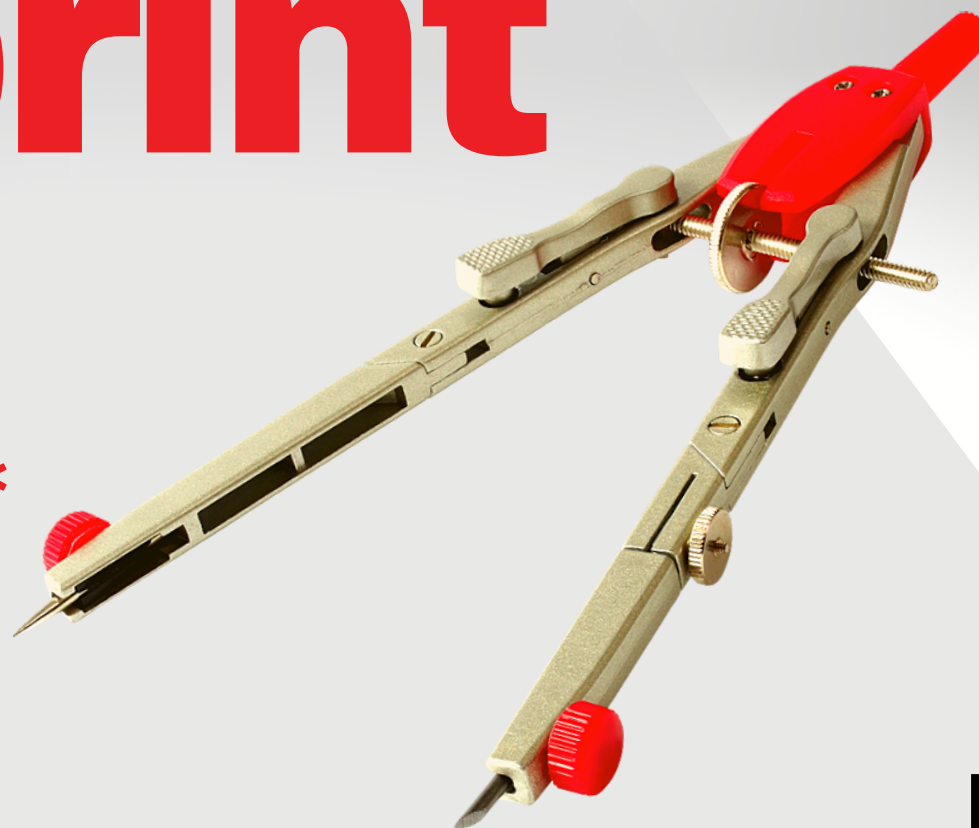


D.I.Y.
series

service blueprint

A SELF-DIRECTED GUIDE FOR YOU

> DELIVER BETTER SERVICES <



February 2022

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- / ... is a visual representation that maps out the entire service delivery process, over a period of time which involves key actors specifically users and providers;
- / ... is often thought of as an extension of a journey map, connecting the customer's experience and the various people, process and props to deliver the service;
- / ... is a used to analyse the current service or craft a new service concept, and not a tool during ideation.

