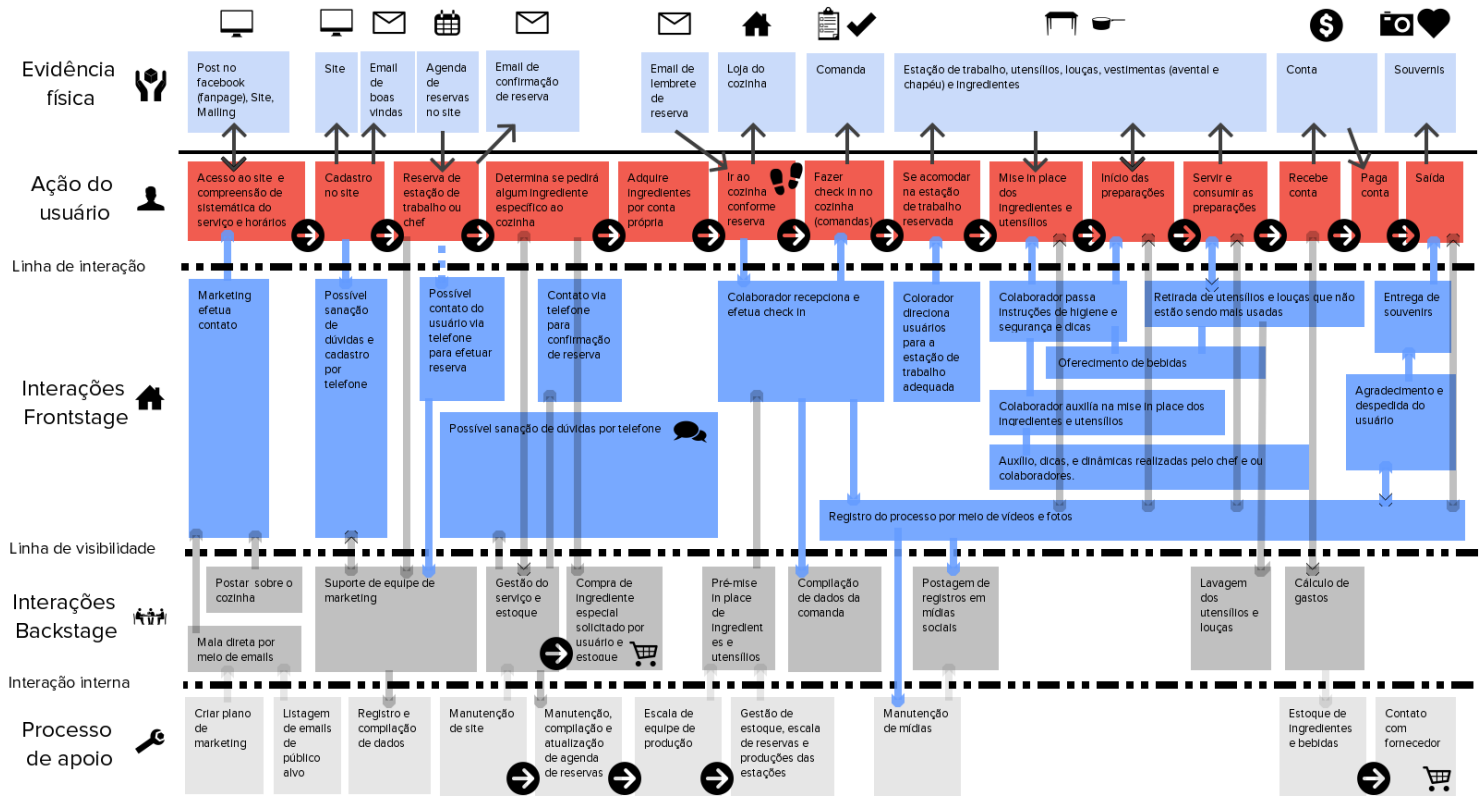


APÊNDICE B

SERVICE BLUEPRINT



Fonte: adaptado de Stickdorn e Schneider [16].