Service Blueprint Structure

TIME
Service blueprints read from left to right, unfolding over time. If your experience contains different time scales, things that take a week versus a minute, these differences in time should be marked. It’s easy to lose a sense of time when looking at a blueprint.

EXPERIENCE STAGES
To help give your blueprint structure, stages are used to denote the different experience phases. These stages may connect to your journey map or other organizational knowledge of the end-to-end experience.

SWIM LANES
At the core of your service blueprint are your swim lanes. These horizontal rows capture and organize all the elements of your service experience.

THE LINE OF VISIBILITY
In service design and on a service blueprint, the division between frontstage and backstage is called the Line of Visibility. The elements you choose to show to your customer (and when) can have a profound impact on the experience.

THE LINE OF INTERACTION
Sometimes it’s helpful to draw a line between what customers can and cannot directly interact with. This line is called the Line of Interaction. When blueprinting complex service exchanges with many touchpoints for customer and employee use, it can become difficult to determine which tools are for whom. The Line of Interaction clarifies these distinctions and illustrates this division on the blueprint.

SERVICE MOMENTS
The vertical columns, which represent service moments, encapsulate all service activities happening at a given moment in the service experience, both frontstage and backstage. It’s important to map the backstage processes at the moment they start, even if they don’t move above the Line of Visibility until later in the experience. For example, a server will be preparing your table before you arrive at a restaurant.