

Service Blueprint Template

Sets out how to create the experience users expect

Phases (Stages in the service)

			Before the experience		During the experience		After the experience	
Customer journey phases	EXAMPLE Arriving							

Name the stage

Customer Tasks (What the customer does)

			Before the experience		During the experience		After the experience	
Actions in each step	Enters coffee shop							
Touchpoints that support front stage	Outdoor signage							

Name the action (user only)

Name the artifact

Front Stage (Interactions between customers and staff)

			Before the experience		During the experience		After the experience	
Role and activities	Barista greets user							

Name the interaction (user and staff)

Above the line: What customers see and engage with

Below the line: Invisible to customers; behind the scenes

Back Stage (The things you do to make each interaction possible)

Foundational activities	Branding design							
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Explain the prep work