

SERVICE BLUEPRINT

Define the question before filling the canvas. Use a separate copy for a different scenario or decision.

01 / SCOPE, QUESTION & DATE

What decision should this work support? What is inside the boundary?

LAYERS / STAGES				
Customer actions				
Evidence / touchpoints				
Frontstage				
Backstage				
Support processes				
Dependencies / owner				

Dashed separators distinguish interaction, visibility and supporting work. Label any additional boundaries.

BELOW THE SURFACE

Improving one step can move the problem. Record reasoning before committing to the next step.

HANDOFF TO EXAMINE

What passes between roles and what must be true?

CUSTOMER CONSEQUENCE

What can the person rely on at this point?

OPTION A

What changes for the customer and for staff?

OPTION B

Where does uncertainty go in this option?

EVIDENCE NEEDED

Which dependency or exception needs verification?

ACTION / OWNER / REVIEW

Who will check the proposal and when?