Service Blueprinting Training

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Duration: **2 Day**

Overview

The Service Blueprinting course is a two-day learning event that practically explores service blueprinting through hands on activity and discussion.

A service blueprint is a diagram that visualizes the relationships between different service components that are directly tied to touchpoints in a customer journey. Think of Service Blueprints as sequels to Customer Journey Maps, one focuses solely on what the customer is doing, the other focuses on what the Business is doing in parallel.

Having this insight enables organisations to develop a comprehensive understanding of it's service and the underlying resources and processes that make it possible. This enhanced view helps to discover weaknesses, identify opportunities for optimization and bridges efforts across departments.

This two-day highly practical course will take your design thinking skills and apply them to service design.

You will learn how to use service blueprinting techniques in a guided workshop before applying them to a real-world case study or your own business problems.

The topics explored during this course are:

- Understanding Service Blueprints
- Preparing for a Service Blueprint Session
- Defining a Service Blueprint session
- Organising a Service Design Session
- Executing a Service Blueprint Session
- Analysing Results
- Service Blueprint Sprint

Prerequisites

While there are no formal prerequisites for this course learners would benefit from having existing design thinking experience.

We recommend learners who are new to design thinking attend the 2-day Design Thinking workshop before moving on to Service Blueprinting.

What You Will Learn

At the end of this event, you will be able to:

- Understand how service blueprints add value and solve problems
- Plan and define a rigorous service design session
- Develop and validate end to end customer solutions
- Analyse data and make recommendations
- Facilitate service design sessions

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