

# Blueprint

## What it is

A **Blueprint** is a tool that describes the interaction of a service with its user(s), also giving information about how to implement and maintain it.

A simple structure for a Blueprint is to think about 3 different blocks separated with 2 different lines:

Block 1: User's steps (User's Journey Map)

Line 1: Line of interaction

Block 2: Activities or steps of the organization that are visible for the user, and to which the user interacts

Line 2: Line of visibility

Block 3: Activities or steps of the organization that are not visible for the user and to which the user doesn't interact, but they are required for the service to happen.

## Why use it

It is the next step of the Journey Map. It helps you realize how can the organization make the Journey of the user happen, and whether or not they should change or addapt some of the steps in order to be able to do it. Allows you to pay attention to the process and to those activities that really are going to boost the journey of the user.

## How to use it

Before filling the Blueprint templete take a look to its different sections and then write in post its the information needed.

1. Place a photo of your persona. **A**
2. Write the name of each step of the process and add a description for each of them. **B**
3. Below the line of interaction, write on post-its a description of the activity visible to the client at each moment or step. **C**
4. Below the line of visibility, write a description of all the activities that are not visible for the client and occur in each step **D**
5. Write in the last row a description of each activitiy and supporting process that make the different actors' actions possible (user, onstage personnel, backstage personnel. **E**

<b>Persona</b> Place a photo or drawing of your user <b>A</b>	<b>Step 1</b> Describe with text & drawing <b>B</b>	<b>Step 2</b> Describe with text & drawing	<b>Step 3</b> Describe with text & drawing	<b>Step 4</b> Describe with text & drawing
<b>Frontstage</b> Describe the activity visible to the client at each moment. <b>C</b>	Line of Interaction			
<b>Backstage</b> Describe the activity visible to the client at each moment. <b>D</b>	Visibility threshold			
<b>Processes</b> Describe the supporting processes that make the different actors' actions possible (user, onstage personnel, backstage personnel). <b>E</b>				

## Tips & Tricks

### TEAM

1 to 5 people.

### TIME

Between 30 and 60 minutes, depending on the approach of the scenario you are doing the blueprint about.

### MATERIALS

A large sheet of paper (2 or 3 flipchart pages together would work), coloured sticky notes, markers and lots of energy.

### FOR BEST RESULTS

Start by doing a Journey Map. Use masking tape to represent the lines of interaction and visibility. Pack the Journey Map as much as possible, so you have enough space to grow the Blueprint behind it.

### WHAT IT HELPS YOU ACHIEVE

To fully understand, design and refine how we can deliver our service to users.

