

# Service Blueprint

## Objective

Map the service by portraying the ideal customer experience and which operating activities are necessary to make every stage happen. This canvas is designed for services provided mainly by digital platforms.

## Instructions

1. Design the ideal customer journey
2. Weigh and define the operating activities

Stage & Time		Time	Days // Hours // Minutes						
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Customer Experience	Front-end	Contact Points	List of contact points in the stage						
		Customer's Feelings	Feeling						
		Customer's Feelings							
		Description	Enter the customer's main activities, when acquiring or interacting with your product or service.						
Operation	Customer Service	Department & Decision Makers	Department Name		Position				
		Type of Contact (Digital / Face-to-Face)	Face-to-Face	Digital	Face-to-Face	Digital			
Technology	Back-end Activities	Description of operating activities	Description of how the department interacts with the customer & makes the stage possible						
		Systems	In which systems is the customer and employee interacting in order to complete the stage						