

Stage: Implementation – Substage: Testing solution and amplifying Service Blueprint

References: Flanders Service Design Toolkit, SIC project's learning repository



What is it for?

The Service Blueprint is an operational tool that gives an overview of the organization's operations: key activities, products, services and points of interaction with the intended audience, stakeholders and beneficiaries. The tool is quite useful for planning or improving services.



How to use it?

The Service Blueprint should involve a representative from each area of the service. The first step is to identify which user you're planning for users or beneficiaries if you have more than one. Then plot out the steps taken before, during and after using the service.

How do you engage the users and notify them of your service? What happens when they decide to use it? How do you stimulate re-use of the service or properly end the use of the service? These are all questions to be considered when constructing the blueprint of the service.

After mapping out the user's steps (See User Journey tool), the rest of the worksheet can be filled outline by line according to the steps identified. At the end of the activity, there will be a line of interaction between what happens in front and what needs to happen behind. This allows for successful planning or improvement if necessary. At the bottom of the tool, there is room for ideas for improving each phase.

STEPS

BEFORE USE

USING THE SERVICE

AFTER USE

User

ACTIVITY

What does the user do?

TOUCHPOINT

What do the user and employee use for this?
(folder, form, etc.)

Front Office

ACTIVITY

What happens here?
(What does the employee/form/interface do?)

BEHIND THE SCENES

Back Office

INTERNAL PROCESSES

What do your employees do behind the scenes?

EXTERNAL PROCESSES

What happens in the ecosystem

TO DEVELOP