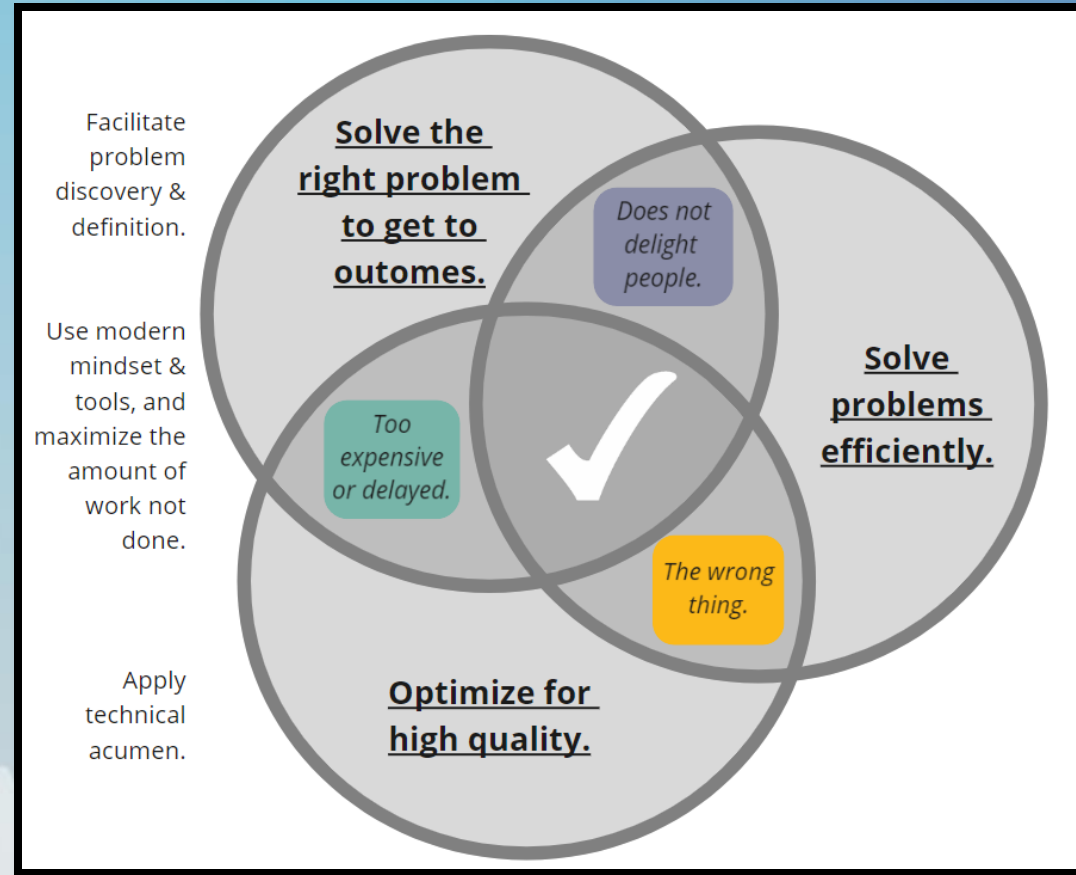# Exchange Lab Service Blueprint Workshop Overview

Senior leaders are directing teams to deliver these workshops for priority challenges because they address a critical element of effective delivery: **making sure we are solving for the right problems**.

There are plenty of technical solutions seeking a problem to solve. We want to make sure we **understand the problems**, and how critical they are to solve, before we spend public money.

Using **digital collaboration** tools, we create simple process maps, that everyone can engage with and understand.

A facilitator looks after the hard work of documenting and **engaging people** to safely interrogate assumptions and build trust within teams.

We connect people **across government and beyond** who can help answer difficult questions about technical feasibility and solution options.

Exchange Lab Service Blueprint Workshop Overview

What is a Service Blueprint?

It is a service design tool that enables a full view of the end to end process for people who benefit from a service.

