

Service (/http://www.wikispaces.com/site/signin?goto=http%3A%2F%2Fservicedesign.wikispaces.com%2FService+Blueprint) manage your class.



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Service Blueprint (/Service+Blueprint)

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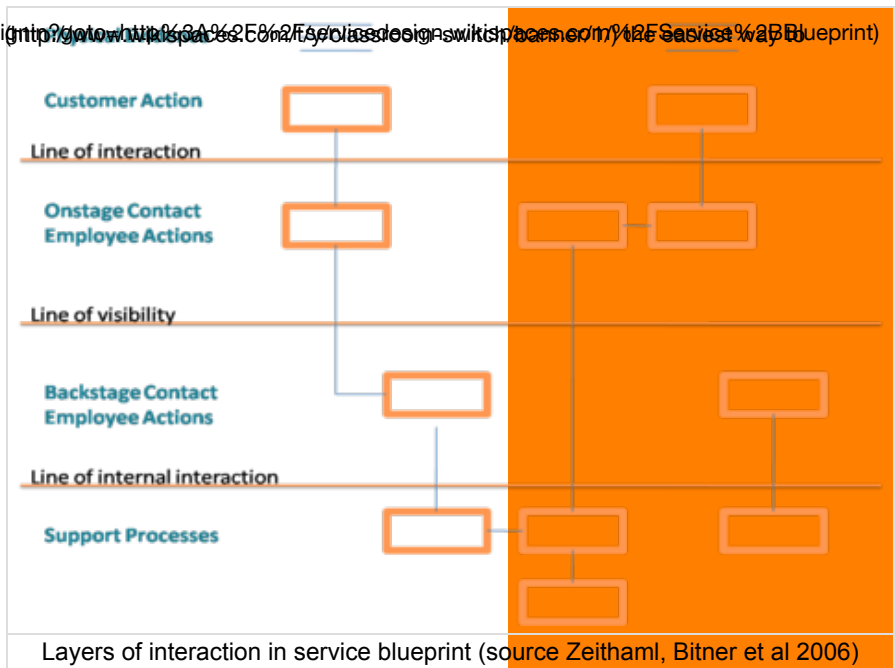
[... \(/page/menu/Service+Blueprint\)](#)

Service blueprinting is a process analysis methodology proposed by Shostack (Shostack, 1982, 1984).

Shostack's methodical procedure draws upon time/motions method engineering, PERT/project programming and computer system and software design. The proposed blueprint allows for a quantitative description of critical service elements, such as time, logical sequences of actions and processes, also specifying both actions/events that happen in the time and place of the interaction (front office) and actions/events that are out of the *line of visibility* for the users, but are fundamental for the service.

(Zeithaml, Bitner *et al.* 2006) define service blueprinting as *a tool for simultaneously depicting the service process, the points of customer contact, and the evidence of the service from the customer's point of view*. With this description, the authors emphasise the different systemic layers overlapping in a service, from the layer of customer interaction and physical evidence to the layer of internal interaction within the service production process.

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Layers of interaction in service blueprint (source Zeithaml, Bitner et al 2006)

Service blueprinting involves the description of all the activities for designing and managing services, including schedule, project plans, detailed representations (such as [Use cases](#)) and design plans, or service platforms.

Blueprinting is often supported by methodologies that elicit functional elements of services, as well as their qualitative/implicit characteristics, including TQM techniques, such as Quality Function Deployment (Ramaswamy, 1996), Just in Time, and capacity planning (Hollins, 2006), or IDEF0 (N. Morelli,

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Some examples of service blueprinting

[Engine](#) 
(UK)
used
service
blueprinting
with
the
[National Endowment for Science, Technology and the Arts \(NESTA\)](#) 
,
Nokia
and
other
companies

Sources

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Why
don't
We
Design

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