

THE SERVICE BLUEPRINT FOR ADOPTION

with Samantha Murray

A fast, evidence-based 2-hour workshop to surface adoption blockers, align cross-functional owners, and spin up three micro-experiments you can run in the next 30 days.

At-a-Glance

- **Audience:** L&D / Customer Education, CS/Support, Product, Design/UX, Marketing, Sales/RevOps, Data/IT (+ 1 frontline voice)
- **Ideal group size:** 6–10
- **Duration:** 120 minutes (+ 30 days of pilots)
- **Primary outcome:** Reduced friction so users accomplish key jobs faster and more accurately
- **Outputs you'll leave with:** Frontstage Journey Map, Backstage Service Blueprint, ranked Friction Cards, 3-pilot Plan, metrics starter dashboard

How to Use This Kit

1. **Prep** — choose a narrow scope, collect real evidence, invite the right mix of roles.
2. **Map & Reveal** — chart the frontstage journey and the backstage reality that shapes it.
3. **Prioritize & Pilot** — score frictions, select 3 tiny tests, assign owners, define metrics.

Rules of Engagement (read aloud)

- **Outcomes > outputs.** We're here to improve a business outcome, not to make docs for their own sake.
- **Evidence beats opinion.** Bring tickets, usage, verbatims, screenshots; park unproven claims.
- **One conversation at a time.** Timebox debates; use a parking lot for tangents.
- **Bias to small bets.** Prefer reversible, low-cost tests over big bang changes.
- **Disagree & commit.** Once prioritized, we move as one team.

What You'll Need

- **Artifacts:** Top support issues, NPS/CSAT verbatims, churn/save notes, product telemetry, funnel/drop-off reports, existing enablement/training, SOPs/SLAs.
- **Room/Tools:** Large wall or digital whiteboard, sticky notes/cards, markers, timer. Print the Journey Map, Blueprint Lanes, Friction Cards, Pilot Planner.

Key Definitions

- **Frontstage:** What the user sees/does (actions, questions, emotions, success signals).
- **Backstage:** People, processes, tools, data, comms, and policies that create the frontstage experience.
- **Friction:** Anything that slows, confuses, or prevents the user from completing a job.
- **Micro-experiment:** The smallest test that can validate a fix in ≤ 2 weeks.
- **“One Door” Help:** A single, obvious entry to assistance (search/chat/QR) embedded in the flow of work.

Workshop Roles

- **Facilitator** (runs the process, enforces timeboxes)
- **Scribe** (captures decisions, metrics, owners)
- **Timekeeper** (keeps the pace)
- **Decider** (breaks ties—agree this up front)
- **User Voice** (a real user, or a recent interview/recording)

Success Criteria for Today

- One slice of the journey mapped frontstage & backstage
- 10–20 frictions captured and scored
- 3 micro-experiments defined with owners, dates, and leading metrics
- A simple measurement plan for the next 30 days

Section 0 — Pre-Work (complete before the session)

Objectives

- Align on business outcomes (outcomes, not outputs).
- Collect current state inputs.

Actions

- **Define scope:** One audience + one journey slice (e.g., “Post-purchase → first 30 days,” or “Feature X adoption in month 1”).
- **Name the outcome:** *North Star & lagging metric* (e.g., Time-to-First-Value ≤ 7 days; 30-day Active Use ≥ 60%).
- **Pull evidence:** Top 10 support questions, NPS verbatims, churn notes, usage/telemetry snapshots, funnel drop-offs, enablement content, SOPs.
- **Invite participants:** Send calendar hold + this kit + artifacts.
- **Prep room/tools:** Whiteboard/wall space or digital board; print the templates below.

Deliverables to bring: Printed Journey Map, Service Blueprint lanes, Friction Scorecards, Pilot Planner (templates provided).

Section 1 — Empathy Snapshot (15 min)

Objective

Ground the team in the user’s Jobs-To-Be-Done, pains, and context.

Instructions

Interview a real user beforehand (or invite them). Fill the snapshot together.

