

Service Blueprint

Team:

About this tool:

The Service Blueprint is similar to other Service Design tools, which is a growing field within Design Thinking – but focused on improving

interactions rather than products. The tool can come in very handy when determining how to launch a product.

Stages

e.g Discover, Compare, Buy, Use, Share, Stop, Renew

Touchpoints

End user actions

Line of Interaction

Front of stage interactions

Front Stage

Line of Visibility

Back-stage Interactions

Back Stage

Other partner actions

Line of Internal Interaction

Support processes and systems