Activity: Create your own blueprint

Description

- In small groups, analyse the scenario below
- Discuss the scenario together, thinking through the issues and actors
- Complete an assessment service blueprint using paper and post it notes
- Create 3-5 recommendations from the blueprint

Steps

1. Read the scenario
2. Create a statement that represents the scenario, from the users’ perspective
3. Build out a typical user journey, end to end
4. Work through the blueprinting layers, end to end
5. Review your steps and fill in any missing pieces
6. Analyze your blueprint and identify the pain points
7. Build recommendations based on your pain points

Scenario

Locating, retrieving, and checking out library book

“An undergraduate student wants to retrieve a book from the stacks, and experiences confusion and frustration, resulting in abandoning the search.”

- Use case #1: Language in the online catalogue is confusing
- Use case #2: Student doesn’t understand where call number range is located
- Use case #3: Book not on shelf
Blueprint components

Core elements:

- Step definition
- Touchpoint
- Actor
- System
- Observation/Fact
- Metric / Data
- Policy / Rule
- Follow up questions
- Critical moment
- Idea

Other things to include:

- Title
- Set the scene with an example scenario
- Cite your data
- Call out recommendations
Recommendations
List 3-5 recommendations to share with the group

1.

2.

3.

4.

5.