### FOR AGILE

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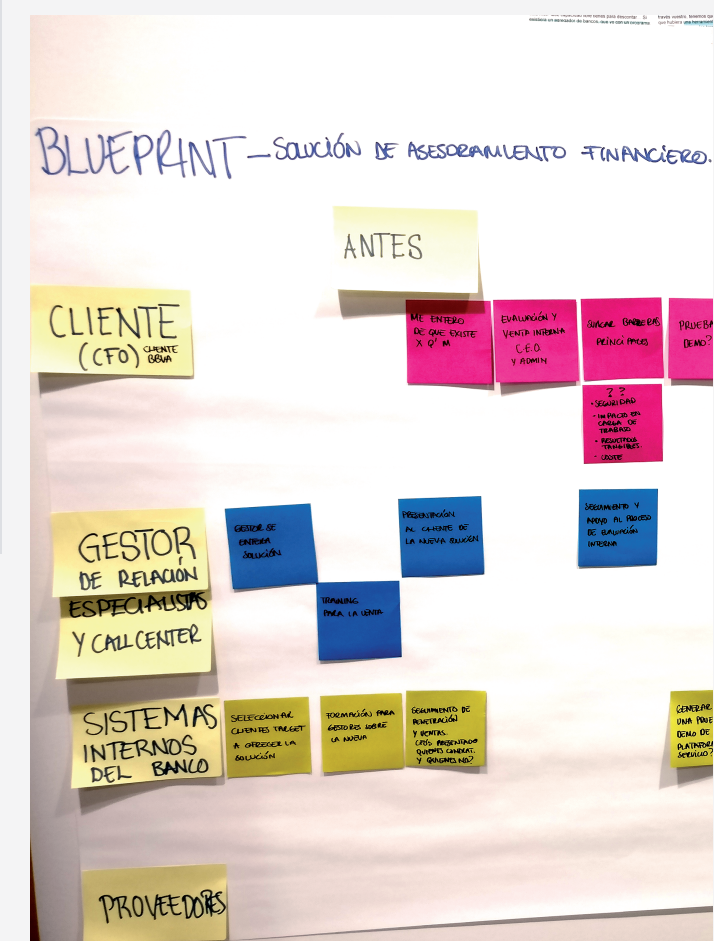
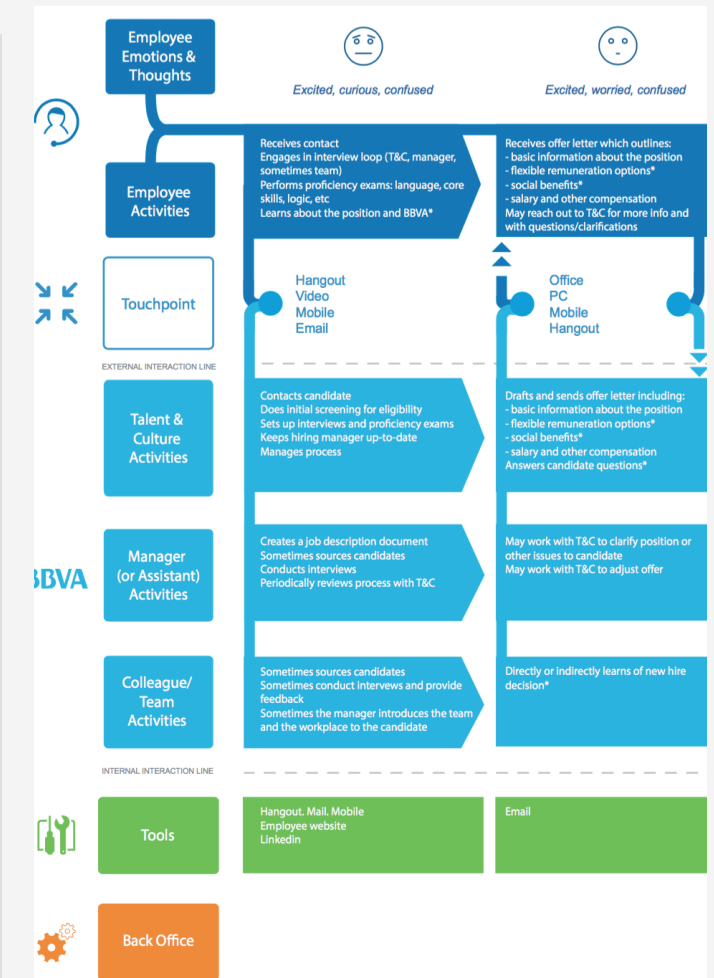
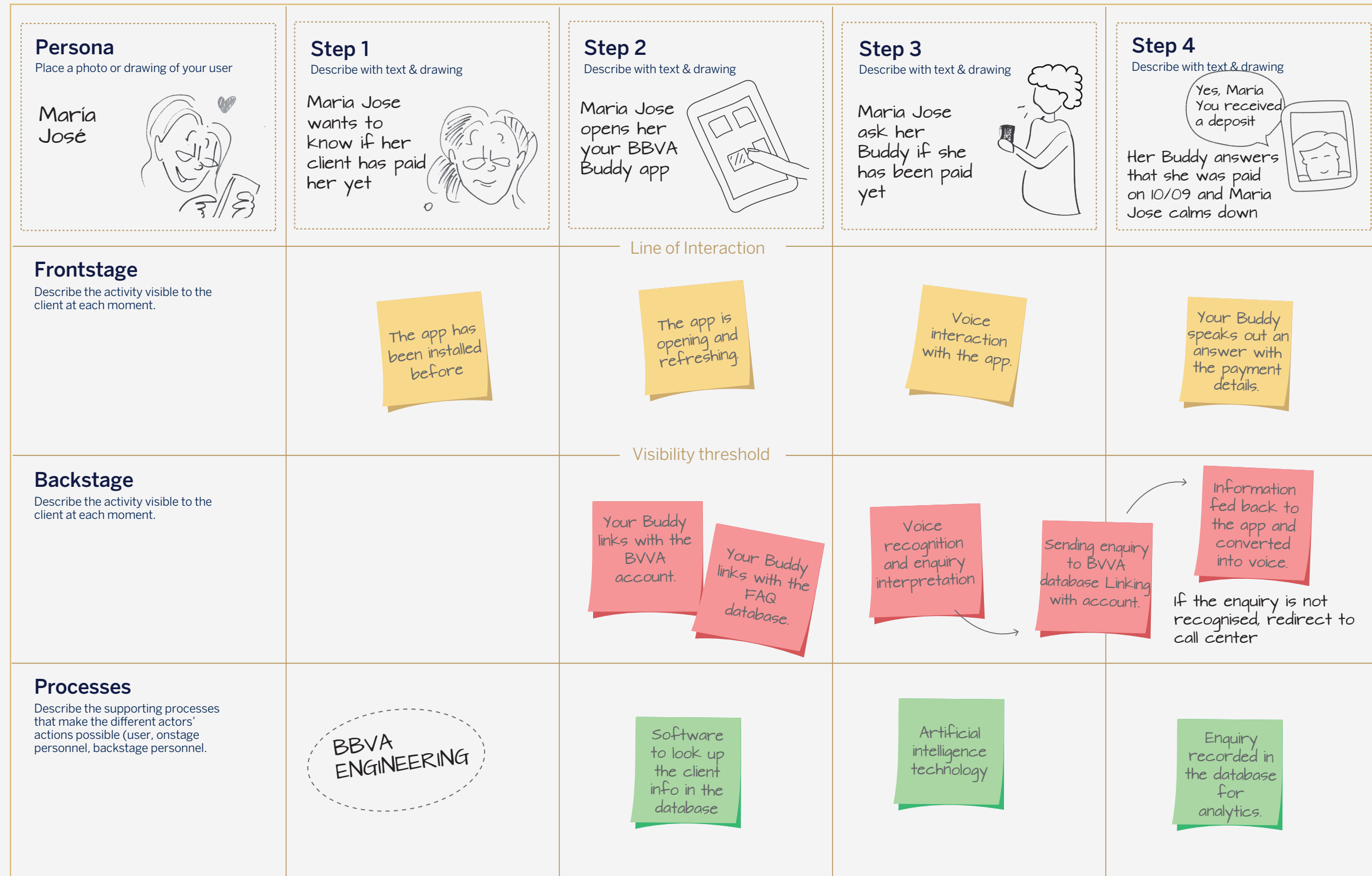
### TOOLS AND ACTIVITIES BEFORE YOU START

- Personas
- Concept Sketch
- Journey Map (mandatory)

### TOOLS AND ACTIVITIES FOR AFTERWARDS

- Business model canvas (or do it before)
- Acting
- Testing

# Blueprint



## Frontstage

Here are some suggestions and tips that might help you with the visual part of your bus stop sign.

- Look at it from the user perspective: What do they see when using your service/product/app? Who do they need to speak to? What actions do they need to take?
- Point out all the touchpoints they use throughout the journey, e.g. mobile app, website, call center.

## Backstage

Think of it as actors behind the curtain – What needs to be done to make the interaction on front-stage possible?

- You can add more complexity here to truly represent the backstage service processes, which are not visible to the customer. Use different colour codes if there are multiple actors involved.
- You will be able to spot any potential blockers or dead ends more easily while creating a blueprint. Make sure you mark them accordingly.



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<div><b>Persona</b> Place a photo or drawing of your user</div>	<div><b>Step 1</b> Describe with text &amp; drawing</div>	<div><b>Step 2</b> Describe with text &amp; drawing</div>	<div><b>Step 3</b> Describe with text &amp; drawing</div>	<div><b>Step 4</b> Describe with text &amp; drawing</div>
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