Service blueprint: Taking a class in the digital media lab

**Customer Actions**

- **Visit library website**
- **Go to library**
- **Attend class**
- **Talk to staff and ask questions after class**
- **Check out additional materials related to class topic**

**Physical Evidence**

- **Library website**
  - Blog post on website
  - Post class announcement and link to calendar on Studio 304 page
  - Design website
  - Choose online calendar and events registration system
- **Staff makes individual calls**
  - Staff makes individual calls
  - Write class description
  - Submit class info to Publicity department for posting on calendar
- **Teach class**
  - Teach class
- **Leave library**
  - Say goodbye

**Backstage** (invisible interactions)

- **Library**
  - Servers, website maintenance, outsourced services (calendar and events system)
- **Design website**
  - Choose regular bloggers for website and create posting schedule
- **Blog about Studio 304**
  - Choose online calendar and events registration system
  - Design website
- **Post class announcement and link to calendar on Studio 304 page**
  - Design website
  - Staff makes individual calls
- **Staff**
  - Staff makes individual calls
  - Design website
  - Staff makes individual calls

**Front stage** (visible interactions)

- **Library website**
  - Blog post on website
  - Post class announcement and link to calendar on Studio 304 page
  - Choose regular bloggers for website and create posting schedule
  - Staff makes individual calls
  - Write class description
  - Submit class info to Publicity department for posting on calendar
- **Visit library website**
  - See announcement on homepage about new digital lab and follow link to Studio 304 page to learn more
  - Visit library website

**Design website**

- **Staff makes individual calls**
  - Visit library website
- **Attend class**
  - Visit library website

- **Teach class**
  - Visit library website

**Support processes**

- **Human Resources – hiring and training staff**
  - Visit library website
- **Integrated Library System (ILS), Budget and Finance Departments**
  - Visit library website
- **Architecture, landscape design, parking lot design, Studio 304 design**
  - Visit library website
- **Human Resources – hiring and training staff**
  - Visit library website
  - Visit library website

**LINE OF INTERACTION**

- **F** = Fail point: highest risk of things going wrong, resulting in lower service quality

**LINE OF VISIBILITY**

**LINE OF INTERNAL INTERACTION**