Why use this template?

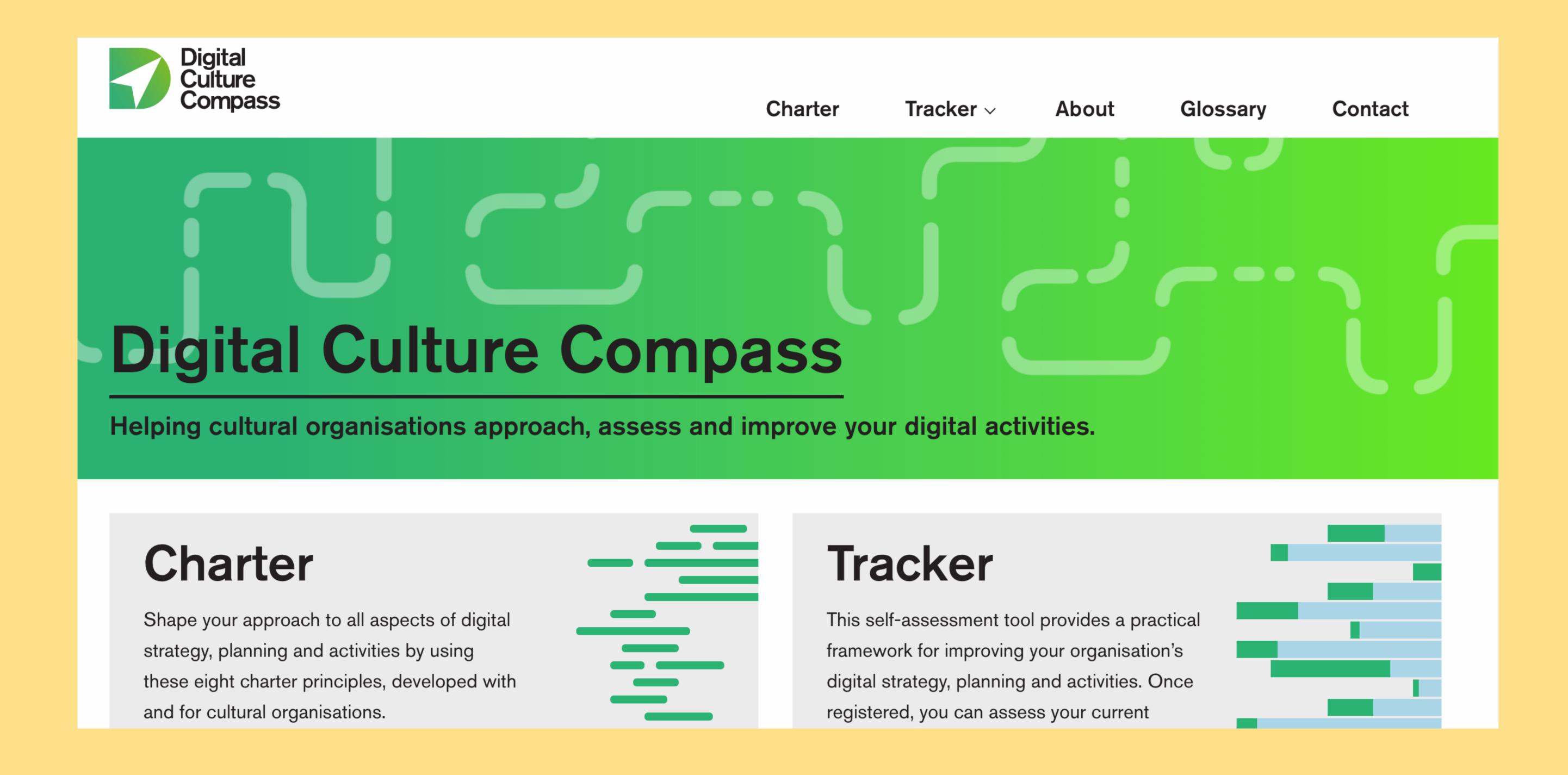
Use this template to anchor, visualize and define the different digital maturity components supporting your visitor experience.

How to use this template?

- Use this canvas to discuss one or multiple sections of the Progress Tracker.
- Use the canvas to prompt discussion between individuals and teams to identify inefficiencies in policies, processes and systems.

Service Blueprint Framework

How might we identify and solve the aspects of the visitor experience which are broken, painful, and inconsistent?



Completing this template



As a team, populate each box while scoring and entering notes into the Current State or 12 Month Target column of the Tracker.



Review the Charter while completing this template to ensure your discussion is

Service Blueprint Self-Assessment

[Add month I year]

*You may not be able to answer all prompts in one meeting or scoring session - Use this canvas to aid discussion, ask for assistance, and determine what information you and your team may need to better prepare for the future.

1 FOCAL ISSUE

What aspects of the visitor experience are broken, painful, or inconsistent? List and prioritize these issues.

2 RELEVANT AREAS OF ACTIVITY

Review the 12 areas of activity within the Digital Culture Compass Tracker. List the areas most relevant to assess against the prioritised list of issues impacting the visitor experience.

SCORING AREA OF ACTIVITY: As you/your team score the area of activity, list the front-of-house and back-of-house activities, critical moments, data/metrics, skills, opportunities and ideas to support the current and/or aspirational maturity level. (If scoring with a team, do all team members agree on the maturity level and elements needed for each activity? Why or why not? Ask team members to prepare examples and/or share data to support their perspective. Discuss why and how different areas of the museum may have varying levels of maturity for the same activity area.)

FRONT-OF-HOUSE

List all the ways the visitor interacts with the museum and museum staff in this aspect of the visitor experience

BACK-OF-HOUSE

List all channels / systems, support processes, and all the intangible things the museum must do to make the front-of-house experience possible.

5 CRITICAL MOMENTS

List the specific steps of the visitor journey that are make-or-break moments in this aspect of the visitor experience. (Meaning, if this activity is not easy to use/access then the visitor may not continue or repeat the experience.)

6 DATA / METRICS

List any information that needs to be captured at any stage or step during this aspect of the visitor experience. Discuss why and how this information is collected and stored.

5 SKILLS AND CONFIDENCE

List all digital skills (competencies, capabilities, and literacies) and formal/informal training required of your museum staff to improve this aspect of the visitor experience.

8 OPPORTUNITIES AND IDEAS

List any related opportunities / activities or brainstorming ideas that may bubble up in the service blueprint discussion.