BLUE PRINTING

Name:

STEPS	BEFOREHAND Notice, understand, be triggered.	USING THE SERVICE Decide to use, first use, further use, help with problems.	AFTER USE Relationship building, stimulating re-use, end of use.
USERS			
Activity What does the user do in this step?			
FRONT OFFICE			
Touchpoint What do the user and employee use for this? (folder, form, membership card, etc.)			
BEHIND THE SCENES			
BACK OFFICE			
Internal processes What do your employees or systems do behind the scenes?			
External processes What happens in the eco-system?			
TO DEVELOP			

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