Template

- Persona/Role: _____
- Their success looks like: _____
- Top jobs today: 1) _____ 2) _____ 3) _____
- Biggest pains/frictions: _____
- Constraints (time, policy, tools): _____
- Where they work (tools/workflow): _____
- Manager cares about: _____

Section 2 — Frontstage Journey Map (30 min)

Objective

Visualize the steps the user takes and where they get stuck.

Instructions

Choose 5–7 stages max. Add user actions, questions, emotions, and success signals.

Template

Stage	User Action	Questions/ Confusions	Emotion	Signal Success	Existing Aids
Onboard					
Activate					
Adopt					
Deepen					
Expand					

Section 3 — Backstage Service Blueprint (30 min)

Objective

Expose the *iceberg* beneath the journey: people, process, tech, data, and handoffs that create (or remove) friction.

Instructions

For each frontstage step, fill the lanes below. Be specific.

Stage	Owner	Processes	Systems	Signals	Contents	Handoffs
Onboard						
Activate						
Adopt						
Deepen						
Expand						

Prompt list: Who approves what? What triggers messages? What data syncs? Where are handoffs slow? Where do teams work at cross-purposes?

Section 4 — Friction Finder & Scoring (20 min)

Objective

Identify and size the biggest friction points objectively.

Instructions

Capture each friction on a card and score quickly (1–5 scale). Calculate **Impact Score = Severity × Frequency**. Use **Business Impact** notes for revenue/risk context.

Friction Card Template

- **Where in journey:** _____
- **Friction (one line):** _____
- **Type:** ☐ People ☐ Process ☐ Tech ☐ Data ☐ Policy ☐ Handoff
- **Evidence:** (ticket IDs, logs, quotes, metrics) _____
- **Severity (1–5):** *How painful when it occurs?* ____
- **Frequency (1–5):** *How often does it occur?* ____
- **Impact Score:** _____
- **Business Impact:** (rev, risk, time, CSAT) _____
- **Quick win? (≤2 weeks)** ☐ Yes ☐ No

Prioritization Grid (fast): Place frictions on a 2×2: **Urgency** (cost of not doing) vs **Expected Value** (benefit if solved). Tackle top-right first.

Section 5 — Pick 3 Micro-Experiments (15 min)

Objective

Turn top frictions into tiny, testable fixes that reduce risk and deliver learning fast.

Guidelines

- Design the smallest possible test (prototype, copy tweak, checklist, in-app nudge, alternative help path, partner referral).
- Co-create with users; bring them into the loop early.
- Time-box to 2 weeks; batch 3 in parallel if inexpensive.

Pilot Planner

Friction	Hypothesis	Smallest Test	Owner	Start	End	Leading Indicators	Definition of Done

Section 6 — Measure, Reinforce, Iterate (10 min)

Objective

Ensure the fix sticks and informs the next sprint.

Actions

- **Define metrics:**
 - *Leading:* content/aid access rate, search success, nudge CTR, time-to-first-value, task completion time.
 - *Lagging:* activation %, 30-day adoption, accuracy/quality, retention/expansion.
- **Reinforce in the flow:** “One Door” help entry (search/chat/QR), micro-aids (≤60s), clear escalation path.
- **Feedback loop:** 2-question micro-survey (“Was this helpful?” + free text).
- **Cadence:** Weekly 20-min stand-up; Quarterly blueprint refresh; **Semi-annual** full workshop rerun.

Simple Metrics Dashboard

Metric	Target	Current	Notes/Next Action
Time-to-First-Value			
30-Day Active Use			
Task Completion Accuracy			
Help “One Door” Usage			
Top Friction Recurrence	↓		

Notes & Tips

- Keep it real: Use verbatims, screenshots, and actual data, not assumptions.
- Fight bias: Decide by scores/evidence, not titles.
- Co-create: Involve users early — people adopt what they help build.
- Small bets: Many tiny tests beat one giant rollout.
- Repeat: Re-blueprint **twice a year** or after major product/process changes.