



6. PROTOTYPE NEW PRODUCTS & SERVICES  
**SERVICE BLUEPRINT.**

*"A blueprint encourages creativity, preemptive problem solving and controlled implementation."*

LYNN SHOSTACK

The **Service Blueprint** tool breaks down a new product or service into its component parts and helps us think systematically about creating a valuable and connected user journey. A Service Blueprint is a template for the delivery of the physical and informational aspects of a service innovation as well as the people, rules and tools needed to deliver it successfully.



# SERVICE BLUEPRINT.



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	AWARE	JOIN	USE	GROW	LEGACY
<b>USER JOURNEY</b>					
<i>FRONTSTAGE - What are the touch points?</i>					
	AWARE	JOIN	USE	GROW	LEGACY
<b>PEOPLE</b>					
<b>INFO</b>					
<b>PHYSICAL</b>					
<i>BACKSTAGE - What happens behind the scenes?</i>					
	AWARE	JOIN	USE	GROW	LEGACY
<b>ROLES</b>					
<b>RULES</b>					
<b>TOOLS</b>					

NAME:

DATE:

TEAM:



## SERVICE BLUEPRINT - EXAMPLE.



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	AWARE	JOIN	USE	GROW	LEGACY
<b>USER JOURNEY</b>	I receive email notification of new app	I visit the app store	I check my balance using the app in a store before making a purchase	I get an email reminder showing my cashflow forecast for the month	I feel a lot more in control of my money
<b>FRONTSTAGE</b> - What are the touch points?					
	AWARE	JOIN	USE	GROW	LEGACY
<b>PEOPLE</b>					
<b>INFO</b>		Download app		Email balance	
<b>PHYSICAL</b>	Letter or card				Get a new phone
<b>BACKSTAGE</b> - What happens behind the scenes?					
	AWARE	JOIN	USE	GROW	LEGACY
<b>ROLES</b>	Comms agency	Web master		Automated email programme	Marketing team
<b>RULES</b>	Current customers only		Security - your bank A/C only	Opt out possible	
<b>TOOLS</b>	Direct email	Website or app store	Link to servers		Emails to ask why lapsed

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