<table>
<thead>
<tr>
<th>CHANNELS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Physical Evidence</strong> (What does the user see or interact with?)</td>
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<tr>
<td><strong>Service &amp; User Actions</strong> (What does the user do?)</td>
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<tr>
<td><strong>Front-Line Staff Actions</strong> (What are staff doing in response to user actions, if anything?)</td>
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<tr>
<td><strong>Behind the Scenes Staff Actions</strong> (What are staff doing &quot;behind-the-scenes&quot; to support user actions?)</td>
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<tr>
<td><strong>Support Infrastructure and Systems</strong> (What's needed to enable the user actions?)</td>
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SERVICE BLUEPRINTS

About:
This document presents the service blueprint drafts for the Library. Service blueprints help to parse out what it takes to provide a service, from user-facing interactions to behind-the-scenes staff actions and the systems that support them.

Getting Started:
It is helpful to start with User Actions when working on the service blueprint: what is the user doing / what service are they using?

Key Terms:
Channels represent points at which service interactions happen (e.g., main service desk, program space, kiosk, website, online chat).
Physical Evidence is what or who the user interacts with; it is further detail on the channel.
Service and User Actions describe what is the user doing / what service are they using (e.g., attending a workshop, asking a question).
Front-line Staff Actions are interactions between staff and users (e.g., a face-to-face conversation, online chat, phone call).
Behind-the-scenes Staff Actions involve staff work or coordination. These actions are not user-facing but support the service and user's actions.
Supporting Infrastructure and Systems describe the equipment, technology, or space required to be able to provide the service.

This Service Blueprint slightly adapted from the Learning Space Toolkit:
https://learningspacetoolkit.org/services-and-support/service-blueprint/index.html

for the presentation: "When It's Not Actually About the Tech: Simple Design-Focused Insight & Planning Tools for Technology Based Library Services"
Kris Johnson, Montana State University Library
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