

Service Blueprinting

Systemic Design Community of Practice

June 2018



Quick Recap.



A service is a way of delivering or exchanging value, between people and/or organizations.



A service might be thought of as a single moment, or as a bundle of moments unfolding over time.



Services are more than just the right *functions*; the experience itself is important to success.



Services are embedded in systems, while also constituting systems themselves.



Four Questions to ask about a Service

Who engages with it and what are their goals?

When does it start and when does it end?

What are the component parts and how might they relate to one another?

What emotions are you hoping people feel?

A good service has:

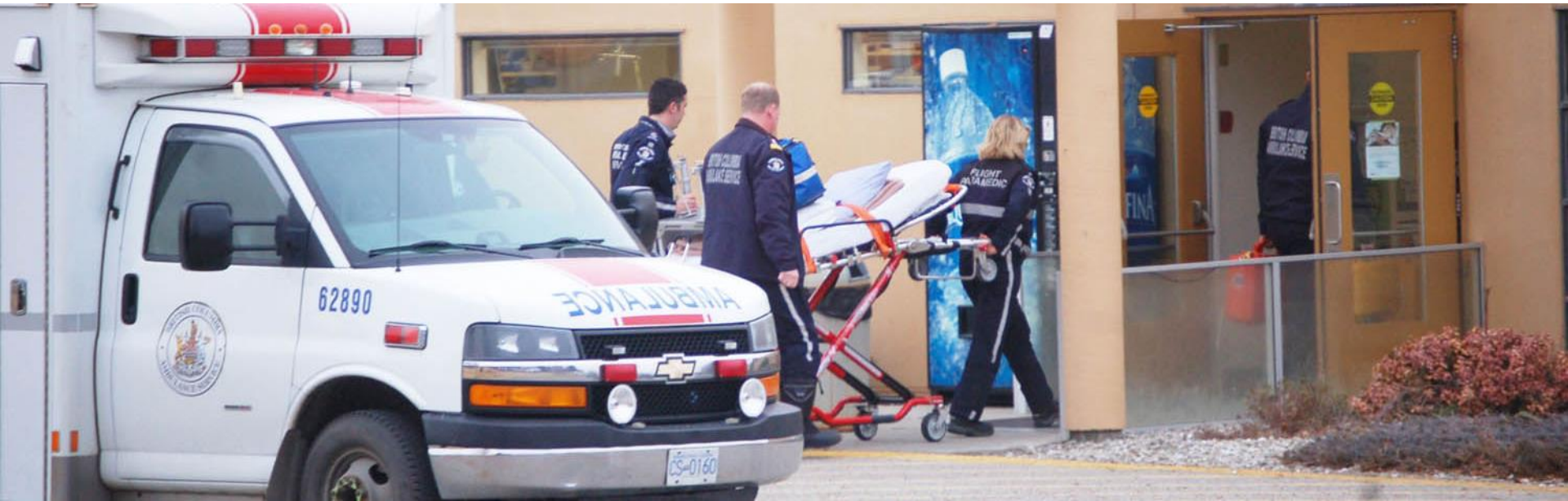
Consistency of intent across moments.

Smooth hand-offs across the service.

Moments of truth leave positive impressions.

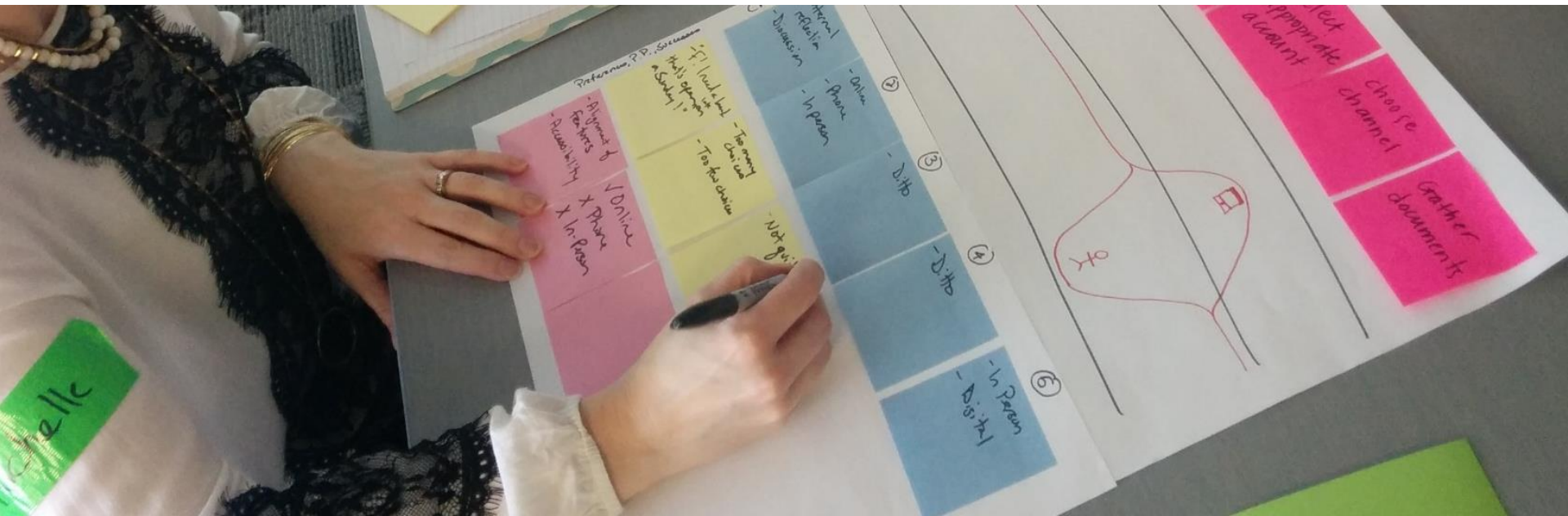
Robustness over time inspires trust.

A 'journey' refers to specific sets of actions, behaviours, contexts, and artifacts that are connected into a single experience in pursuit of a goal.

