



This template is a chronological representation of a service process, detailing the interactions, visible and invisible activities, and potential risks to create a common understanding and identify areas for improvement.

DIY: SERVICE BLUEPRINT TEMPLATE

Project/Problem Area:

Date and Time:



DT-SBT-29

Use Case/Process Describe the considered action. The action is detailed by superordinate steps. It may be necessary to focus on one process step for the blueprint or to fill out the template several times.

Blueprint Mapping Grid Detail the steps of the process chronologically from left to right across the columns.

SERVICE ELEMENT	DESCRIPTION / PROMPT	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6
1) ACTIONS	DETERMINATION OF IMPORTANT ACTIONS OR PROCESS ELEMENTS.						
2) TOUCHPOINTS	DEFINITION OF THE MOST IMPORTANT POINTS OF CONTACT BETWEEN USERS/CUSTOMERS AND THE COMPANY.						
3) ACTORS	DETERMINE WHICH ACTORS ARE INVOLVED IN THIS STEP (CUSTOMER, EMPLOYEE, PARTNER, ETC.).						
4) VISIBLE ACTIVITIES --	DEFINITION OF ACTIVITIES AND PROCESS STEPS VISIBLE TO CUSTOMERS/USERS.						
5) INVISIBLE ACTIVITIES	DEFINITION OF ACTIVITIES AND PROCESS STEPS NOT VISIBLE TO CUSTOMERS/USERS (E.G., BACKEND SYSTEMS, INTERNAL PREPARATION).						
6) RISKS	WHERE ARE THE RISKS AND POSSIBLE PROBLEMS IN THIS STEP? SELECT THESE ELEMENTS.						

Findings Definition of concrete tasks or projects to improve the pain points found during the mapping process.

KEY INSIGHT 1:

KEY INSIGHT 2:

RECOMMENDED IMPROVEMENT TASKS:

Task A:

Task B:

Task C: