



HOW WILL WE DELIVER THE PROTOTYPE EXPERIENCE?

TIPS

For complex service experiences, create a service blueprint using the template below. Google 'service design blueprint' to follow a structured process for creating the blueprint.

OUTPUTS

USER JOURNEY

LINE OF INTERACTION

FRONTSTAGE ACTIONS

Employee actions & technology

LINE OF VISIBILITY

BACKSTAGE ACTIONS

LINE OF INTERNAL INTERACTION

SUPPORTING PROCESSES & SYSTEMS

