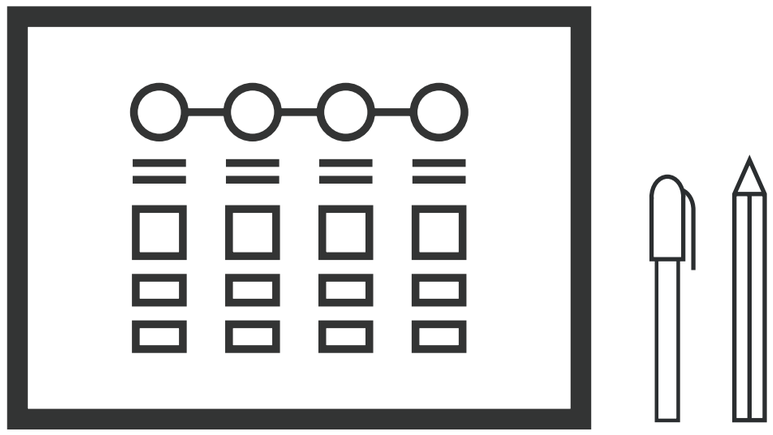
DESIGN
RESEARCH
LAB

SERVICE BLUEPRINT



The DRLab toolkit

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For more information you can visit the website **www.drlab.unitn.it** or write to **info-drlab@unitn.it**.

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Contents

> Introduction
> Template
> Instructions
> Example

Introduction

Mapping of the operating flows that make up the entire operation of a service. It is used to visualize service actions, relationships, actors, inputs, outputs, touchpoints. It also puts the evidence between what is visible to the final users of a service and what instead remains invisible but equally crucial for the functioning of the system / service.

For a theoretical study visit the page
www.drlab.unitn.it/glossary/#service-blueprint

Usage tips

Main aim:	**Evaluative**
Prerequisites:	**Concept design scenario** **System map**
Process phase:	Dis Def Dev Del
Difficulty:	●●●●●
Suggested facilitation:	**Complete**
Participants:	**Min. 5 people**
Needed material:	**Print of the model, colored post-its, pens and pencils**

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SERVICE BLUEPRINT

Tool template

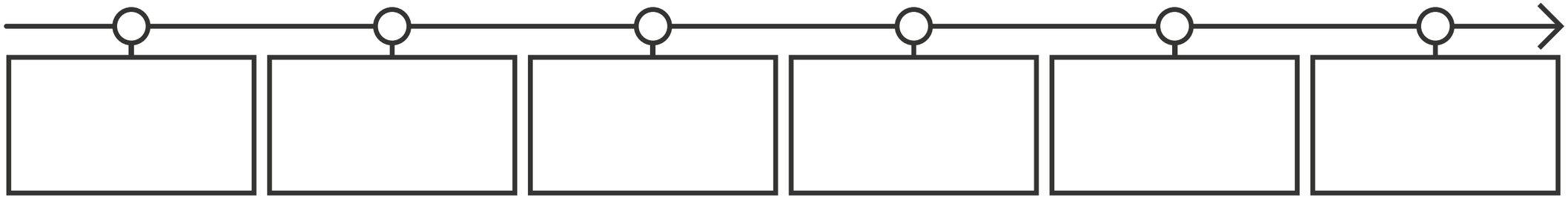
FILL OUT THIS TEMPLATE IN YOUR COLLABORATIVE ACTIVITIES

Project title .....

Protagonist .....

