

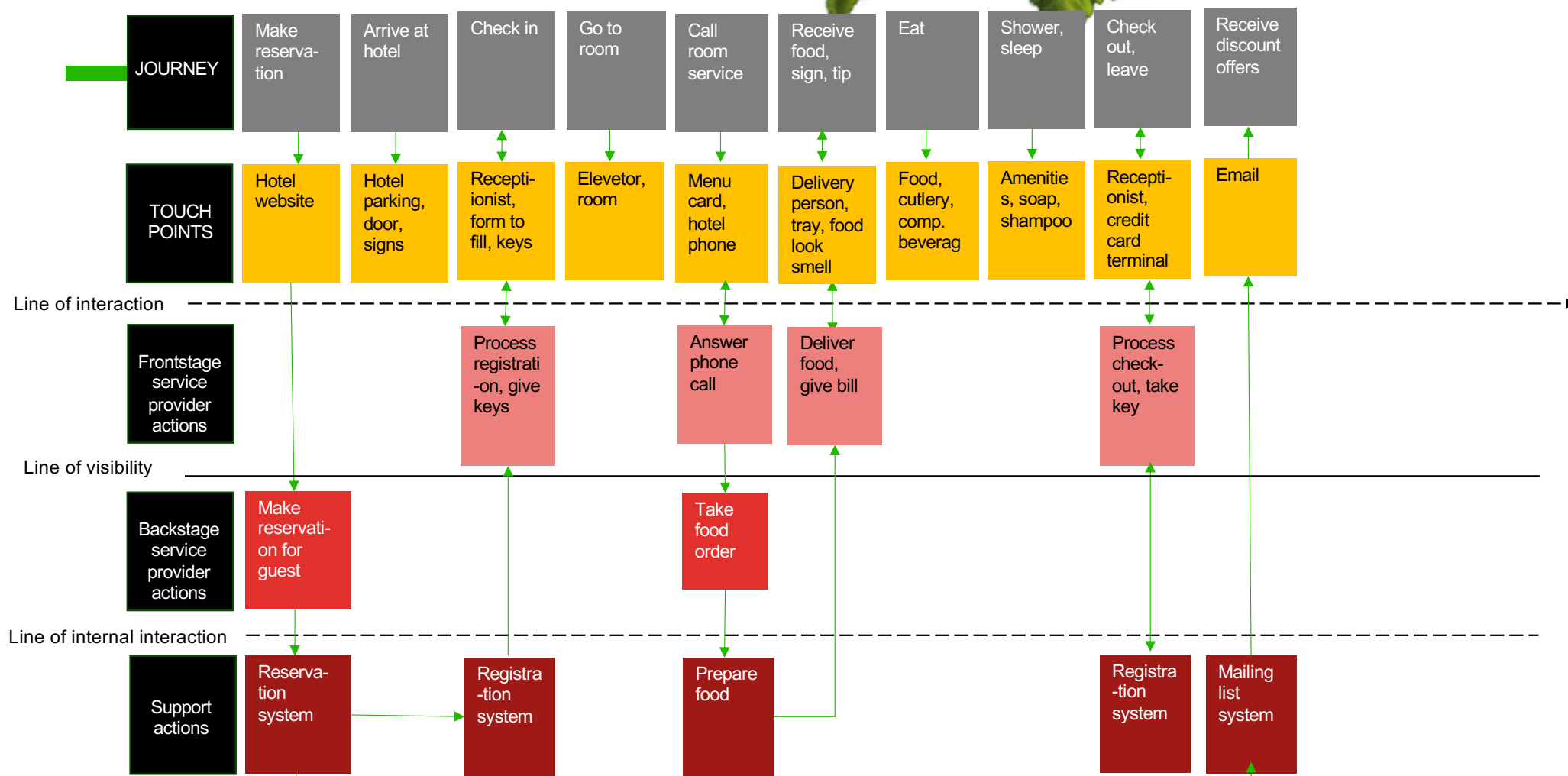
 SERVICE DESIGN

# TUTORIAL 12

Creation:insight: visualizing findings and communicating them: Service blueprint

21.11.2024

Joanna Saad-Sulonen





# SERVICE BLUEPRINT

- » Go to your journey maps
  - » Transform them into a service blueprints following Monday's lecture approach
  - » Fill in frontstage actions to the best of your knowledge
  - » Fill in backstage actions to the best of your knowledge
  - » Fill in support processes to the best of your knowledge
  - » Mark interrogation points (?) where you were unable to fill with information
- 
- » What key information is missing? Get you get it? Do your last research from now until next Thursday!



## SUBMIT ON MOODLE + KEEP MATERIAL!

- » Take a photo or screenshot of your service blueprint
  - » It is OK if the blueprint is not fully filled. Mark interrogation points (?) where you were unable to fill with information
  - » Write down one key insight you have gained from making the blueprint
  - » Write down one example of what you couldn't fill in the service blueprint: explain why you couldn't and argue whether you need to do more research or not.
  - » Upload as one PDF to Moodle. Write down the names of the group members who have worked on this blueprint
- » Next week, you will collect all key insights you have gained so far and start ideating! Remember to bring all the research data and maps with you – on both Lecture days and on Tutorial days 😊



