

SERVICE DESIGN BLUEPRINT

Customer segment

Scenario

Customer Journey



The customer hears, sees, or reads something that motivates them to visit the site or store

The customer interacts with the products, the site and its tools to find what they're looking for

The customer finds & customizes what they're looking for and initiates the sale/adds to cart

The customer chooses a payment type and fulfillment method and completes the transaction

The customer receives their purchase and/or activates their service

The customer uses their product or service and begins recurring payments

The customer encounters an issue and seeks resolution via customer support

The customer evangelizes their experience and repeats their business

Customer Interactions

 Mobile Channel

 Web Channel

 In-store Channel

Internal Operations

Internal Processes

Enabling Technologies