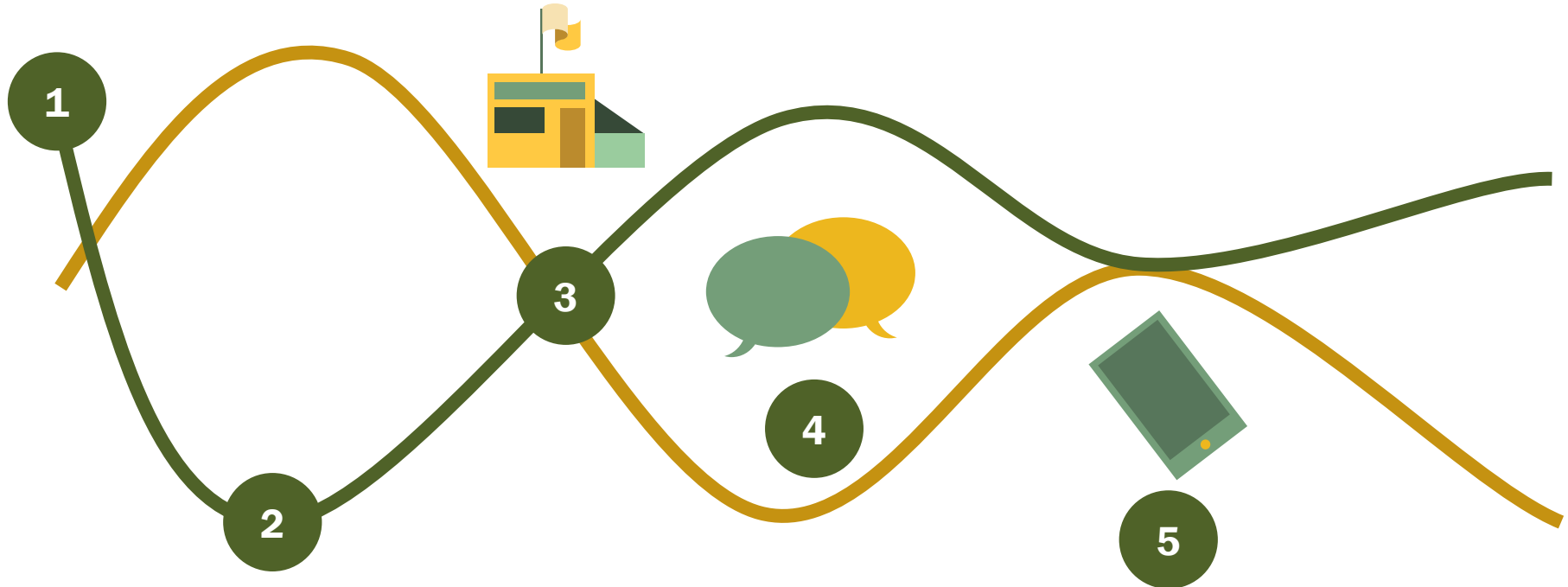


Journey map to:

- Crystallize key common moments in a journey
- Build a shared understanding of the world
- Develop an evidence base and make it accessible to support decisions
- Story-tell with stakeholders



Journey Components



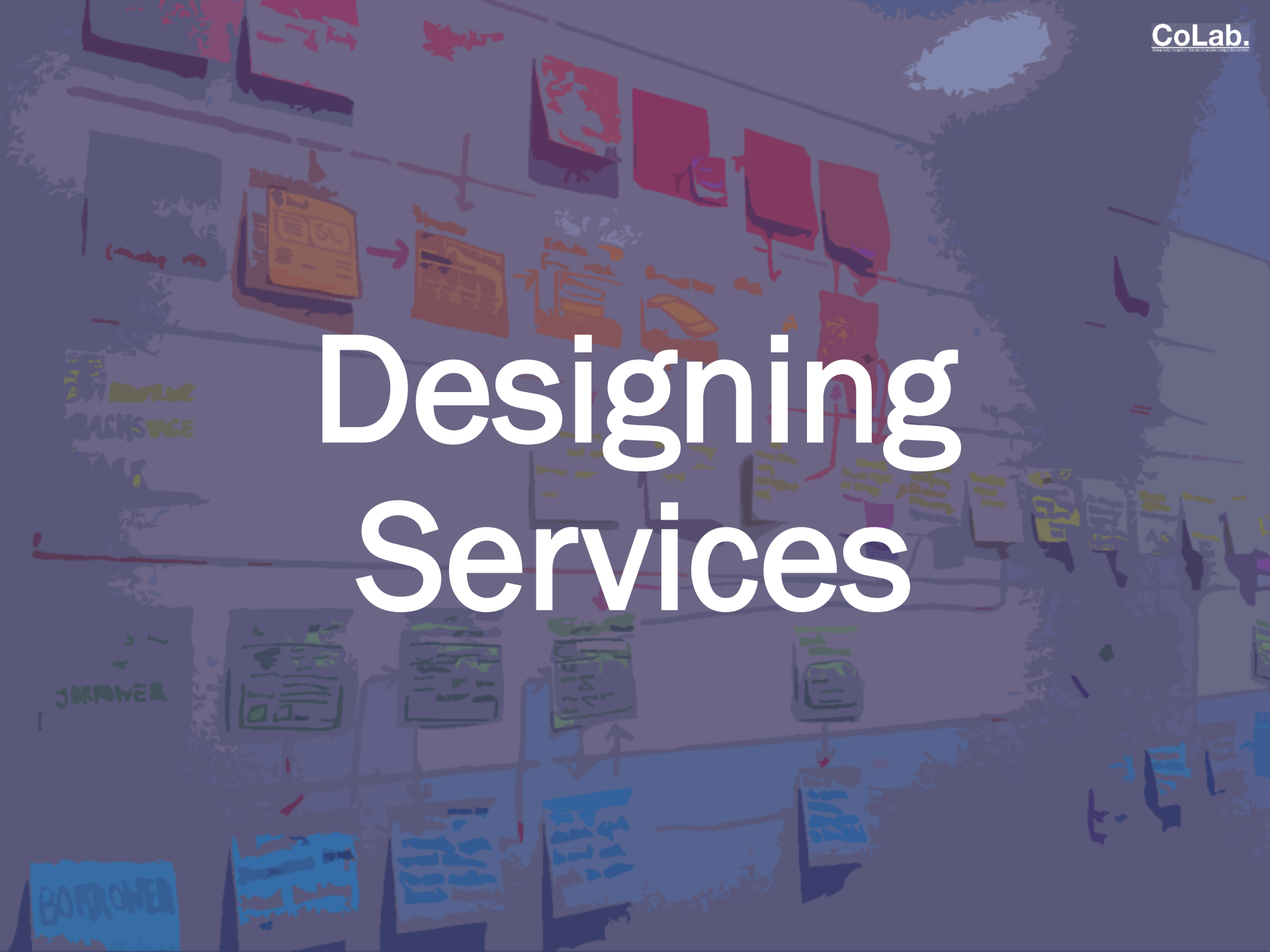
1. A beginning and an end
2. High points and low points
3. One or more types of people moving through the journey
4. Actions/Behaviours
5. Contexts and artifacts

