

You can use this poster for:

STEP 2
DESIGNING THE
NEW SERVICE

A→Finding ideas
together

STEP 3
PROTOTYPING

USER

What does the customer do?

TOUCHPOINTS

What are the moments and places the customer gets into direct contact with your service?

SERVICE

DIRECT CONTACT

What do your staff actually do?

BACK OFFICE

What do your staff actually do?

MEANS AND
PROCESSES

What else is involved?

ATTRACT
ATTENTION

INFORM

USE

SUPPORT

MAINTAIN