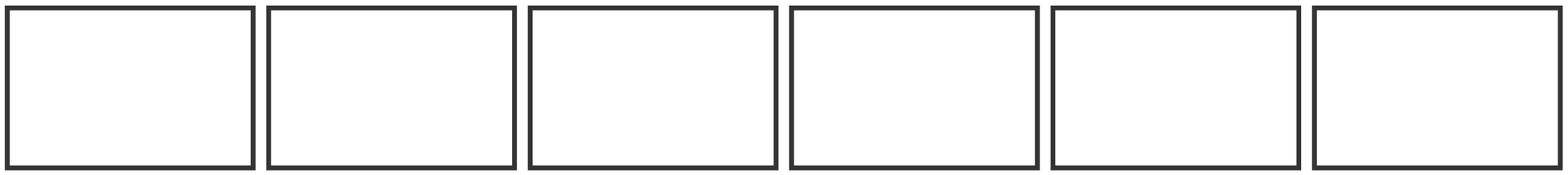
Evidence

Experience phase



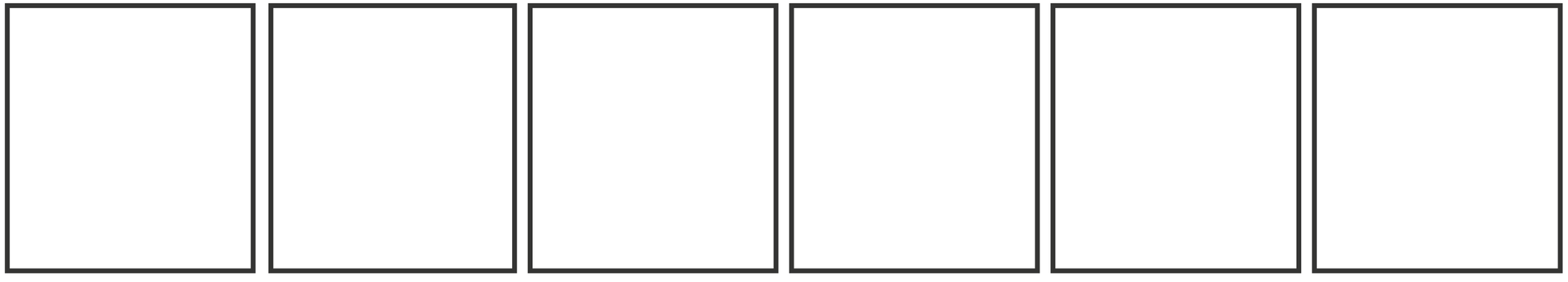
Interaction

Front stage



Line of visibility

Back stage



Internal interaction

Support operations

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Instructions

1. Indicate the project title, or the experience that's going to be described. Indicate the protagonist of all the scene that make up the experience of interacting with the service.

2. Indicate the main phases that make up the experience. Each phase or moment describes an interaction activity with an element that makes up the service. It is possible to describe each scene through textual description or with drawings or photographs. Complete all the steps necessary to describe the experience before continuing with the compilation of point 3.

3. Use words and/or images to describe the activities of the frontstage, i.e. those processes, activities and actions that are visible to the service user and brought to a conclusion by the service provider (e.g. the waiter that takes an order).

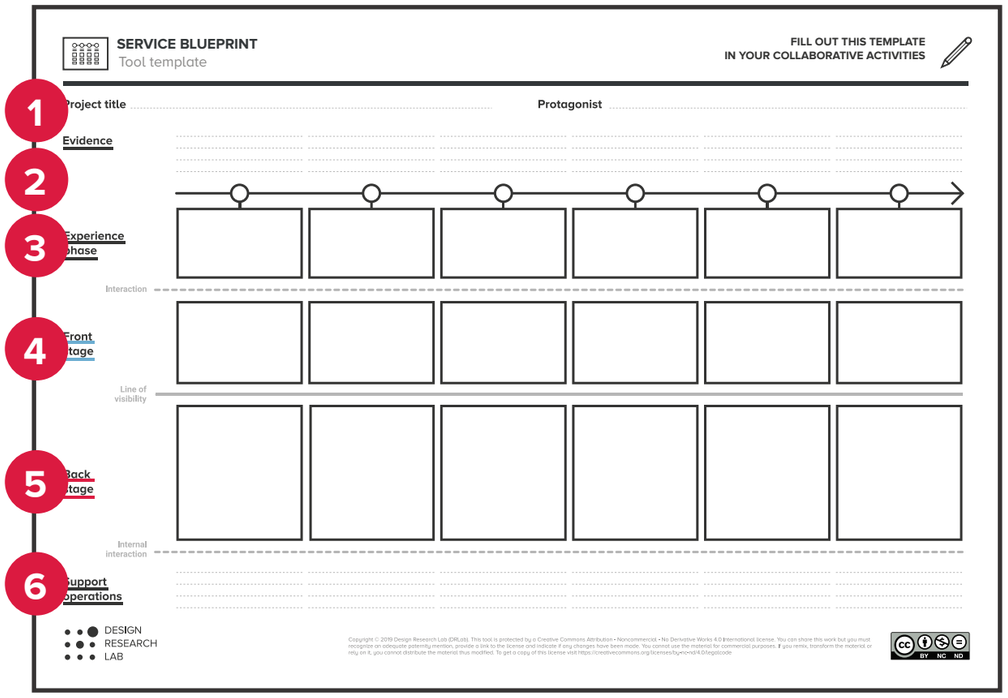
4. Use words and/or images to describe the activities of the backstage, i.e. those processes, activities and actions that are not visible to the service user but are brought to a conclusion by the service provider (e.g. the waiter who gives the order to the kitchen).

5. Indicate eventual supporting actions, i.e. all those activities that happen within the service system but are carried out by other parts of the organization or by external partners.

6. Identify the element that gives evidence and tangibility to the interaction that occurs at each stage of the experience.

N.B. Repeat points 3, 4, 5 and 6 for all of the phases.

N.B. The protagonist can be found from among the persona profiles, or can express features of a hypothetical user if more detailed data is not available.



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Tool template

FILL OUT THIS TEMPLATE IN YOUR COLLABORATIVE ACTIVITIES

Project title *A hotel for all: the reception phases*

Protagonist *Marisa*

Evidence	*Website; email*	*External area of the hotel and parking lot*	*Reception, registration form*	*Elevator, way finding system, room*	*Card / key; welcome information*	
Experience phase	*Online booking of a room*	*Arrival at the hotel*	*Check in*	*Path to the room*	*Room access and accommodation*	
Interaction						
Front stage		*An operator parks Marisa's car*	*Receptionist records Marisa's documents and gives her the card / key*		*Electronic room opening*	
Line of visibility						
Back stage	*Check the terms of the reservation. Reservation confirmation.*	*The operator gives Marisa's keys to the reception. They put the keys in a safe place at the reception.*	*The receptionist completes the registration procedure*		*The system signals the reception that the room is occupied*	
Internal interaction						
Support operations	*Hotel software for managing reservations*	*Parking system of the hotel*	*Hotel software for managing reservations*		*Sensoring system and software for the management of rooms remotely (e.g. lights, temperature)*	

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