

Blueprint

use this template for:

1. thinking through processes
2. exploring ideas for better processes or services or
3. prototyping a new process or service

	Aware	Join	Use	Maintain	Leave
USER what does the person interacting with the service or process do or experience?					
TOUCHPOINTS what are the moments, people, places and things that the user 'touches' when they come into contact with the service or process					
SERVICE/PROCESS DIRECT CONTACT What do your staff do?					
BACK OFFICE What do your staff do?					
MEANS AND PROCESSES What else is involved?					