

Service blueprint

Prototype how your service operates at each level of the user journey, and both onstage and backstage

| | Aware how to users become aware of your service? | Join how do users join your service? how are you motivating them? | Use how do users engage with your service? | Develop how does the service develop a relationship with users? how do they help the service develop? | Exit / Continue how do users exit the service? how are they encourage to continue? how can they bring new users? |
|---|--|--|--|---|--|
| Ideal scenario outline a step-by-step story of an ideal scenario where a user is engaging with your service | | | | | |
| Onstage touchpoints | | | | | |
| Face to face | | | | | |
| Web | | | | | |
| Print | | | | | |
| Mobile | | | | | |
| Call centre | | | | | |
| Post | | | | | |
| Backstage systems | | | | | |