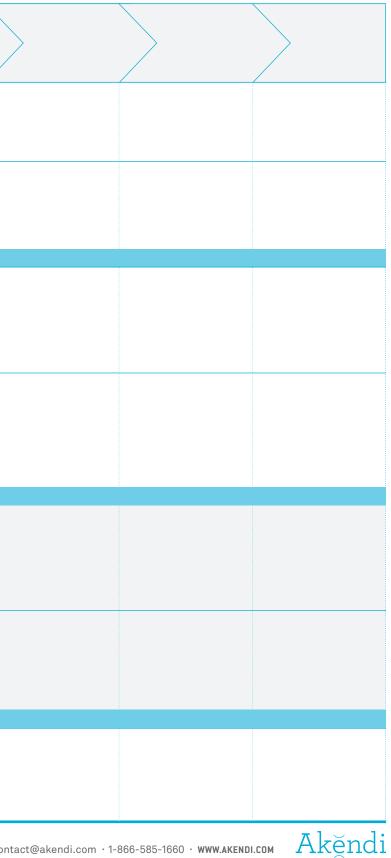
*We recommend printing the template on tabloid paper

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Intentional Experiences

SERVICE BLUEPRINT

CURRENT / FUTURE: ....

○ CURRENT   ○ FUTURE

PROJECT NAME: ....

PERSONA: ....

VERSION #: ....

DATE: ....

Experience Lifecycle Phases									
Goals What the user/customer is hoping to accomplish at each stage									
User/Customer Actions Actions performed by the users of the service									
LINE OF INTERACTION (Where the interaction between the user and the service provider occurs)									
Front Stage (Digital & Physical) Business channels/tools used to interface with the user									
Front Stage (Human Actions) Actions performed by the service provider that are visible to the user									
LINE OF INTERNAL VISIBILITY: (Past this point, the elements of the service experience are not visible to the user)									
Back Stage Actions Staff actions not visible to the user									
Support Processes Companies, entities, systems supporting the service delivery (not always visible to the company)									
Metrics & Opportunities Measures of the service that inform success, and potential opportunities for improvement									

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SERVICE BLUEPRINT

CURRENT / FUTURE: ....

○ CURRENT   ○ FUTURE

PROJECT NAME: ....

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Goals
What the user/customer is hoping to accomplish at each stage

User/Customer Actions
Actions performed by the users of the service

LINE OF INTERACTION (Where the interaction between the user and the service provider occurs)

Front Stage
(Digital & Physical)
Business channels/tools used to interface with the user

Front Stage
(Human Actions)
Actions performed by the service provider that are visible to the user

LINE OF INTERNAL VISIBILITY: (Past this point, the elements of the service experience are not visible to the user)

Back Stage Actions
Staff actions not visible to the user

Support Processes
Companies, entities, systems supporting the service delivery (not always visible to the company)

Metrics & Opportunities
Measures of the service that inform success, and potential opportunities for improvement

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