It starts with a service ecosystem and empathy map which helps establish a shared understanding of the complex relationships between varied actors in a service ecosystem. It helps us identify what elements of our service, or other outside factors, might be particularly important or challenging to people seeking service.

We then build a process map that illustrates front end and back end systems, process steps and inputs.

[Learn more about Service Blueprints.](#)

How does a Blueprint get created?

The Exchange Lab delivers a workshop (typically 3 hours) with a diverse set of stakeholders and delivery agents. We use online whiteboarding tools to capture actionable insights efficiently. There may be follow up workshops depending on what complexity and issues the team discovers.

What is the value of this exercise?

Excellent service delivery usually includes multiple teams. Participating in a workshop to build a blueprint together greases the wheels of collaboration, teamwork and trust.

The workshop output is an artifact that
- Captures current state and opportunities for growth and improvement
- Pinpoints areas of ambiguity and interconnectivity
- Identifies risks and mitigation strategies
- Supports problem solving, and continuous improvement
- Enables proactive planning and efficient implementation

How does Blueprinting lead to solutions?

We use Wardley Mapping to assess appropriate tech sourcing strategies and we work with teams to assess capability and need for surge support. We also support delivery teams to connect to a broader Digital Delivery Network.

With insight into the processes and expectations of our clients, we can identify necessary business capabilities. These might include:
- Plain language web content, and chatbot support
- Service BC Office and Contact Center support, with multi-lingual services
- Secure data transfer, storage, analysis, and reporting
- Forms and associated workflow
- Other service integrations, such as payment and identification

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Standard Agenda

The structure and length of the agenda adjusts depending on the degree of complexity, and the amount of the end to end process that is already known.

Most sessions result in discovering gaps and issues that were unexpected. It is better to plan for more time and end early than to compress a process that requires space for exploration & collaboration, if possible

Typical 3 Hour Workshop

- **0900 Orientation (20 Minutes)**
  - Leadership message - Objectives
  - Who is here?
  - How we will work today: how to use the engagement tool

- **0920 Context Setting (40 Minutes)**
  - Problem definition & current state
  - Who are we working for and with?
  - Hopes and fears
  - BREAK - 10 minutes

- **1000 Process Mapping (90 minutes)**
  - High level user journey
  - Document key questions, issues, actions

- **1130 Next Steps (30 minutes)**
  - High level backlog build
  - Set cadence and milestones

Other Considerations

Facilitator should be experienced in delivering process mapping, with a focus on:

- Creating a safe space for honest dialogue: we don't have time for politics or back-channel discussions.

- Clear documentation that is simple yet comprehensive and not technical.

- Prompting participants to unpack their assumptions.

- "Zooming in and zooming out" to connect the dots across the system, particularly as conditions change.

Additional time is required to prepare and follow up.

- An alpha Blueprint is produced in advance to start the conversation.

- A beta Blueprint that can be printed is prepared and shared after the session.

- Process steps that are too high level or ambiguous may need to be unpacked after the session (I.e. confirm insight into how each critical step is delivered, or change the process based on new insights and decisions.)

Sample Blueprint

Person Receiving Service

See marketing → Visit Website → Website with Instructions to participate → Decide to participate → Application Form → Fill in online form → Able to complete form?

Do we need to train a chatbot?

Where will people get hung up?

What will motivate them to participate early? (See empathy map)

Is the current form good enough?

Do we need UI expertise to help optimize this?

Do we need a paper version?

Front Stage

Line of Interaction

Back Stage

Government Front Line

Government Back Office

3rd Party Delivery agent

Marketing materials

Program Info & Policies

NO

YES

Do we have enough capacity to field questions?

Do we need multi-lingual support?

Call center → Support completing form

Database → Verify information is valid

What kind of data base do we need?

Where does the data come from?

What integrations are required?

Who is working on this?

Is this automated?

What parts need to be manually addressed?

Do we have enough capacity to do this work?

While the resulting document is valuable, the highest value comes from the discussion – the red text represents the kind of questions that can emerge while we map.