

# Service Blueprint Key

Use these “layers” on each step of your blueprint’s scenario to build down the “surface to core” aspect of each step. Use this list as a checklist and ask yourself on each step “Which of these apply and would be valuable in this moment?”

1	<b>🗨️ Step Definition</b> A plain-words descriptor of what happens in the step.	6	<b>📍 Observation/Fact</b> Statements that are important to note and add detail to the overall step.
2	<b>📍 Touchpoint</b> The what/where of the step’s interaction.	7	<b>📊 Metric/Data Callout</b> Data that helps illuminate the step’s context or importance.
3	<b>👤 Actor</b> The journeyer and/or support actors of the step.	8	<b>❓ Follow-up Question</b> Our questions about a step that need to be noted and followed up on.
4	<b>⚙️ System</b> What makes this step “go”. Technology, hardware, processes.	9	<b>💣 Critical Moment</b> Critical moments that are the sources of pain and experience breakdown.
5	<b>🔑 Policy/Rule</b> Rules that dictate why something is a certain way. Intangible.	10	<b>★ Idea</b> Ah-ha realizations on things to improve or fix for broader impact.