

Introduction:

For our service blueprint we chose a salon located in Perrysburg, Ohio for our blueprint project. The name of the salon is Soto Salon & Spa and the service we chose to blueprint was a haircut and highlight. The suggestions provided below are offered to help future students create a successful blueprint. We have included some “pointers” or recommendations on “how to create a successful blueprint.”

How to Create a Successful Blueprint:

The following are recommendations on what future students should do in order to create a useful blueprint project:

Recommendations for Choosing an Organization

- Choose a company that you and your group members are interested in
- Chose a company that at least one group member has connections with
- Make sure that the company will allow you to tour and photograph their facility
- Chose a service process that all group members are familiar with
- Agree on a company before the available date for submission
- Be the first to submit your chosen company by e-mail to be guaranteed that service industry

Recommendations for Understanding the Assignment

- Read the corresponding chapter describing the service blueprint and its components
- As many group members as possible should attend the out of class blueprint session the instructor provides
- View blueprints done by past students and examples provided by the instructor
- Actively listen and take notes when instructor lectures on blueprints in class
- Ask instructor questions on any unclear topics

Recommendations for Creating Your Blueprint

- Start as soon as possible (it takes longer than expected if done properly)
- Create the framework of the blueprint with all lines labeled first

- Enter in all of the actions or processes (designated by boxes) before you connect any boxes by arrows (this will help with organization and flow)
- Clearly label and communicate each action or process within the box
- Create a link to a new slide for each action, process, physical evidence and failpoint that can be accessed by clicking the corresponding box in the blueprint. Make sure to create a hyperlink (action button) back to the blueprint from the new created slide
- On each slide provide a description of what is taking place as well as an image
- Incorporate videos where possible
- Color coordinate each box with their corresponding slide and group the colors according to “customer actions”, “onstage employee actions”, “backstage employee actions”, “support process”, “failpoints”, and “physical evidence”

Recommendations for Visiting the Company

- Set up a time that works best for the business
- Have your blueprint finished before your visit
- Remind them that you will be taking pictures during your visit
- Call ahead to remind them of your visit
- Bring your finished blueprint with you for reference
- Refer to your blueprint and take a picture of each process and action that occurs during the service and all physical evidence present during each
- Thank them for allowing your group to visit and take pictures of their organization

Recommendations for Writing the Paper

- Review the blueprint before starting the paper
- Incorporate as many class concepts as possible that were learned throughout the semester
- Use headings for each section
- Give in depth solutions to all potential failpoints

- Thoroughly discuss how the blueprint can be used for the organization chosen
- Proof read your paper

To create a successful blueprint you and your group members should go above and beyond the suggested guidelines. Do not be afraid to be overly creative and have fun. Follow the above recommendations and you should have no problem completing the service blueprint project.