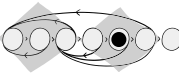


Project:  
Team:  
Version & Date:

# SERVICE BLUEPRINT



Lewrick / Link / Leifer  
The Design Thinking Toolbox  
978-1-119-62919-1

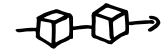


**Brief instructions:** The Service Blueprint is a chronological representation of the processes in which the respective effects are worked out with the customer. The Service Blueprint creates a common understanding of the interactions and processes that influence customer satisfaction, goal achievement and efficiency.

More tips & tricks for this template on book page: 203

## Use Case/process

Describe the considered action. The action is detailed by superordinate steps. It may be necessary to focus on one process step for the blueprint or to fill out the template several times.



# 1

### 1) Actions



Determination of important actions or process elements

### 2) Touchpoints



Definition of the most important points of contact between users/customers and the company

### 3) Actors



Determine which actors are involved.

### 4) Visible activities



Definition of activities and process steps visible to customers/users

visibility line

### 5) Invisible activities



Definition of activities and process steps not visible to customers/users

### 6) Risks



Where are the risks and possible problems? Select these elements

# 2

## Findings

Derivation of concrete tasks or projects to improve the points found.



# 3

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