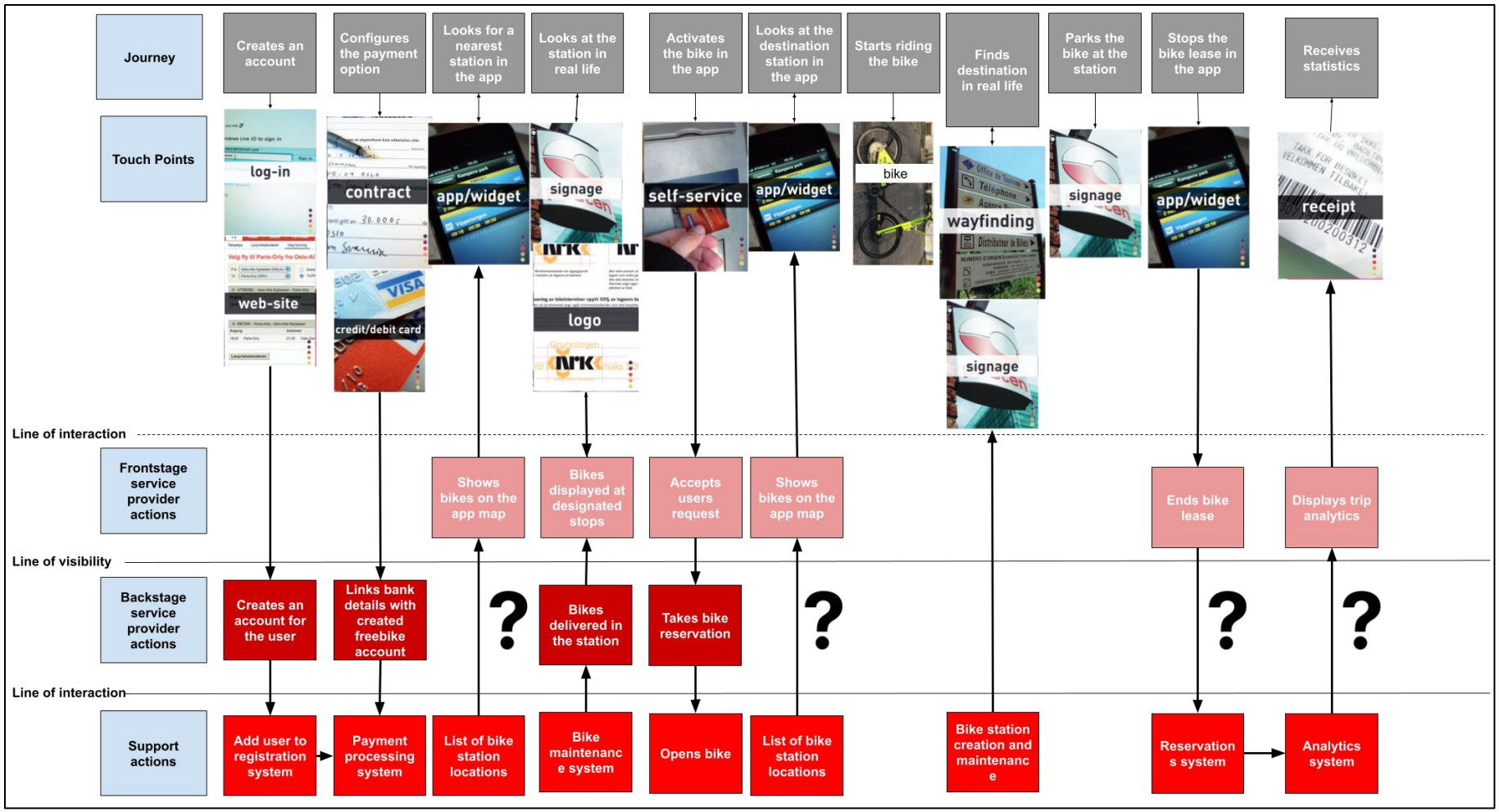
Group 10: Trieu Huynh Ba Nguyen, Artturi Sivén, Nazmul Khan, Rihards Gailis

Service Blueprint:



Write down one key insight you have gained from making the blueprint:

- From the service blueprint, we have gained insight into how complex the Mankeli service actually is and how it is tightly dependent on the Freebike mobile application and its underlying systems.

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:

- We have marked processes with question marks in the backstage for actions occurring between the app and the back-end support actions, as it is unclear how data is processed between the user's actions and the response back to the user. Although these backstage actions are not mandatory for understanding the service, they are useful for fully comprehending the complexity of the whole system that provides the service. The reason we cannot find this information is that the logic behind these backstage processes is a service provider's secret, and thus such information is not available in online materials. This is also why further research on these parts will be almost impossible without contacting the service provider, and it is likely that such information will not be shared with us. The same goes for support actions, as it is more of a guessing game based on our own experience regarding what a system like this might include as supporting actions, where our answers are not definitive.