## Blueprint 101

Customer Customer Customer Customer User actions orders a chats with receives waits beer order server (moments in the experience) Pint of cold Drink menu Conversation **Touchpoints** beer

## **DESIGN INTERACTIONS**

- Touchpoints are the moments in the experience where the user is interacting directly with the service provider through any of the possible channels.
- Touchpoints are service micro interactions and they all represent opportunities for design decisions to directly influence the experience someone is having.
- Moments of service value, surprise and delight happen at touchpoints.
- Gaps in the touchpoint row could represent places to enhance the expereince by filling the gap with a positive interaction.

Systems

Order system

Keg and taps

## Blueprint 101

User actions

(moments in the

Customer orders a beer

Customer waits

Customer chats with server

Customer receives order

## **OPERATIONALIZE**

- Frontstage and backstage actors are the people that power the experience. These people should understand their roles and missions within the experience.
- Systems are the technologies, processes, policies, etc. that are in place to further operationalize and potentially automate the experience.

Server Server records Server Front stage actors checks on order on delivers beer customer notepad Bartender Back stage actors Server Bartender receives delivers beer enters order order and into system to server pours beer Systems Order Keg and system taps