Service Blueprint

First iteration

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TALENTJOURNEY

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Introduction

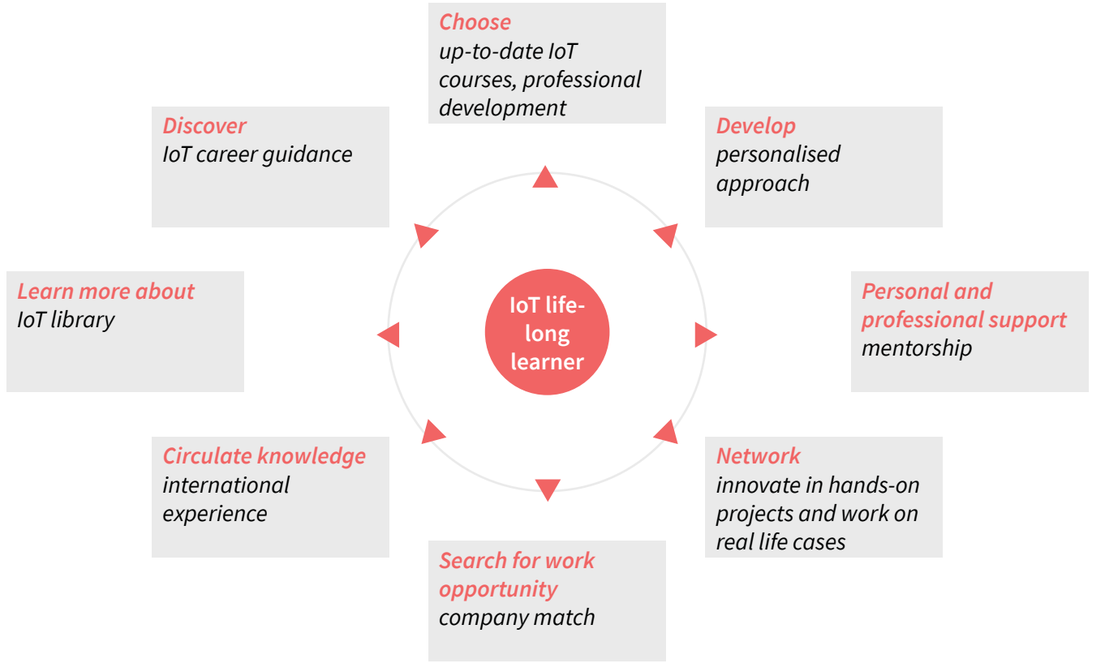
A service blueprint is a tool that helps teams understand how the customer sees or experiences a business's service process. It visualizes relationships between people, processes, and physical and digital touchpoints tied to a specific customer journey.

As the Talentjourney platform is still in the process of being envisioned, it was decided to create a future state service blueprint, visualising what would be the concept for the platform based on an ideal learner's journey/experience throughout it. The service blueprint presented in this document is a result of a series of workshops with partners and learners, in an iterative process.

It is important to note that this document is not final, but rather a starting point for the continuity of the Talentjourney project. The main objective for it is to provide the Talentjourney partners a script from which to work, therefore it should evolve as it is further discussed, reviewed, tested and validated. Also, this service blueprint should be used alongside the other WP5 documents already provided (e.g.: interviews insights, personas, ecosystem maps, user journeys, etc.)