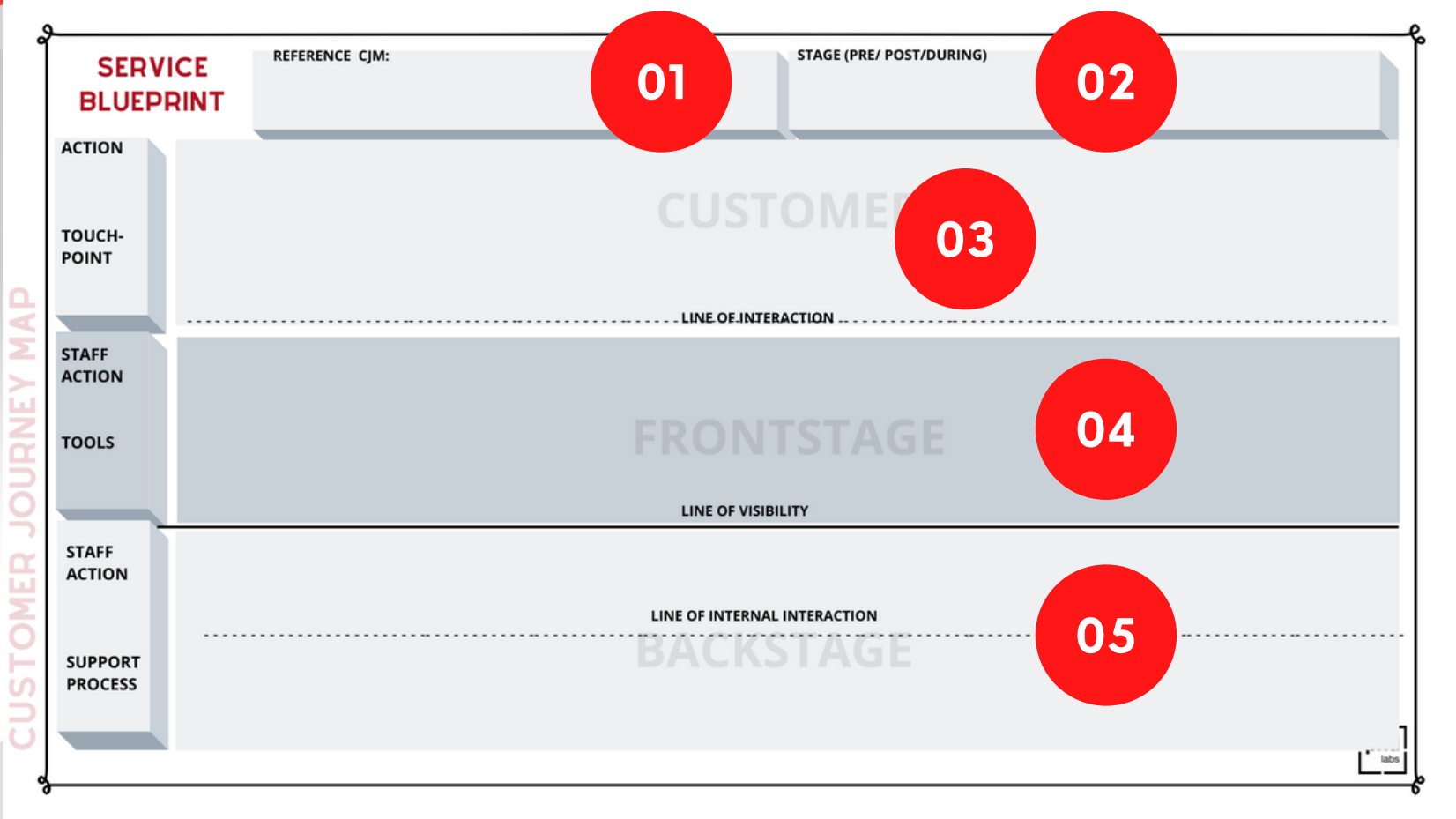


- / ... A well-presented Service Blueprint exposes pain points, missed connections, systemic flaws and deliver improvements.
- / ... The Blueprint is also a good guide in understanding the behaviour, relationship, and even artefacts that are normally not considered in other tools.
- / ... The Blueprint provides a concurrent view of both users and providers which is absent in most tools.



service blueprint

how



01

/ **CJM Reference.** Connect your Service Blueprint to a prior Customer Journey Map.

02

/ **Stages (PRE/POST/DURING).** Think of the overall scenario you are mapping in broad stages: Pre, During, and Post. This would simplify how you identify the different steps within each stage.

03

/ **Action & Touchpoint.** Answer the question, what is this persona doing at this step. Use action words like opens, receives, signs, etc. Consider the different tools or materials that this persona is using to complete this action. This could be a website, mobile phone, email, postcard, etc.

04

/ **FrontStage.** Staff Action and Tools. Concurrently look at how your team member responds/ delivers the service as this persona (user/customer) goes through the journey. Think of this visible line of interaction by the persona with tools visible to the artefact you've provided (eg website's shopping cart)

05

/ **Backstage.** Staff Action and Process. You extend your view further with an internal interaction happening between internal teams and the processes in place. For example, the website as a touchpoint has a shopping cart tool that touches multiple process like inventory, marketing etc.

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