REFLECTION: SERVICE BLUEPRINT

Service Blueprint is a tool used to map out and visualize all the elements involved in delivering a service. It shows the frontstage (what the user experiences) and the backstage (internal processes of the service producer) to identify pain points and inefficiencies. It helps you pinpoint where issues related to delivering the service occur and how they relate to a broader problem.

What are the visible touchpoints where the customer interacts with the service and what do they feel when they are in contact with the service?
Where do the customers or users (or patients, beneficiaries, citizens, etc.) directly interact with the service (e.g., reception, customer support, billing, online platforms)? Are there touchpoints where they experience frustration, confusion, or long wait times? Are there touchpoints where they face difficulties or breakdowns in service?

What backstage processes support the service delivery?

What internal processes (e.g., scheduling, information management, staff communication, production, troubleshooting, technical support) are necessary for the service to run smoothly? Are there inefficiencies or breakdowns in these processes that affect the customer journey experience?

What resources are required to support each part of the service?

What technical, human, or financial resources (e.g., staff, equipment, time) are necessary at each step of the customer journey? Are there gaps in resources that cause bottlenecks or negatively affect the customer journey experience? Are there resource shortages that create gaps in service quality or performance? Are there some resources or acts of the service provider that are critical in terms of creating a smooth and pleasant customer journey experience?

What gaps exist between what the customer expects and what is delivered by the service provider?

Is there a mismatch between the service's performance or service and what customers expect (e.g., ease of use, functionality)? How does this misalignment contribute to customer frustration or service underperformance?

Based on our service blueprint, what should we do next and who should do what? Why?

 Who does what in our group in order to continue our project in such a way that we include our learnings from the service blueprint? What do we now know that we didn't know before? What do we still not know and how could we fill that knowledge gap? What should we do next?