Learning Objectives

- Understand how the pieces of a service fit together
- Understand the “service blueprint”, how to make one, and when/how to use it
- Understand the relationship between touchpoint prototyping and broader service architecture
- Understand the relationship between service design and service implementation



Designing Services



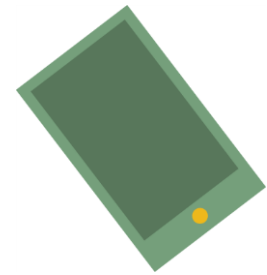
Service Elements



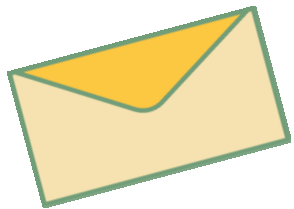
People



Artifacts



Technology



Communications



Organizations



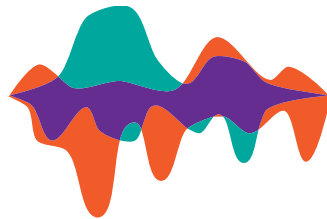
Data/Information

Links



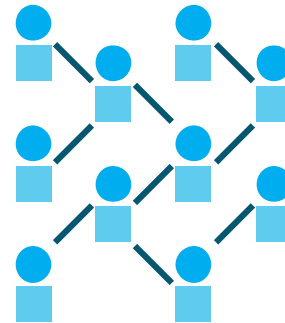
Moments

People
Artifacts
Organizations



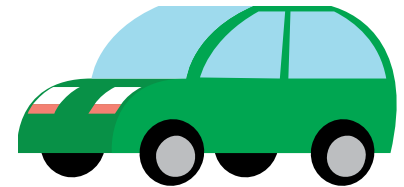
Touchpoints

People
Technology
Data/Information



Hand-offs

People
Organizations
Technology



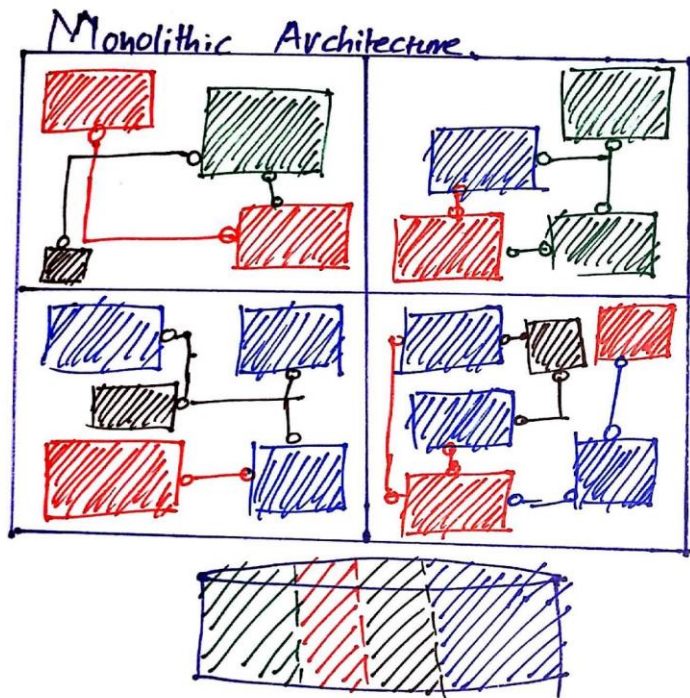
Transitions

Organizations
Communications
Technology

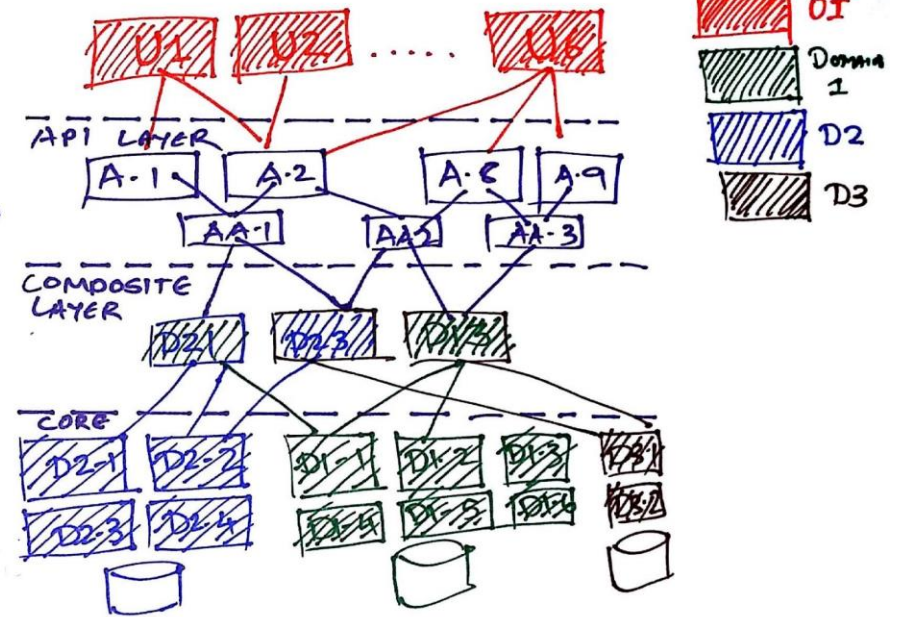
Service Blueprinting



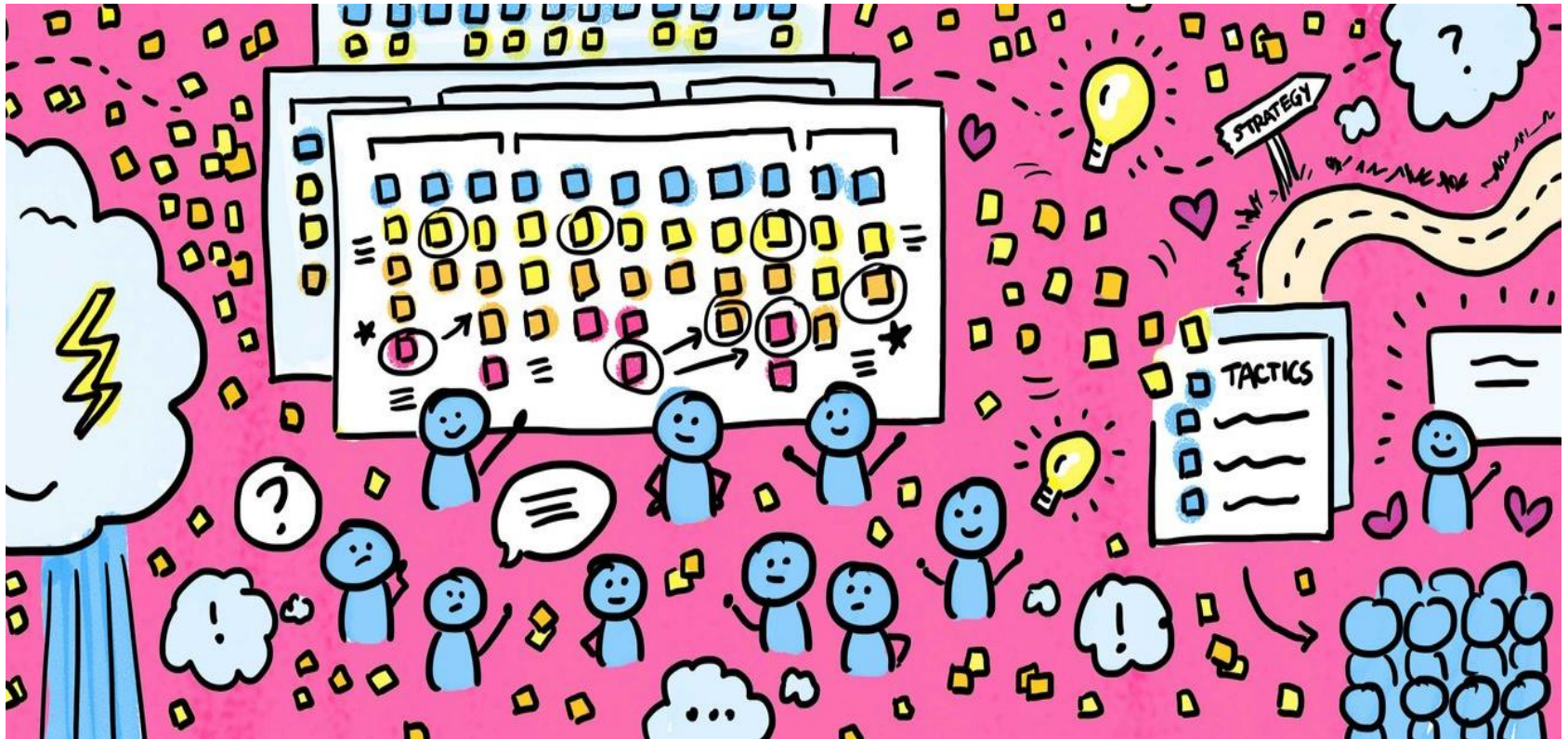
Service Architecture



MICRO SERVICE Architecture.



