

# TWO DAYS TO \_\_\_\_\_

## Guide to Service Blueprinting

"A service blueprint is an operational tool that visualizes the components of a service experience in enough detail to analyze, implement, and maintain it." - Adaptive Path

### Materials



4 colors of Post-it stacks



String or painters tape



Black felt-tip markers

### Step 1: Document each step of the user journey.

These are called "frontstage" interactions. Don't worry about how your company is involved yet. Just focus on what the user does and thinks. If you're looking to improve an existing experience, start at the moment the user first thinks about the need for your product or service. If you're designing a brand new experience, start with how a customer interacts with the closest alternative.

USER  
ACTIONS



### Step 2: Document where your company has direct interactions with the user

Under each user action, list any direct touch points your company (products, people, etc.) has with the user. Don't worry about anything you do behind the scenes. We'll get to that in the next step.

USER  
ACTIONS



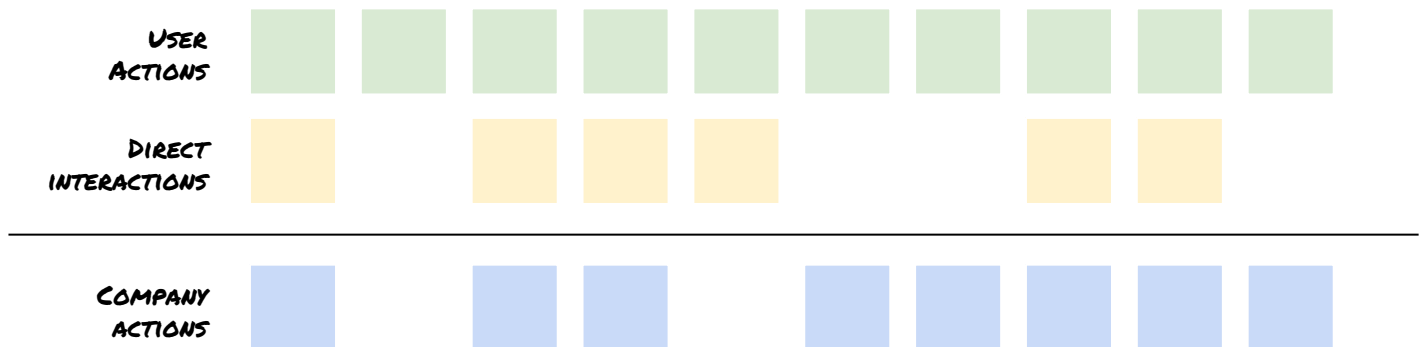
DIRECT  
INTERACTIONS



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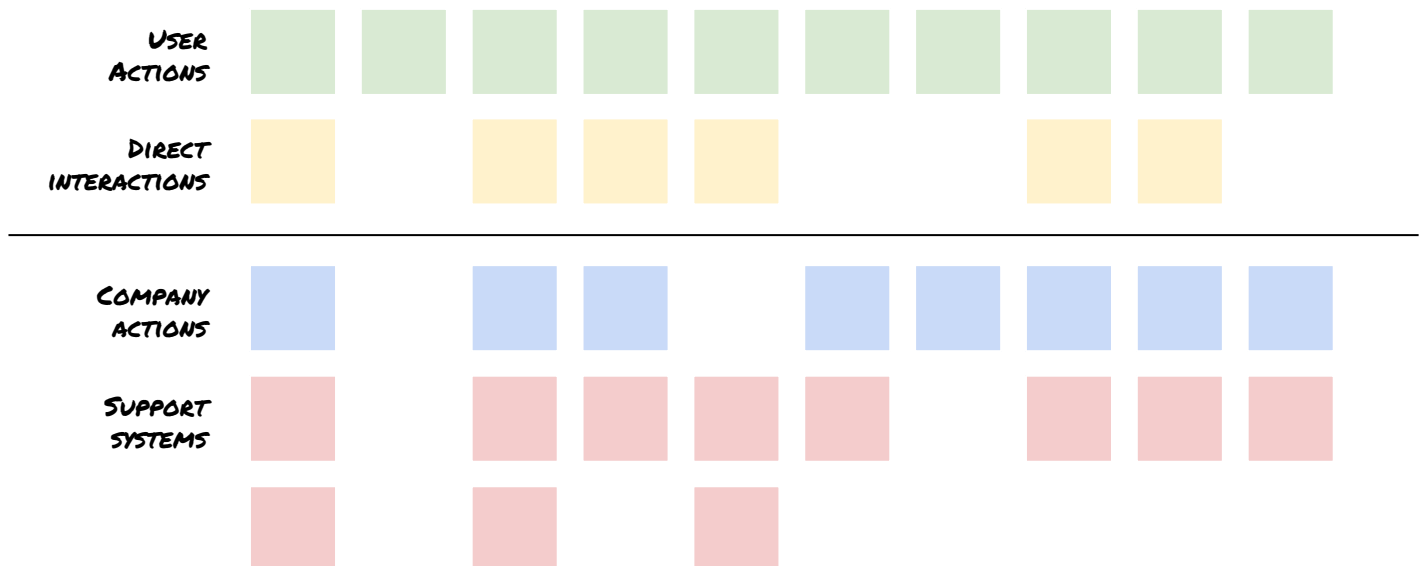
## Step 3: Describe what you do behind the scenes to make interactions possible

Now we move on to the “backstage” actions. These are actions that your company takes to enable the frontstage interactions. Use your string or tape to divide the frontstage and backstage areas.



## Step 4: Show how backend support systems are involved

The last row is the support system activity. What supports human activity? What tools, software, or infrastructure are involved?



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## Step 5: Analyze

Review your map and ask, where are there breakdowns in this process? How could we improve this experience for users? How might we execute more efficiently? Zoom in on those moments and design for them.

