

**UNDERSTANDING THE EXISTING OFFERING**

Journey Map & Service Blueprint

Surface-level and behind-the-scenes views of one experience

Use this when	Diagnosing where an experience breaks down
Time needed	90 minutes, collaboratively
Who's involved	People from across the journey
You'll end up with	A stage-by-stage map of friction and fixes

How to use these templates

Map one important experience from end to end. First name the stages a person moves through; then fill each lens across the row. The journey map captures what the customer goes through. The service blueprint adds what has to happen behind the scenes to make each stage work — use it when the experience depends on staff and systems, not just screens.

Tip: name your stages first. Something like Discover → Decide → Sign up → Use → Get help. Then work one row at a time.

Journey map

Stage	Doing	Thinking & feeling	Pain points	Opportunities

Service blueprint

Same stages, but now look beneath the surface. The line between frontstage and backstage is where most service failures hide.

Stage	Frontstage (what the customer sees)	Backstage (staff actions)	Systems & support	Failure points