

Customer Experience Blueprint – Illustrative Sample



FLORIDA HEALTH CARE CONNECTIONS

BLUEPRINT NAME

<Short description of the journey>
 Lorem ipsum dolor sit amet, id amet impedit rationibus eos, duo eu patrioque reformidans. Nam an tollit alienum accusata, fugit primis prodesset mea no, paulo iudico cu has. Vivendo noluisse sed et, qui vidisse oporteat assentior te. Quo agam regione noluisse ad, eu legimus minimum erroribus sea.

PERSONA NAME

<Short summary of the persona this journey is about > Lorem ipsum dolor sit amet, id amet impedit rationibus eos, duo eu patrioque reformidans. Nam an tollit alienum accusata

FRONT STAGE	USER								
	CLIENT / EMPLOYEE								
ACTIVITY									
TOUCH POINT									
BACK STAGE	INTERNAL PPTD*								
	EXTERNAL PPTD*								
QUESTIONS / UNKNOWN	
OPPORTUNITIES / TO DEVELOP	

PPTD = People, Process, Technology, Data

