CUSTOMER JOURNEY	What are the customer's touchpoints?					
	What the customer does at each touchpoint?					
LINE OF INTERACT	What the customer feels at each touchpoint?					
FRONTSTAGE SERVICE PROVIDER ACTIONS LINE OF VISIBILIT	What the service staff does that is visible to the customer?					
BACKSTAGE SERVICE PROVIDER ACTIONS	What the service staff does in the background, that is not visible to the customer?					
	What the support staff does in the background, that is not visible to the customer?					
WIDER IMPACTS	What impacts does the service have on surrounding community?					
	What impacts does the service have on the nature?					