Service Blueprints



Purpose



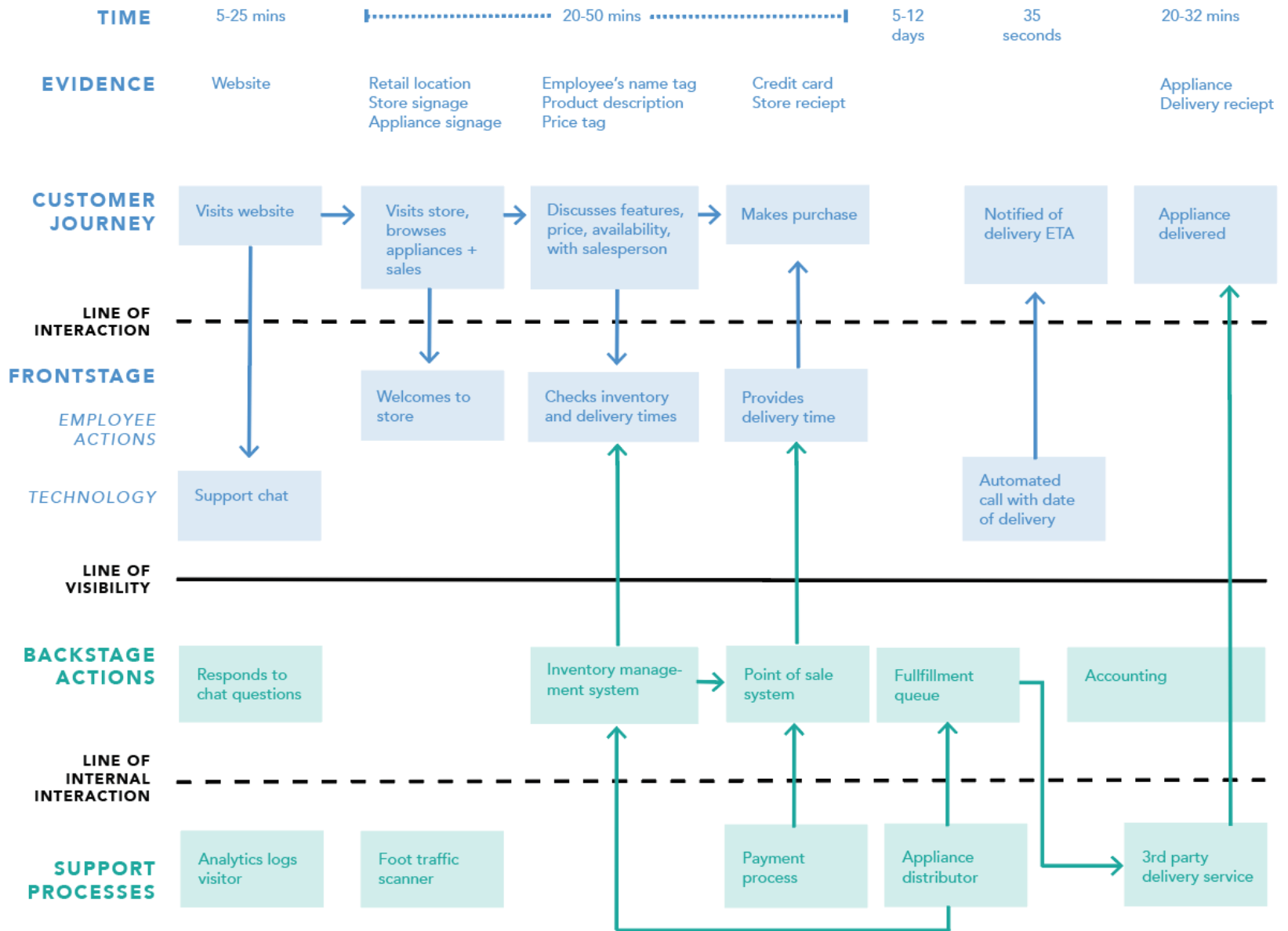
Current
State/
Describe



Implement/
Iterate



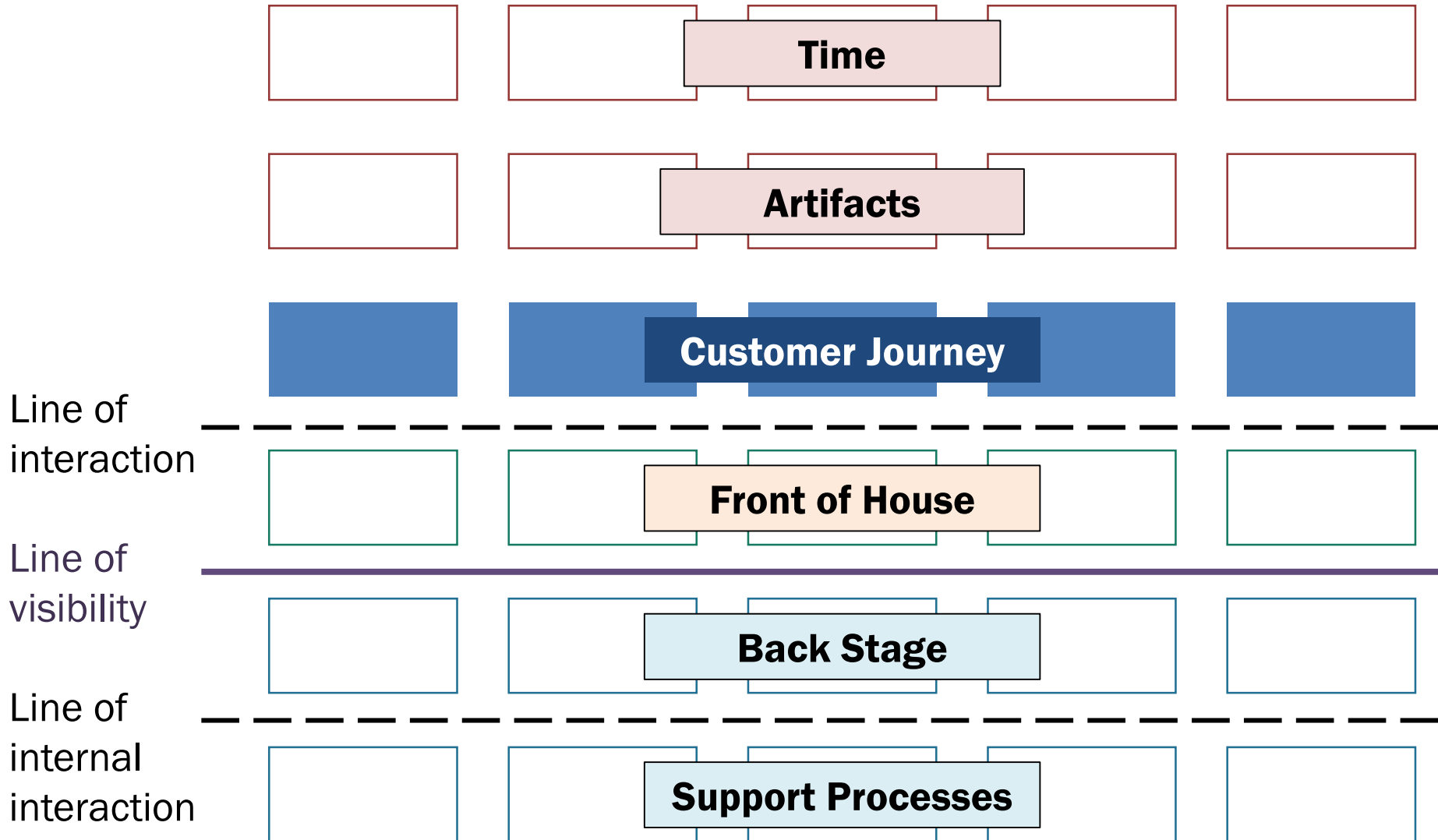
Desired
Future/
Visioning



Let's Blueprint!



Blueprint Template



Instructions

Find a partner to work with on your blueprint.

Choose a customer journey – or create your own adventure.

Complete the elements of the service blueprint for that customer journey.

JOURNEYS:

- Attending the SDCoP

- Going to a restaurant for dinner

- Requesting learning & development

- Voting in a provincial election

- Going to the emergency room

- Buying groceries

- Taking public transit

- Create your own!

