Service Blueprint
Service design workshop

STEP 1 → 2 → 3 → 4 → 5 → 6 → 7 → 8 → 9 → 10 → 11 → 12 → 13 → 14 → 15 → 16 → ...

1. USER: WHAT DOES THE CUSTOMER DO?

2. TOUCHPOINTS: WHAT ARE THE MOMENTS AND PLACES THE CUSTOMER GETS INTO DIRECT CONTACT WITH YOUR SERVICE?

3. SERVICE | DIRECT CONTACT: WHAT DO YOUR STAFF ACTUALLY DO?

4. SERVICE | BACK OFFICE: WHAT DO YOUR STAFF ACTUALLY DO?

5. MEANS AND PROCESSES: WHAT ELSE IS INVOLVED?