



SERVICE BLUEPRINT

Preparation & Instructions



Description

The Service Blueprint is an operational tool that provides a holistic viewpoint of an organization's operational processes, e.g. key activities, products, services and points of interaction with the intended audience, stakeholders and beneficiaries. As such, it is a strategic tool useful for planning or improving a service as it demonstrates what is happening along the service line and who is doing what through what means. The Service Blueprint can be used to understand cross-functional relationships and align front-stage and back-stage processes. It is a diagram that displays the entire process of service delivery, by listing all the activities that happen at each stage, performed by the different roles involved. The resulting matrix illustrates the flow of actions that each role needs to perform along the process, highlighting the actions that the user can see (above the line of visibility) and the ones that happen in the back-office (below the line of visibility). Roles can be performed by human beings or other types of entities (organizations, departments, artificial intelligences, machines, etc.).

How to conduct

Duration: 60-90 min / session

Material: Pens, post-its

Participants per team: 3-8

Instructions:

The Service Blueprint should involve a representative from each area of the service.

1. The first step is to identify which user you're planning for: customer or beneficiary if you have more than one. Then plot out the different steps that are taken before, during and after using the service [See Customer Journey Map]. Some prompting questions could include: How do you engage the users and notify them of your service? What happens when they decide to use it? How do you stimulate re-use of the service or properly end the use of the service? These are all questions that must be considered when constructing the blueprint of the service.
2. After mapping out the steps of the user, the rest of the worksheet can be filled out line by line according to the steps individuated. At the end of the activity, a line of interaction is created between what happens out front (customer) and what needs to happen in the back (organization). This allows for successful planning or improvement if necessary.



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Template

Based on the Service Blueprint Canvas
from the SISCODE project

**User
Actions**

What does the user
do at each stage?

*Line of
interaction*

Frontstage

What happens in
direct interaction
with the user?

*Line of
visibility*

Backstage

What happens in
the background
hidden from the
users' eyes?

**Support
Processes**

What internal &
external processes
support the
backstage actions?
