Team ID: ____________________________ Date: __________________

<table>
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<th>Scoring:</th>
<th>Poor</th>
<th>Fair</th>
<th>Good</th>
<th>Very Good</th>
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**Service Blueprint Written Report (60% of overall score)**

- ____ (10%) Description of service
- ____ (10%) Discussion of three customer actions
- ____ (10%) Discussion of three employee actions
- ____ (10%) Discussion of three components of physical evidence
- ____ (10%) Discussion of three potential failpoints (or bottlenecks)
- ____ (10%) Suggested solutions to address failpoints
- ____ (10%) Discussion of use of blueprint in marketing, human resources, and operations in organization
- ____ (20%) Recommendations/discussion of design/redesign of service delivery process and accompanying supporting blueprint
- ____ (10%) Professionalism
  - writing quality
  - appropriately uses headings, page numbers, footnotes, references, etc.
  - observations characterized by depth and substance

**Service Blueprint (40% of overall score)**

- ____ (35%) Representative portrayal of the firm’s service delivery process
- ____ (45%) Comprehensiveness of the blueprint
  - lines labeled throughout blueprint
  - arrows clearly depict flow of activities
  - appropriate physical evidence identified
  - appropriate customer actions
  - appropriate on-stage employee actions
  - appropriate on-stage technology actions
  - appropriate back-stage employee actions
  - appropriate distinct support processes
  - one decision/option (by customer or employee)
  - three potential failpoints or bottlenecks

- ____ (20%) Visual quality of blueprint