



# **FAILURE HACKERS**

Foiling Project Failures

## **Service Blueprint Canvas**

(a worked example)

Step/Layer	Example Content
Service/Scenario	Online Book Order
Customer Actions	Search book → Add to cart → Checkout → Receive
Touchpoints	Website, email, package, support chatbot
Frontstage Actions	Support query, confirmation mail, status update
Backstage Actions	Payment handling, warehouse pick & pack, dispatch
Support Processes	Inventory sync, IT maintenance, delivery contracts
Technology/Resources	Shopify, Mailgun, courier API
Pain Points/Opportunities	Missed delivery, delayed email, missing stock

## 1. Service/Scenario

- **Purpose:** Define the specific service or journey you're blueprinting.
- **What to address:** Describe the scope clearly (e.g., "Online Book Order" vs. "In-store Book Purchase"). Keep it focused, so you're not mixing multiple journeys.

## 2. Customer Actions

- **Purpose:** Capture what the customer actually does across their journey.
- **What to address:** Step-by-step actions, from initial need recognition to post-service behaviour.
- **Tip:** Write these in *verbs* (e.g., *search*, *add to cart*, *checkout*, *receive*).

## 3. Touchpoints

- **Purpose:** Identify where customers interact with the service.
- **What to address:** All customer-facing channels or artifacts (website, app, email, chatbot, packaging).
- **Tip:** Touchpoints should align with the customer actions and reveal where customer perceptions are shaped.

## 4. Frontstage Actions

- **Purpose:** Document what the customer sees/hears directly.
- **What to address:** Visible service interactions like emails, queries answered by a support agent, or app notifications.
- **Tip:** Think of this as the “performance on stage” in theatre — what the audience (customer) experiences.

## 5. Backstage Actions

- **Purpose:** Show what happens behind the scenes to enable the frontstage.
- **What to address:** Hidden processes such as payment authorisation, warehouse picking, or data processing.
- **Tip:** Backstage actions often explain delays or errors that customers experience, even if they can’t see them.

## 6. Support Processes

- **Purpose:** Capture the enablers that make backstage and frontstage possible.
- **What to address:** Systems, administrative tasks, contracts, and training.
- **Example:** Inventory synchronisation, IT maintenance, staff onboarding.

## 7. Technology/Resources

- **Purpose:** Identify specific tools, platforms, or infrastructure the service relies on.
- **What to address:** CRMs, e-commerce platforms, APIs, courier integrations, payment gateways.
- **Tip:** Including tech here helps teams spot dependencies or potential single points of failure.

## 8. Pain Points / Opportunities

- **Purpose:** Pinpoint where the service may break down — and what can be improved.
- **What to address:** Issues (missed delivery, delays, stock problems) and opportunities (automation, clearer comms, better training).
- **Tip:** This is where you highlight “failure points” and frame them as improvement opportunities.

### ✓ How to use this canvas in practice:

- **Start with Customer Actions (top-down approach).**
- **Align each action with Touchpoints, Frontstage, Backstage, and Support Processes.**
- **Layer in Technology dependencies.**
- **Finally, document Pain Points/Opportunities at each stage.**

This creates a full picture of the service flow and makes hidden failure points visible.

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