Student Service Blueprint Examples

- Cleveland Indians
- Vicente Salon
- Virtual PCs
- Insurance
- Flooring
- BGSU Theater Box Office
- Applebee’s
- Merry Maids
- Dairy Queen Special Order Cake
- Showplace Cinema
- FirstMerit Bank ATM
- Madhatter Music
- Sam B’s
- Forest Creason
- Panera Bread
- Alberini’s Restaurant

Insurance Service

Physical Evidence

Customer

Line of Interaction
- Visit Office
- Phone Calls to Office
- Face to Face Meetings
- Payment for Documents
- Retrieval of Documents
- File Claim
- Receive Claim

Line of Visibility
- Contact Person
- (Onstage)
- Discuss Options

Line of Internal Interaction
- Support
- Process
- Call to make sure everything is fine

- Secretary sets up appointment to meet with agent
- Prepare Billing
- Prepare Policy
- Mail Policy
- Contacts Co. to assure fast payment

- Information Preparation
- Contact Insurance Co.
- Copy of Policy Filed
- Mail Claim

- Money
- Receipt
- Insurance Policy
- Paperwork
- Claim Check

- Parking Lot
- Office Building
- Telephone
- Meeting Room
- Office Building

- Telephone
- Office Building
- Parking Lot
- Office Building
Flooring Installation

**Physical Evidence**
- Work truck
- Work schedule
- Work truck
- Work schedule
- Ceramic tile
- Saw
- Sponge
- Pencil
- Grout
- Screws
- Customer’s residence
- Tape measure
- Chalk line
- Particle board
- Calculator
- Customer’s residence

**Support Process**
- Gathers all equipment and materials for job
- Installs new flooring
- Estimates number of hours/workers needed to complete job
- Estimates the job
- Estimates when the start finish dates will be
- Estimates how long current job will take
- Estimates the cost of materials
- Estimates the job
- Delivers final estimate to customer
- Installs new flooring
- Delivers start/finish date to customer
- Customer has a new floor installed
- Customer decides to have company do the job
- Tells company when they would like it started/finished
- Customer decides that estimate is within budget
- Customer calls to get an estimate

**Consumer**
- Call in reservation
- Arrive at theatre at
- Go to will-call window
- Check in w/ name
- Pay for tickets
- Wait until theatre opens
- Take seat in theatre

**Reserving a Ticket at the BGSU Theatre Box Office**

**Physical Evidence**
- Ticket order form
- Parking
- University Hall
- Ticket envelope w/ name
- Ticket envelope w/ name
- Ticket envelope w/ name
- Ticket envelope w/ name
- Ticket envelope w/ name
- Ticket envelope w/ name
- Ticket envelope w/ name
- Ticket envelope w/ name
- Cookie cart
- Programs
- Benches
- Snacks
- Assigned seat
- Inside of theatre

**Customer**
- Call in reservation
- Arrive at theatre at
- Go to will-call window
- Check in w/ name
- Pay for tickets
- Wait until theatre opens
- Take seat in theatre

**Support Process**
- Ticket stub marked
- Ushers chosen
- Verify name in theatre pass system
- Name envelope filled into day and time
- Double check system
- Stub and Cash into audit system
- Usher takes to seat

**Contact Person (Onstage)**
- Reserves a ticket at the BGSU Theatre Box Office
- Guides customers through the process
- Greets at window
- Find name
- Take Payment
- Usher takes to seat

**Contact Person (Offstage)**
- Reserves a ticket at the BGSU Theatre Box Office
- Guides customers through the process
- Greets at window
- Find name
- Take Payment
- Usher takes to seat
Blueprint for Ordering a Personalized DQ Ice Cream Cake

**Physical Evidence**
- Store Appearance
- Display Freezer
- Pre-Made Cakes
- Employee Uniforms
- Cake Book
- Design Cards
- Order Form
- Receipt
- Cake
- Sprinkles
- Gel / Frosting
- Cake Box

**Customer Actions**
1. Come into Store
2. Look at Display Freezer
3. Stand in Line
4. Look Through Cake Book
5. Fill Out Order Form
6. Pre-Pay
7. Pick Up Cake

**Support Process**
- Cake Inventory
- Micros
- Register System
- Ice Cream Machine
- Maintenance
- Design Projector

**Contact Person (On Stage)**
- Fills Display Freezer
- Greet, Take Order, Get Money
- Brings Cake from Back
- Makes Cake
- 24 hour Freezing
- Decorates Cake

