

Circular Service Blueprint

Designed for:

Designed by:

Date:

Version:

	PHASE 1: PRE-USE <i>What happens first when the customer starts their introduction to the service?</i>	PHASE 2: USE <i>How does the use phase continue? Are there different stages to it, re-use, repair etc.?</i>	PHASE 3: POST-USE <i>What happens when the use ends? How is the customer involved in recirculation?</i>
CUSTOMER TOUCHPOINT <i>What steps does the customer take throughout the service journey?</i>			
PHYSICAL EVIDENCE <i>What tangible elements does the customer encounter at each touchpoint?</i>			
Line of interaction			
FRONTSTAGE <i>What visible actions do your employees or systems take to interact with the customer?</i>			
Line of visibility			
BACKSTAGE <i>What invisible internal processes or employee actions support the frontstage interactions?</i>			
SUPPORTING CIRCULAR ACTIONS <i>What internal support systems or third-party actions are needed for circular service delivery? How is circularity concerned in the infrastructure?</i>			