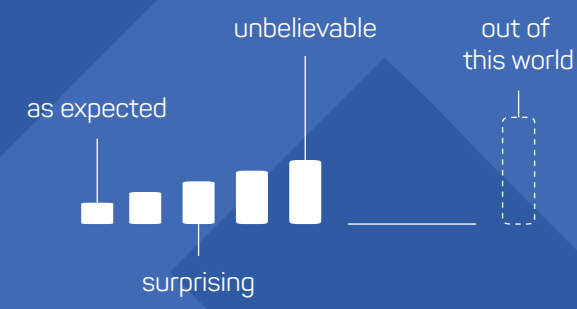


SERVICE BLUEPRINT

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Team

Iteration

Date

Time



Customer interaction	<p>What do customers do to interact with our service?</p> 									
Physical evidence	<p>What physical places or artefacts do customers encounter along the service experience?</p>  <p><i>Touch points</i> </p>									
Front-stage interaction	<p>What do we do to serve customers, which is visible to them?</p> 									Line of interaction
Back-stage processes	<p>What processes are required to deliver the service that customers do not see?</p> 									Line of visibility
Resources	<p>What resources are required to execute the back-stage processes and deliver the service?</p> 