



# Service Blueprint

First describe by G.Lynn Shostack in HBR the service blueprint is an applied process chart visualises the service delivery process from the customers perspective

**Time** .....>

Customer  
Action

Customer Journey

**Line of interaction** - - - - -

Employee  
Action

Front stage

Technology  
Action

**Line of visibility** - - - - -

Backstage  
actions

Back stage

**Line of support** - - - - -

External support  
actions