

8 FEASIBILITY BLUEPRINT ¹



STEPS		BEFOREHAND <i>Notice, understand, be triggered.</i>	USING THE SERVICE <i>Decide to use, first use, further use, help with problems.</i>	AFTER USE <i>Relationship building, stimulating re-use, end of use.</i>
USERS	ACTIVITY <i>What does the user do in this step?</i>			
	TOUCH POINT <i>What do the user and employee use for this? (folder, form, membership card, etc.)</i>			
FRONT OFFICE	ACTIVITY <i>What happens here? (what does the employee do, what does the application do, etc.)</i>			
	BEHIND THE SCENES			
BACK OFFICE	INTERNAL PROCESSES <i>What do your employees or systems do behind the scenes?</i>			
	EXTERNAL PROCESSES <i>What happens in the eco-system?</i>			
TO DEVELOP				