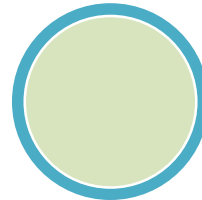
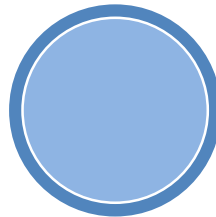
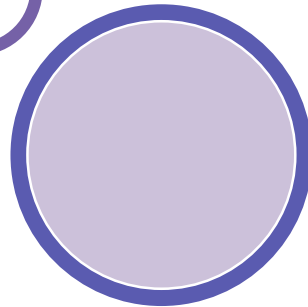
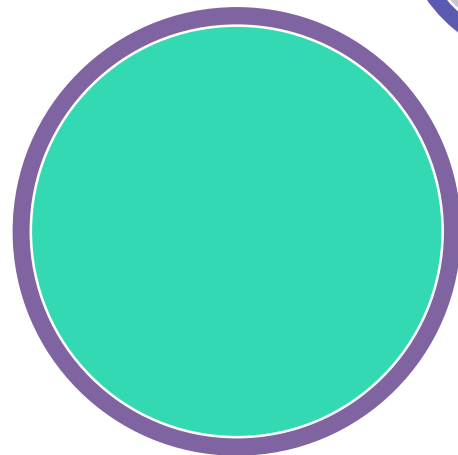
Legend

Time	<ul style="list-style-type: none">• The estimated time it takes the user to move through each stage of the user/customer journey.
Artifacts	<ul style="list-style-type: none">• The things the user interacts with (technology, materials, signage, etc.) during the journey.
User/Customer Journey	<ul style="list-style-type: none">• The stages the user moves through as part of the service experience.
Line of Interaction	<ul style="list-style-type: none">• The line separating the user from the service delivery.
Front of House	<ul style="list-style-type: none">• What is visible to the user during the service experience (employee actions, technology).
Line of Visibility	<ul style="list-style-type: none">• The line separating what is visible and invisible to the user during the service experience.
Back Stage	<ul style="list-style-type: none">• The behind-the-scenes actions necessary for the service experience to occur that are not visible to the user.
Line of Internal Interaction	<ul style="list-style-type: none">• The line separating people delivering the service and the processes they interact with in order to deliver.
Support Processes	<ul style="list-style-type: none">• The actions and technologies people delivering the service undertake.



How might
service
blueprints be
useful in the
GoA?

Service Blueprints Support:



Storytelling clarity

System visibility

Collaboration across siloes and business areas

Cross-functional Teams

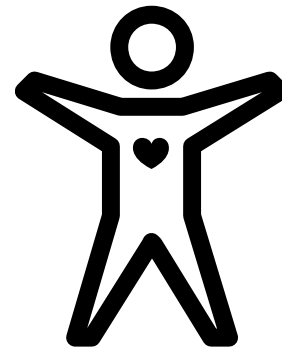
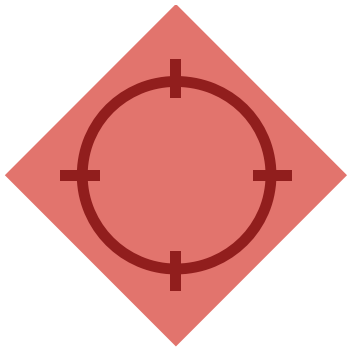
Considerations



