

Services Marketing (MKT 405)
Service Blueprint Project - Evaluation Sheet

Date: _____

Team: _____

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 _____
(6 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 _____
(5 points)

Professionalism _____
(12 points)

- communication about which provider's services were to be blueprinted was provided by required date
- e-mail communication about assignment was appropriate (e.g., identified students/team, the specific class, the student's team number, and other students on the team)
- all required files were submitted on time, in the appropriate format, and the electronic versions of the files could be opened/read without problems
- assignment pieces (paper, blueprint) included sufficient information (for example, including a list of all team members who participated in preparation of the assignment)
- writing quality
- assignment appropriately uses headings, page numbers, footnotes, references, etc.
- observations in the paper can be characterized by *depth and substance*
- use of class concepts in the discussion

Service Blueprint & Images

Score: _____

(Out of 55)

Representative portrayal of the firm's service delivery process _____
(5 points)

Comprehensiveness of the blueprint _____
(23 points)

- lines labeled
- arrows depict flow of activities throughout the blueprint
- appropriate physical evidence at each customer action
- customer actions (designated by boxes)
- appropriate on-stage employee actions, back-stage employee actions
- four support processes
- three potential failpoints or bottlenecks clearly identified

Visual quality of blueprint _____
(7 points)

Quality and quantity of images of actions (customer and employee) and physical evidence _____
(20 points)