



1. Explore the opportunity space

You start with an opportunity space you want to work in. This can be a problem or a void. This opportunity space crosses channels, contexts, internal teams and silos.

2. Choose your scenarios

Inside of these opportunity spaces, there will be countless possible scenarios. You choose a collection of important or particularly painful scenario experiences to blueprint, and these act as a use cases you want to understand.

3. Blueprint your scenarios

The blueprint gives you the high level end-to-end view as well as the detailed surface-to-core view of each scenario.

4. Collect critical moments and ideas

Blueprinting results in a collection of critical moments and ideas, that capture insights into potential service improvements.

5. Identify themes

Critical moments are then grouped into themes that apply across scenarios, enabling you to plan longer-term holistic improvements.

6. Take action!

What emerges are strategic areas of focus that can drive service roadmap planning, and tactical fixes that you can do immediately.

Six Steps to Practical Service Blueprinting

Blueprinting works when it is approached practically, in the context of your organization. Here are six steps to service blueprinting that will guide you through the process.