Pair Discussion



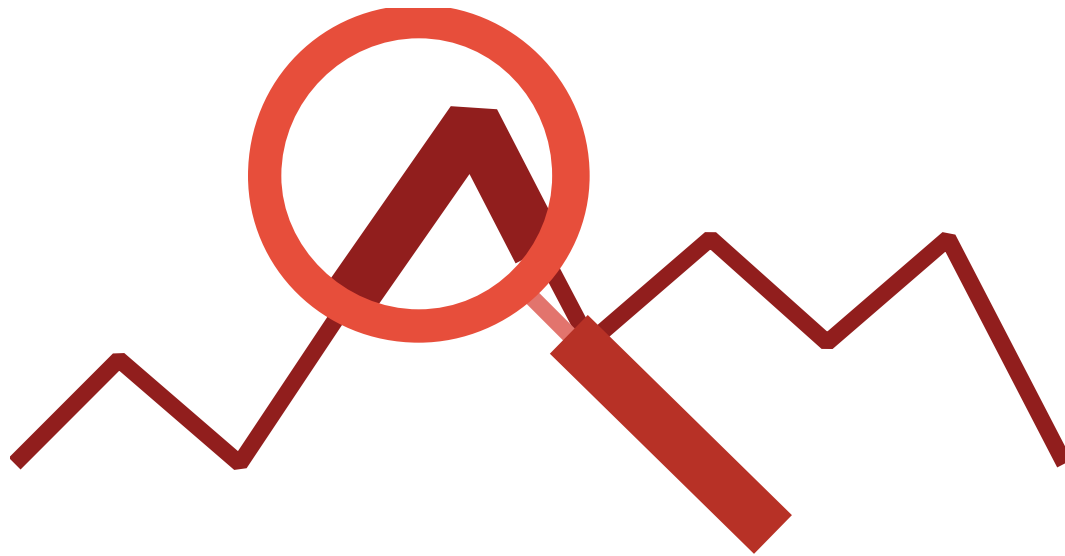
Security & Privacy



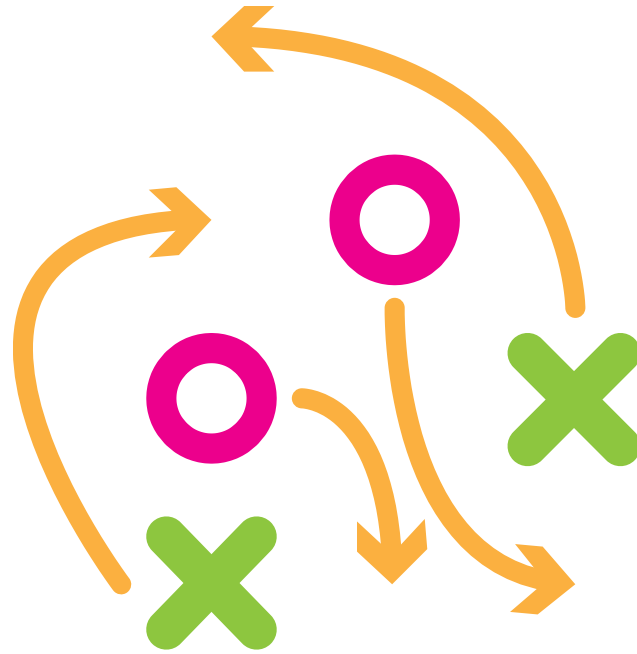
Time



Consistency



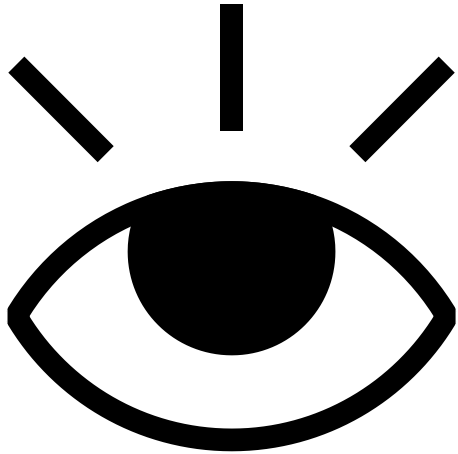
Flexibility



Comfort & Satisfaction



Scope & Fidelity





Other Things to Try

Design Principles

OUR TACTIC



Highlight Trustworthy Sources

Credibility is important to adults 55+. People already trust the Heart and Stroke Foundation and their existing health advisors. Make credibility visible when introducing new people and organizations.

● WHAT THIS MEANS IN PRACTICE

- Emphasize the Heart and Stroke logo to build trust
- Introduce new organizations by transparently communicating their role and their access to information (e.g. Shoppers Drug Mart, the platform vendor)
- Introduce coaches and volunteers by specifying their credentials or training
- Promote conversations with participants existing trusted advisors

SUPPORTED BY

 Public Health Agency of Canada  Agence de la santé publique du Canada

This project has been made possible through the generous support of the Public Health Agency of Canada.

SHOPPERS DRUG MART

Shoppers Drug Mart is a proud supporter of this program. Sign-up sessions will be held at select stores. Shoppers will not have access to any of your data.


Think this program could benefit someone you love?