**Support Process**
- Line of Interaction
- Line of Visibility
- Line of Internal Interaction

**Blueprint for the Cinema**

**Physical Evidence**
- Parking Lot
- Exterior of actual building
- Line of interaction

**Customer**
- Arrive at theater
- Decide on what movie to see and what time to see it
- Get in line

**Contact Person (On Stage)**
- Telephone hotline
- On line ticket sales

**Support Process**
- Computer processing
- Preparation of refreshments

**Customer**
- Employee greets you, gives you the ticket, and takes your money
- Employee takes money and gives you refreshments

**Support Process**
- Has possible failpoints

**Blueprint for the Cinema**
Cinema Blueprint (continued)

Physical Evidence

- Sign of movie
- Doors to theater
- Interior of theater; steps, seats, lights and screen
- Lights dim
- Lights brighten
- Lights to theater
- Parking Lot
- Exterior of building

Customer

- Finds the right theater
- Find a seat
- Watch movie
- Put jacket on and exit theater
- Leave building and get into car

Support process

Contact Person (on stage)

- Ushers and other movie-goers

- Employee dims the lights and starts movie projector
- Employee brightens lights
- Employee cleans the theater

Blueprint for ATM Customer of FirstMerit Bank

Physical Evidence

- Deposit check
- Receipt
- ATM, Cash
- Debit Card
- Receipt
- ATM, Cash
- Phone
- Statement
- Register

Customer Contact

- Deposit check through ATM
- Records in register
- Use debit card through the month
- Withdraws money from ATM
- Call 1-800 number with questions
- Receives statement
- Reconciles statement to register

Support Processes

- Documents picked up & driven to Akron
- Checks are stored
- Update account information
- Information collected & generated into a monthly statement & sent

Final manual process of checks

- Electronically processed
- Network

Transactions balanced at end of day

- Check/add cash & receipt paper
- Answers questions & looks up information
Forrest Creason Golf Course

Physical Evidence:
- Parking Lot
- Building Exterior
- Club house interior
- Cash register
- First tee
- Tee boxes
- Fairways
- Greens
- Cart keys
- Snack cart
- Score card

Customer:
- Call for tee time
- Arrive at course
- Pay for the round
- Obtain golf cart
- Wait for turn to tee off
- Play the course
- Purchase snacks from snack cart
- Finish round
- Return cart

Contact Person:
- (Onstage) Employee takes payment
- (Backstage) Employee reserves tee time

Support Processes:
- Registration system
- Cart maintenance
- Course maintenance
- Cart maintenance

Line of Interaction

Line of Visibility

Line of Internal Interaction

Fail Point Fail Point

Physical Evidence:
- Parking Lot
- Building Exterior
- Club house interior
- Cash register
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Line of Interaction

Line of Visibility

Line of Internal Interaction

Fail Point Fail Point

Physical Evidence:
- POP Signs
- Menu
- Display Case
- Music
- Building Interior
- Uniform
- Receipt
- Delivery tray
- Food appearance
- Condiments
- Drinks
- Dining Room
- Table Tents
- Uniform
- Parking Lot
- Trash Can
- Building Exterior

Customer:
- Arrive at Panera
- Decide what to order
- Place Order
- Receive Food
- Eat
- Exit

Contact Person:
- Onstage: Greet
- Backstage: Cashier
- Take Order
- Deliver food at Pick Up counter
- Ask if Customer is satisfied

Support Process:
- Assistant Manager
  - Daily Inventory
- Bakers
  - Cook and bake pastries
- Dishwashers
  - Clean Kitchen
- Sandwich Makers
  - and Food Preppers
  - are informed of order
  - Via computer
- General Manager
  - Orders Food
A customer calls VPC with a computer issue, asking for advice. 

VPC employee listens to the customer and gives a rough cost estimate. Tells customer to bring their PC and any other necessary materials to the store. 


An employee diagnoses the problem. 

Technician installs requested hardware or software. 

Technician contacts 3rd party vendors, if necessary. 

Special-order parts are ordered if necessary. 

Technician contacts customer with diagnosis, asks for permission to proceed. 

Customer is updated on progress and costs. 

Customer learns that PC is fixed, and is told the final balance. 

Technician calls customer with progress report. 

Technician installs 3rd party hardware or software. 

Technician calls customer to inform him that the service is complete. 

PC Check-out process. Customer picks up his PC, pays his balance. 

Collect payment. Inform customer of any relevant information such as warranty. 

Special parts are shipped. 

Special parts arrive.