

Innovation Partnership: Procurement by Co-Design Toolkit

Serviceline Blueprint Exercise

## Suggested Time

60-90 minutes.

## Difficulty

Moderate.

## Materials

Markers, pens, paper, flow charts or white board, post-its.

## Participants

Provider and vendor project leads and end users.

## Tips

Make sure the flow of activities is discrete and logical.

Invite end users to help create the blueprint.

Creating a service blueprint will help flesh out all the details of your solution and help to identify all the supporting resources and activities that need to take place – especially those performed “behind the scenes.” Like a process map and journey map, it details the key activities involved for each stakeholder. It also fleshes out the touchpoints and adds an extra layer of understanding on how those touchpoints need to be orchestrated to deliver an integrated solution.

## Steps

* On the vertical axis, list out the key players involved with your solution (those that perform some kind of activity).
* On the horizontal axis list out the major steps involved in the use of your solution.
* Giving each player a distinct row, map out the activities that they perform under each step and what they think and feel as they perform those activities.
* Under each activity list the tools, materials, or devices they use to perform those activities.
* Highlight major moments that you want your solution to focus on delivering a great experience.
* When you are finished completing each row, take a step back and review the blueprint to see if you missed anything.

What might this look like? <http://www.servicedesigntools.org/sites/default/files/res_images/PRESBY_NEURO_CLINIC.gif>

