Service Blueprint

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User Journey	Seller signs up via desktop browser and register for a Settle account Seller creates listing, uploads photo, and writes short description	Seller tags infividual items, set prices and publish listing	Buyer signs up via desktop browser and register for a Settle account	Buyer enters relevant search terms and filters search	Buyer sees filtered list based on search rele- vance	Buyer sees lisitng based on promising items	Buyer sees tagged items with pricing and availability	Buyer clicks on items to add to a customized listing	Buyer asks questions about specific items. Tagged ques- tions are posted to public FAQ	Seller responds to questions in public FAQ feed.	Buyer is satisfied, clicks to make purchase of specific items.	Buyer wants to negotiate price, initiate chat with seller.	Seller agrees to negotiated price via chat / chang- es price of particular sale.	Buyer and seller coordinate in person viewing of items via chat.	Buyer visits seller's home and sees the item.	Buyer pays for item via mobile app.	Listing is updated to reflect sold items.	Buyer and seller get transportation request form, enter availability. App coordinates transportation	App updates shipping status.	Transport arrives to collect items from seller.	Furniture is transported.	Transport driver deliver to buyer.	Buyer and seller rate each other.
Actors	Seller	Seller	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Seller	Buyer	Buyer	Buyer Seller		Buyer Seller	Buyer Seller		Buyer Seller	Buyer Seller	Driver Seller	Driver	Driver Buyer	Buyer
Channels	Website on desktop browser														Face to face					Mobile app			Desktop
Backstage																		Transportation is dispatched		Loading furniture	Transporting furniture / Optimization of routes	Unloading furni- ture	
Operations	Account is required to post listing		Buyer can search for listing without an account. Registration required for purchase.	Put listings with multiple matching items first			Sold items displayed without tag		Question board is public		Default for the make a deal button is full set, until individual items are selected	Chat window remains open at the buttom of checkout page	"Change price" button appears on seller chat page			Settle takes ?% of sale as transportation fee.	Items can also be removed from listings manually	Free transportation with minimum sale, otherwise pay for transportation in app.				Tipping driver can happen in app.	Reviews are based on accuracy of listing + timeliness of response.
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Rules (Supporting info)	Minimum/Maxi- mum photo upload? How do we control tages in multiple photos?							How would transportation be coordinated for customized orders from multiple listings?							Is the possibility of offline payment a threat to our financial model?	What is the appropriate % of charge		What is the minimum order required to make free transportation feasible?			Liability in case of damage or injury?		What are appropriate ratings?
Questions		Tagged items with one photo reflect stream- lined upload for sellers					Seeing items in contextualized photo promotes valuable info for buyers.	Customized listing meats buys' need for flexibility	Public FAQ enganes community in answering questions, eliminating burden on sellers.									Free transportation to encourage in-app payment					Ratings build trust among settle commuity.
Why does this matter									Spam in FAQ	Seller doesn't respond to FAQs.		Negotiation drags on and customers get frustrated.				Payment out of app.					Transportation mishap (acci- dent, liability, theft)		Nobody reviews.