

PART 1: EVALUATE AND ASSESS YOUR CURRENT SETUP

Step 4: Map the current experience in a service blueprint

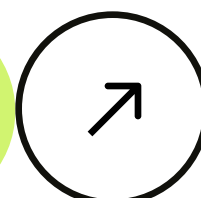
With your research complete, you can now start bringing your insights into one shared artifact to help friction and gaps become visible.

What is a service blueprint?

At its core, a service blueprint maps out key stages in the journey, such as discovering a product, making a purchase, or seeking support, and distinguishes between the visible interactions a customer has and the internal processes that enable them.

Helpful questions to ask as you create your service blueprint

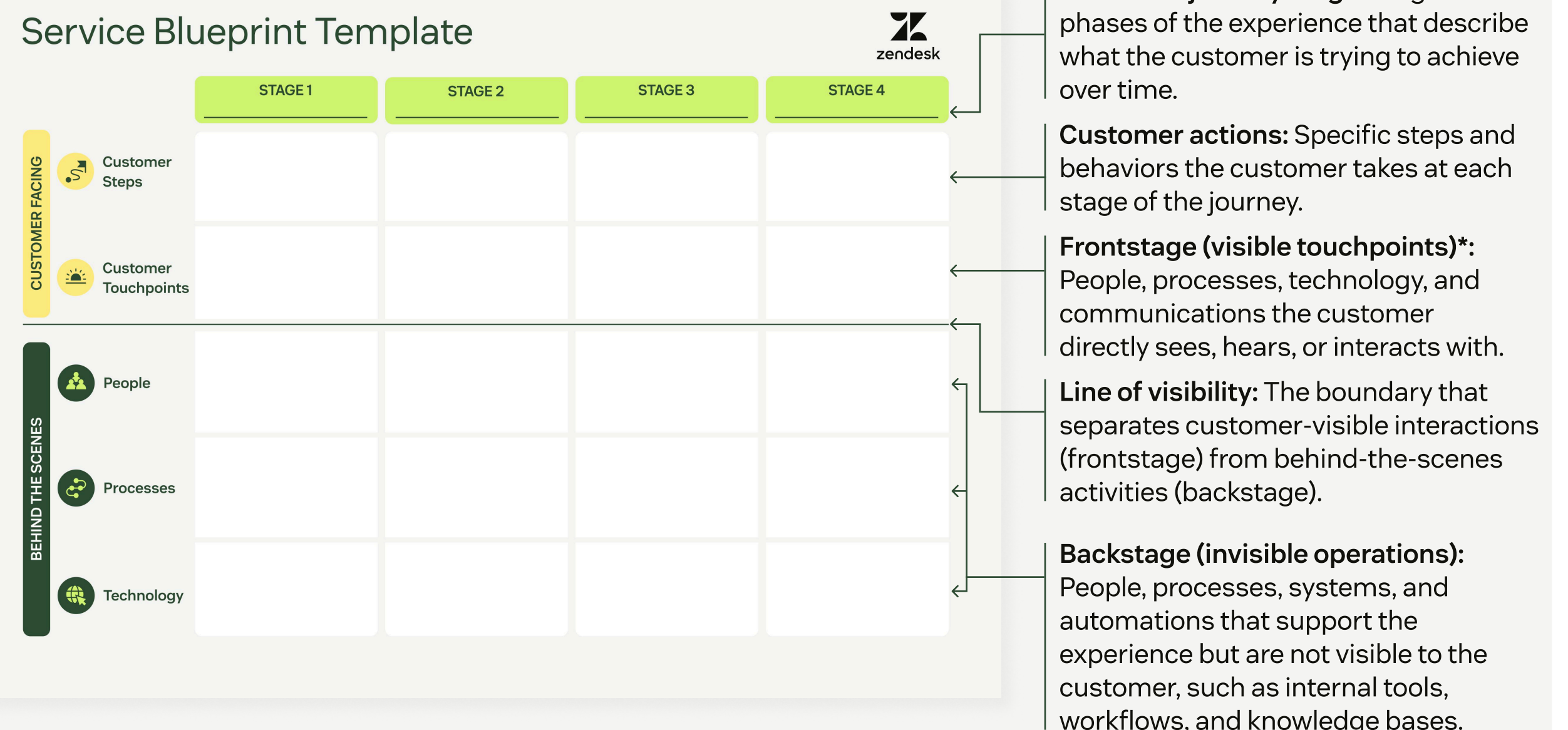
1. What is the customer doing at each step, and what are they trying to accomplish?
2. What triggers each step—and what signals that it's complete?
3. What does the customer see and what information do they have (or not have)?
4. What's happening behind the scenes to support this step? (Teams, systems, tools, data, decisions.)
5. Where does each step rely on assumptions, manual judgment, or undocumented knowledge?
(*TIP: Star informal, iffy, or inconsistent processes—these are great to revisit as you move forward.*)

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The structure of a service blueprint:

Start with the stages in your chosen scope from Step 1, then map the journey chronologically. Capture what customers do, what they see, what triggers each step, and what work happens behind the scenes, especially informal or inconsistent processes worth revisiting later.

Service Blueprint Template



Customer journey stages: High-level phases of the experience that describe what the customer is trying to achieve over time.

Customer actions: Specific steps and behaviors the customer takes at each stage of the journey.

Frontstage (visible touchpoints)*: People, processes, technology, and communications the customer directly sees, hears, or interacts with.

Line of visibility: The boundary that separates customer-visible interactions (frontstage) from behind-the-scenes activities (backstage).

Backstage (invisible operations): People, processes, systems, and automations that support the experience but are not visible to the customer, such as internal tools, workflows, and knowledge bases.

**If you have multiple channels, types of touchpoints, or a few categories of touchpoints, consider separating this into multiple rows for more detailed mapping*

SERVICE BLUEPRINT TEMPLATE

		STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5	STAGE 6	STAGE 7
CUSTOMER FACING	 Customer Steps							
	 Customer Touchpoints							
BEHIND THE SCENES	 People							
	 Processes							
	 Technology							