About the Talentjourney platform

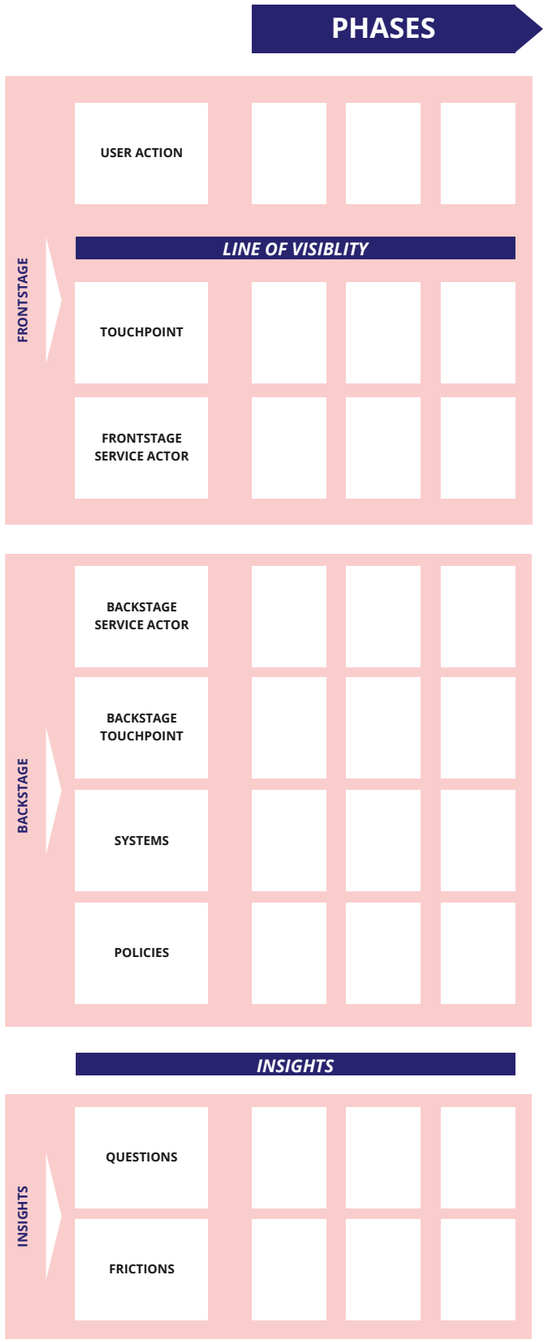
As the word 'platform' is widely used to express a final outcome/deliverable for this project, it is important to clarify that it covers more than a digital tool, website or application. The Talentjourney platform refers to the whole system that is being envisioned to support provision of IoT VET excellence - therefore, face-to-face environments and activities are as relevant as digital. Talentjourney will provide a holistic experience for learners in IoT in the following areas:



Structure

The following image showcases the overall structure for the service blueprint created. It was divided into three different parts: frontstage - what the learner experiences (everything that can be seen from their perspective); backstage - how the organisation fullfills the experience (what the learner cannot see), and insights - unanswered questions, information to consider or problems that might arise in the future (to support iteration and implementation of the blueprint).

In the following page one can find a more detailed description of what each of those elements mean.



Elements

In order to ensure easy navigation of the blueprint and better understand the image showcased in the previous page, and, one can find below a description of the elements that compose the service blueprint:

1. DISCOVERING TJ collection of the overall moments the learner go through in their journey, also called 'phase'

Color indications for the user actions

OPTIONAL ACTION / PATH	Actions that some (not all) learners may take
FIXED ACTION / PATH	Actions that all learners must take
DECISION/OFFICIAL POINT	An important / decisive moment in the journey for the learner
ONGOING ACTION	An action that happens throghout the phase, regardless of where it is placed

USER ACTION	The action the learner is doing in a given moment
TOUCHPOINT	What the learner is interacting with
FRONTSTAGE SERVICE ACTOR	Who (from the TJ platform) the learner is interacting with, and what action they are doing
BACKSTAGE SERVICE ACTOR	Who (from the TJ platform) is doing something backstage, and what action they are doing
BACKSTAGE TOUCHPOINT	What the backstage service actor is interacting with
SYSTEMS	The technical systems, infrastructure, automation, etc. that support the service
POLICIES	Rules and regulations that are relevant to consider
QUESTIONS	Important questions that need still to be answered
FRICTIONS	Possible pitfalls, failures, frictions or critical moments

Phases

As explained in the previous page, phases are a collection of overall moments the learner go through in their journey. They serve to better categorise the different scenarios a learner is faced with, thus providing a structure to the learner journey. Please find below an overall description of the different stages to better understand what happens in each of them:

1. DISCOVERING TJ

Showcases how the learner first finds out about Talentjourney and the following process of understanding the platform and taking the decision to join it. Three different starting points were recognised as the very first interaction between the learner and Talentjourney: recommendation (hearing about Talentjourney from others); digital (coming across Talentjourney through digital means); and event (first hearing about Talentjourney in an event). Please note that for every learner this can vary, some might have only one of those experiences while others might get to experience the three of them.

2. ENROLING IN TJ

Showcases the process of signing up to the Talentjourney platform and enrolling in a course. Two possibilities exist: either the learner wants to join the platform and benefit from the whole range of services and trainings provided; or either the learner is interested in one particular training and wants only to enroll in that one.

