Service Design Blueprint

	BRIEFING	PRE-PRODUCTION	1st COPY	SIGN-OFF	PRODUCTION	FULFILMENT	DELIVERY	PRESENT TO CLIENT	SUMMARY
Client	New order – telemet chat with PM Client completes Form #1 (Briefing)	Client prepares colour samples, new templates or props for the PM		Review and approve Approved				PRESENTATION OF GOODS	Client provides all appropriate feedback for the summary meeting
On-site Project Manager	PM sends Form#0 (Infographic) arranges meet and sends Form #1 (Briefing) to client PM chases briefing and distributes to all stakeholders	PM sends everything to production	PM proofs 1st pre-production copy and sends for client approval	PM communicates to the team that the 1st copy has been approved				PRESENTATION OF GOODS PM reviews and checks the delivered goods PM books in a time slot to present the final product with the client PM communicates to the rest of the team whether the goods have been accepted by the client	PM books a project summary meeting with all stakeholders SUMMARY MEETING PM summarises all comments and distributes summary report End of project
Studio Manager	KICK-OFF MEETING PM distributes Meeting Minutes to all stakeholders	Studio Manager receives all artefacts, then briefs technical and production	Studio Manager proofs 1st pre-production copy and sends to PM						SUMMARY MEETING
Artwork Team	KICK-OFF MEETING	Artwork team prepares printable artwork according to the brief							SUMMARY MEETING
Print Technical Team	KICK-OFF MEETING	Print technical create new colour benchmarks or apply existing	Print Technical responsible for QC and colour management		Print Technical responsible for QC and colour management Print Technical responsible for QC and colour management Print Technical responsible for QC and colour management	Print Technical responsible for QC and colour management Print Technical responsible for QC and colour management Print Technical responsible for QC and colour management			SUMMARY MEETING
Production	KICK-OFF MEETING	Production raise any questions regarding the brief	Production creates 1st pre-production copy	Rejected	Full production starts				SUMMARY MEETING
Fulfilment						Fulfilment			SUMMARY MEETING

People

Physical Artefacts

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The client will need to supply the PM with any **colour benchmarks** for us to follow for any new colours. The PM will arrange for them to be sent to the Studio Manager.

The client is responsible for supplying any **empty bottles, cans or liquids** to be used as templates for the mockups. The client sends them either to the PM or directly to the Studio

The client may also instruct the Studio to source **bottles, cans or liquids** from local supermarkets.

Pre-production sample is created.

Sample or digital images of the sample are to be approved by the client.

PHYSICAL APPROVAL
Once the pre-production sample has been approved, the PM send it back to the Studio Manager to keep as a record.

PM arranges meet and Sends briefing form to client
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Depending on the type, size and weight of the final product, special containers that are suitable to transport fragile goods might be sourced.

Digital Artefacts

Form #0 New client 1-page infographic/ factsheet includes a summary of the end-to-end process, what to do and what to expect. Includes three example jobs with costs.

ACTION – client to contact the PM to kick-off a job, get a quote or answer questions.

Form #1 Client briefing form is based on a regular briefing form to enable clients to cut and paste from standard briefs. Calls are colour co-ordinated.
(1) Compulsory calls
(2) Complete if known
(3) Optional.
ACTION – client to send form to PM, PM to send to studio, production and technical.

Form #2 Kick-off Meeting Minutes includes a step by step guide for the PM to facilitate the meeting. As a direct result of the ethnographic research, a tickbar was included to ensure all relevant information was capture, ensuring mistakes were avoided.

Form #3 New client Timeline guidelines includes a three example timelines with enough information to give the client a formula to build an indication of the timeline. Stages include Briefing, Artwork, Proofing, Production and Delivery.
CALL TO ACTION – client to build a timeline or ask PM to help.

Studio Manager and Artwork Team check **Form #4 Studio Checklist** to ensure that all procedures are followed, that the right artwork is selected and is processed correctly.

Studio Manager checks **Form #5 Supplier Checklist** if demand is high in order to correctly outsource jobs.

Studio Manager creates a quote and timeline.

PM received the quotes and checks it before forwarding it to the client.

PM to answer any questions that the client may have.

DIGITAL APPROVAL
If the client is approving any sample either by image or by conference call, then this should be kept as a record.

Environments

3 4 5

VIDEO CONFERENCE CALL
Production should set up a camera in a meeting room, ideally with a white background / white walls. The video camera should have the potential to move to all angles and be able to have good quality focus to read the text on the sample.

Policies

As part of the briefing the PM is to find out what legal information is to added to the mock-up. Although it is unlikely that it would fall into the hands of a consumer, consideration needs to be taken to inform that the contents must not be consumed.

CONFIDENTIALITY must be considered throughout the process. Many of the mockups are market sensitive and strict confidentially should be adhered to at all times.

Processes

The agency should always respect the client's time by allowing to give at least four hour's notice to any meeting.

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All stakeholders should refer to **Form #6 Roles and Responsibilities** to understand their tasks. This should also be supported by the PM.

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Artworks for new products are usually going through development, therefore final printable artwork should be approved either by the PM or by the client.

PM received the quotes and checks it before forwarding it to the client.

PM to answer any questions that the client may have.

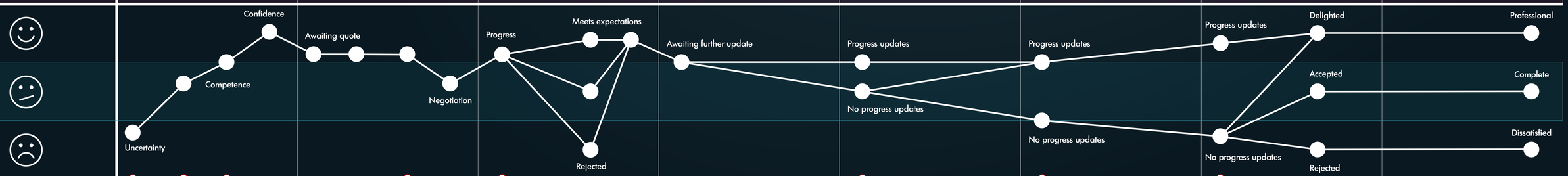
Once the pre-production sample is created, it is either sent directly to the client for approval (up to 48 hours) or a digital copy is approved.

For a digital copy, either a set of photographs are taken by Production and sent to the client via the PM, or a video conference call is arranged for all stakeholders to approve.

Only a Production Operative who has past knowledge of how to pack the final product should carry out this task.

Every effort should be made to ensure the packaging is secure. If additional budget is required for a new solution, then this should be raised with the Studio Manager and the PM.

Decision Thinking



Make the briefing as easy as possible by redesigning the client briefing form to the same format as a regular order form, but with different colours. This allows the client to copy and paste cells and save time.

The client relies upon our expertise to know their jobs with great detail. Manage expectations by explaining that the kick-off meeting might take longer. For every new vital piece of information, we potentially avoid a delay.

In order to save client time, we offer to go to a local supermarket and purchase bottles, cans and liquids as needed.

Client must approve the artwork before production starts and NOT the PM. PM to highlight any recent changes if the artwork is still being developed.

Give the client the option:

SAMPLE BY POST
-more accurate
-takes longer

SAMPLE BY INTERNET
-less accurate
-quicker

Consider expensive, impregnable or secure packaging in order to avoid damage or movement during transit. This can depend on quantity, weight and materials.

Even if there is no update from production, PM to send the client an email to say so and that they are chasing for further information.

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