

**Services Marketing  
MKT 405**

**Service Blueprint Project - Evaluation Sheet**

Date: \_\_\_\_\_

Name: \_\_\_\_\_

**Service Blueprint Paper**

Score: \_\_\_\_\_  
(Out of 45)

Discussion of three components of physical evidence identified in the blueprint ..... \_\_\_\_\_  
(6 points)

Discussion of three potential failpoints (or bottlenecks) identified from the blueprint ..... \_\_\_\_\_  
(4 points)

Suggested solutions to address failpoints ..... \_\_\_\_\_  
(8 points)

Discussion of use of blueprint in marketing, human resources, and operations in this organization ..... \_\_\_\_\_  
(8 points)

Discussion of why you chose this company and what you learned ..... \_\_\_\_\_  
(4 points)

Writing quality ..... \_\_\_\_\_  
(15 points)

**Service Blueprint**

Score: \_\_\_\_\_  
(Out of 45)

Representative portrayal of the firm's service delivery process ..... \_\_\_\_\_  
(12 points)

Comprehensiveness of the blueprint ..... \_\_\_\_\_  
(20 points)

- Lines Labeled; Arrows Included
- Appropriate Physical Evidence
- Customer Actions
- On-stage Employee Actions
- Back-stage Employee Actions
- Four Support Processes
- Three Potential Failpoints or Bottlenecks

Visual quality ..... \_\_\_\_\_  
(13 points)

**Class Presentation**

Score: \_\_\_\_\_  
(Out of 10)