Pass it along!

www.youngerhearts.ca

● RULE IN USE

Partnerships
Clearly explains the role of each partnership, so that organizational relationships are transparent.

Logo
People already trust HSF; logo is large and is prominently placed so it catches people's eyes.

 **HEART & STROKE FOUNDATION**

YOUNGER HEARTS HEALTH PROGRAM

“When I see the Shoppers Drug Mart logo I think ‘they must be getting my information for marketing’.”

Open by Design

- Increase accessibility of government information and data in a way that is responsive to citizens' needs and expectations.
- Embed a culture of being open by default within the Alberta Public Service.

Innovation from Quality Data

- Publish quality government information and data to empower citizens and businesses to derive value from government information.
- Leverage technology to enable efficient and timely access to quality information and data for an increasingly technologically enabled population.

Improved Governance

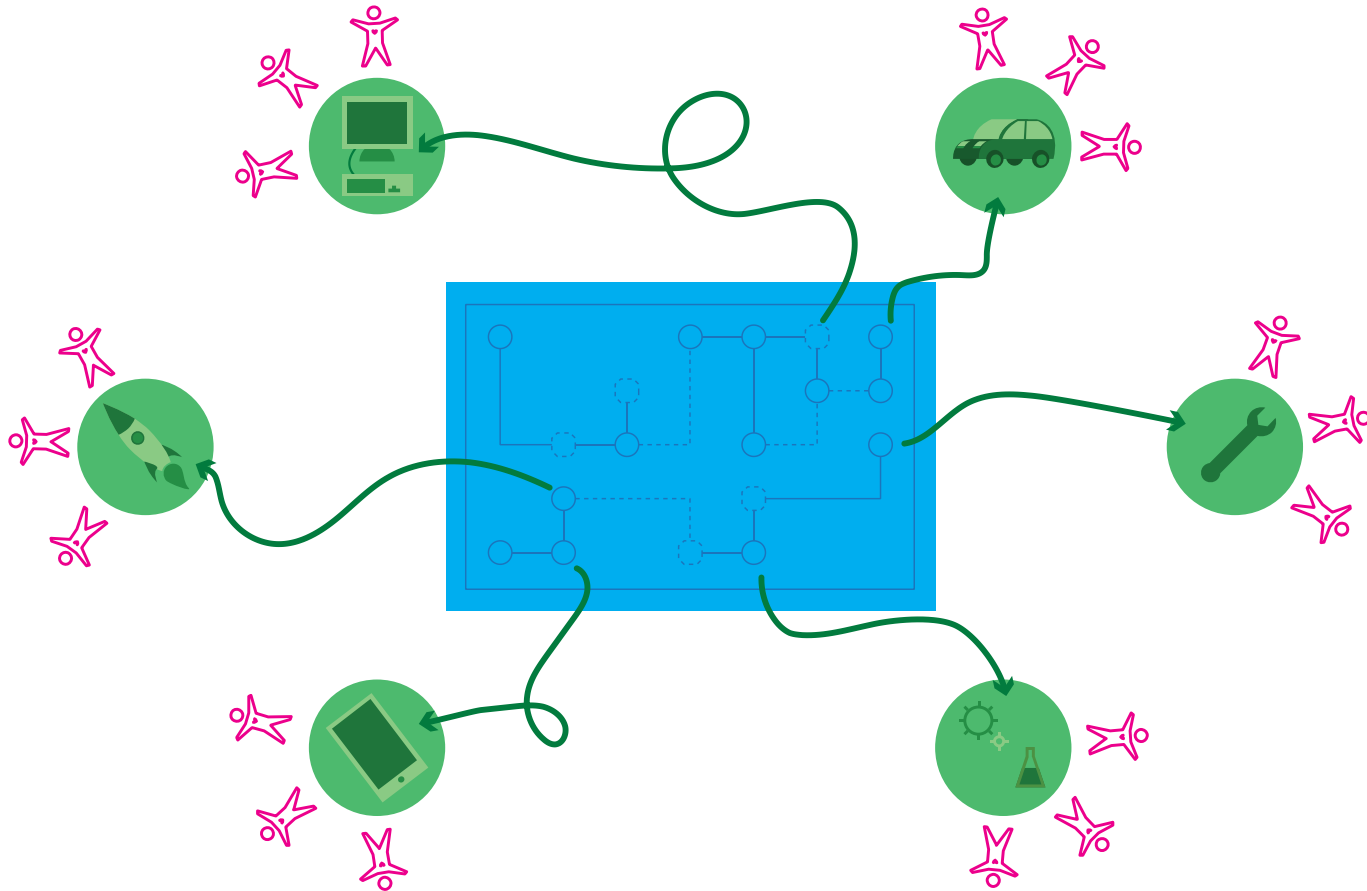
- Enable public participation in the development of government policy, programs and services through the timely publication of quality information and data.
- Utilize government data and information to identify opportunities to improve service delivery and efficiency in government.

