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.
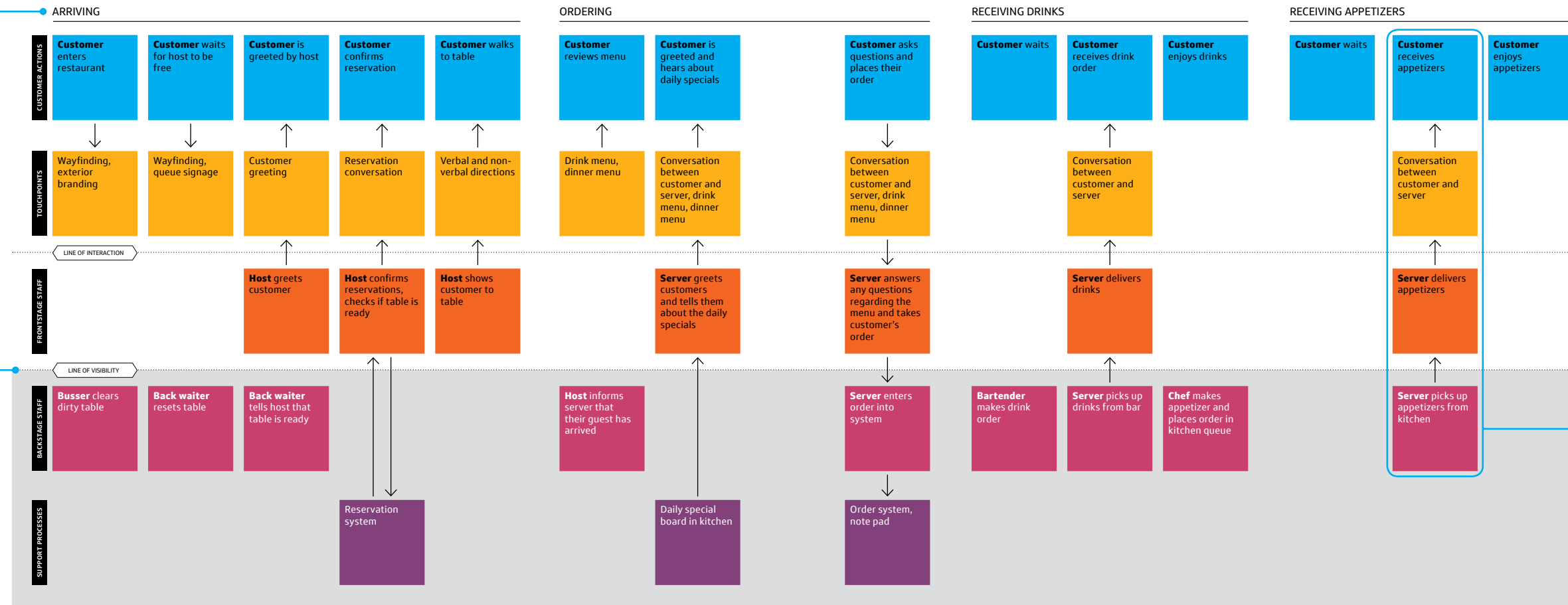
SWIM LANES

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.

Restaurant Service Blueprint: Drinks and Appetizers

ARRIVING

CUSTOMER ACTIONS
- **Customer** enters restaurant
- **Customer** waits for host to be free
- **Customer** is greeted by host
- **Customer** confirms reservation
- **Customer** walks to table

TOUCHPOINTS
- Wayfinding, exterior branding
- Wayfinding, queue signage
- Customer greeting
- Reservation conversation
- Verbal and non-verbal directions

LINE OF INTERACTION

FRONTSTAGE STAFF
- **Host** greets customer
- **Host** confirms reservations, checks if table is ready
- **Host** shows customer to table

LINE OF VISIBILITY

BACKSTAGE STAFF
- **Busser** clears dirty table
- **Back waiter** resets table
- **Back waiter** tells host that table is ready

SUPPORT PROCESSES
- Reservation system

ORDERING

CUSTOMER ACTIONS
- **Customer** reviews menu
- **Customer** is greeted and hears about daily specials
- **Customer** asks questions and places their order

TOUCHPOINTS
- Drink menu, dinner menu
- Conversation between customer and server, drink menu, dinner menu
- Conversation between customer and server, drink menu, dinner menu

FRONTSTAGE STAFF
- **Server** greets customers and tells them about the daily specials
- **Server** answers any questions regarding the menu and takes customer's order

BACKSTAGE STAFF
- **Host** informs server that their guest has arrived
- **Server** enters order into system

SUPPORT PROCESSES
- Daily special board in kitchen
- Order system, note pad

RECEIVING DRINKS

CUSTOMER ACTIONS
- **Customer** waits
- **Customer** receives drink order
- **Customer** enjoys drinks

TOUCHPOINTS
- Conversation between customer and server

FRONTSTAGE STAFF
- **Server** delivers drinks

BACKSTAGE STAFF
- **Bartender** makes drink order
- **Server** picks up drinks from bar
- **Chef** makes appetizer and places order in kitchen queue

RECEIVING APPETIZERS

CUSTOMER ACTIONS
- **Customer** waits
- **Customer** receives appetizers
- **Customer** enjoys appetizers

TOUCHPOINTS
- Conversation between customer and server

FRONTSTAGE STAFF
- **Server** delivers appetizers

BACKSTAGE STAFF
- **Server** picks up appetizers from kitchen