Alberta's Social Policy Framework Outline



SPF VISION Overall direction for social policy in Alberta In Alberta, everyone contributes to making our communities inclusive and welcoming. Everyone has opportunities to fulfill their potential and benefit from our thriving social, economic, and cultural life.	OUTCOMES Frame and orient activities towards common goals		PRINCIPLES Guide decision making, programs and service delivery	ACTIONS Priority transformational initiatives to realize change*	POLICY SHIFTS Influence and inform policy
	Social Policy Outcomes	System Outcomes			
	Albertans are...	Systems are...			
	Safe > Live free from fear of abuse and violence	Aligned > Policy is aligned across program areas; tools and supports work together	Dignity	Early Childhood Development	1. Policy balances prevention and intervention
	Healthy > Achieve the highest attainable standards of health and well-being	Balanced > Programs and services are balanced between prevention and intervention, support the whole person, and recognize strengths and needs	People First	Poverty Reduction Strategy	2. Policy supports citizens to have the resources and competencies for success
	Secure & Resilient > Support themselves and their households through safe work and career opportunities, with access to effective income supports when in financial need	Accessible > Albertans have access to and benefit from cohesive, flexible, timely, and informed services and supports	Healthy and Strong Relationships	Common Service Access	3. Government is an influencer, convener, and partner
	Lifelong Learners > Develop the knowledge, skills, and commitment to learning needed to participate in society and reach potential	Accountable and Sustainable > Social programs and services are results-oriented, transparent, and sustainable	Mutual Responsibility	Primary Health Care Initiatives	4. Social policy emphasizes the integration and coordination of resources
	Included > Feel welcomed in the communities where they live, learn, and work	Complementary > Roles are balanced, complementary, and work together to achieve outcomes	Inclusion	Results-based Budgeting	5. Policy is a tool to empower, facilitate, and create opportunity
	Active & Engaged > Explore opportunities to participate in recreational activities and cultural experiences, and to engage in Albertan society		Proactive	Partner with First Nations, Métis, and Inuit Communities	6. Focus on outcomes, quality, values, and dignity
			Collaborative	Safe Communities	
			Accountable	10-Year Plan to End Homelessness	

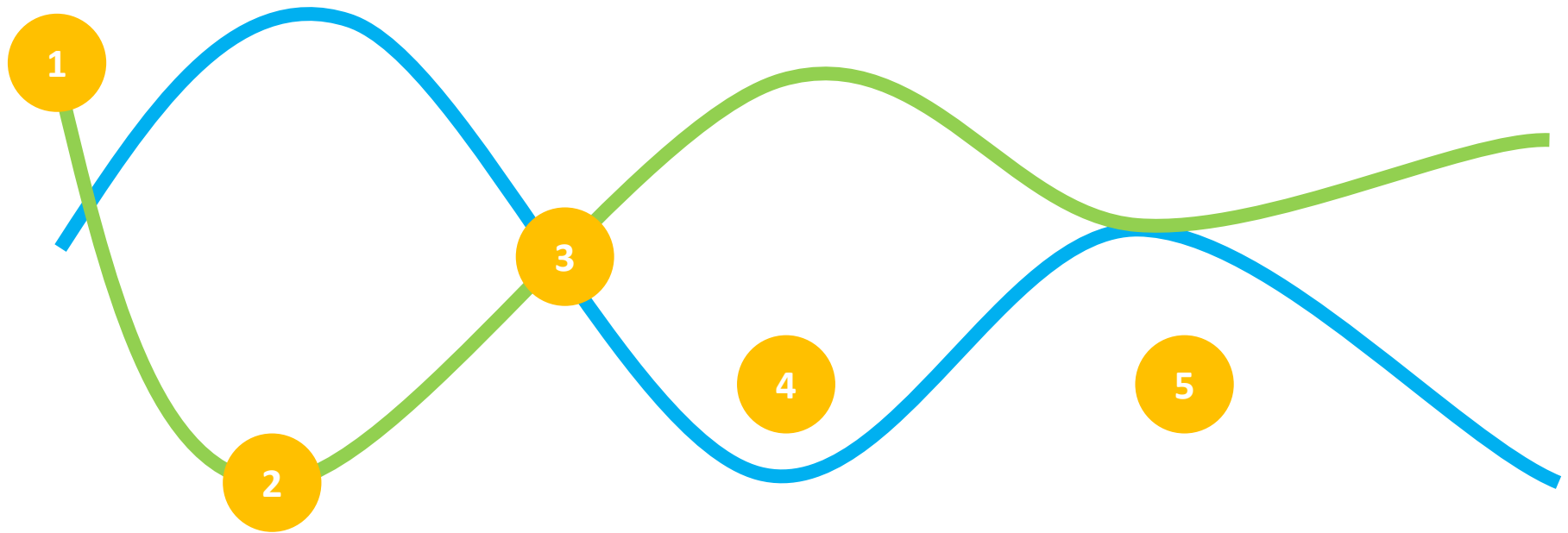
Packaging Prototypes



Reflection



Service Design Series: Your Experience



1. Stages: Service Design 101, Journey Mapping, Blueprinting...and Beyond!
2. High points and low points
3. Channels: in-session, out-of-session
4. Pain Points
5. Successes



Happy Summer!