3. LEARNING WITH TJ

Showcases the many activities that may happen in the learner's learning process. As showcased on page 5, Talentjournex will provide a wide breadth of services, and while some are obligatory (e.g.: virtual classes), it is up to the learner to decide whether to take advantage of some of the opportunities provided (e.g.: self-learning and mobility). As these activities might vary depending on the training and on the VET provider, they are not being necessarily shown in a sequential order.

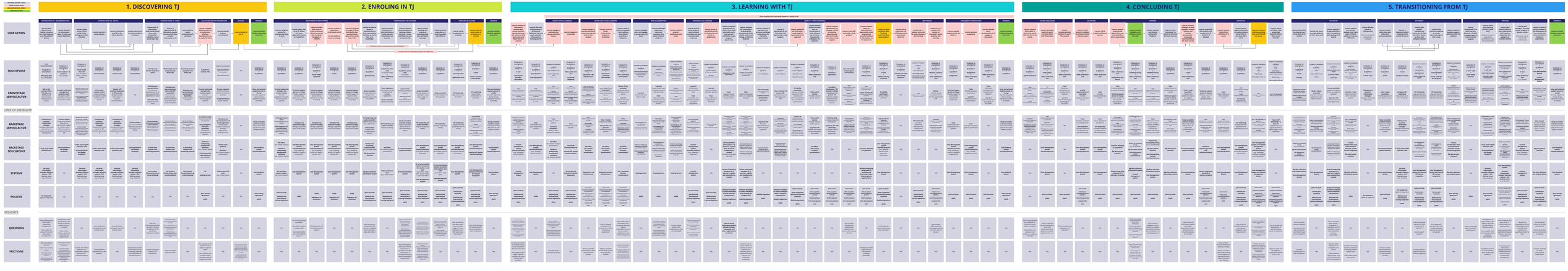
4. CONCLUDING TJ

Showcases the process of finishing a training, providing/receiving feedback and getting a certificate. Highlights in this stage is the possibility of creating a portfolio for showcasing exceptional work produced by Talentjourney learners, increasing visibility for both; as well as the delivery of a Talentjourney certificate, for which an official authentication still needs to be discussed and better understood within the partnership.

5. TRANSITIONING FROM TJ

Showcases the many possible paths for a learner once they conclude Talentjourney. They may continue being guided by counsellors and tutors and follow their study plan, they may immediately enroll in other trainings or decide to do that in a later stage of their career, they also may contribute to the platform as alumni or even have a more direct impact on it (e.g.: helping to develop trainings or becoming tutors).

Service blueprint overview



Critical areas

Three main areas were identified as critical for further development of the Talentjourney project:

Governance

Refers to responsibility over the platform management. Questions that need to be answered include:

- Who will have the leading role in Talentjourney?
- How will the transnational context influence governance over the platform?
- Who will support the implementation, monitoring and constant update of the platform?

Financial sustainability

Refers to the ability to start, grow and maintain the platform with short- and long-term financial stability. Questions that need to be answered include:

- Who is responsible for providing resources and funding for the platform?
- What are the financial models available for realising Talentjourney?
- How to ensure the platform fully complies with EU financial regulations and rules?

Quality assurance

Refers to the quality maintenance in the platform throughout its development and service provision. Questions that need to be answered include:

- What are the mechanisms to ensure quality of the Talentjourney platform and the services it provides?
- How to ensure the personalised approach is feasible to organisations across regions?
- How to balance new industry and educational trends with policy compliance as the platform is further updated and developed?

Technical feasibility

Refers to technologies and technical resources needed for the development of the platform. Questions that need to be answered include:

- How should the features envisioned for the Talentjourney platform be delivered (e.g.: through a website, through an app, etc.)?
- What resources are needed to cover technical requirements and complexity at scale?
- Who is responsible for the ongoing technical maintenance of the platform?

Final considerations

The document presented is a translation of conducted workshops with partners and learners; it does not have the intention to present a concrete and detailed overview of the service blueprint, but rather to serve as a starting point to the development of the Talentjourney platform.

The recommendation is to constantly align and discuss with the development teams each of the phases of the blueprint in detail, and prototype/test as the project moves forward. Within that process, the presence of the following stakeholders was identified as vital: technology partners, regulation/policy partners, content creation partners (within IoT and VET), learning experience experts and learners (who should be always involved in the project for co-creation and act as a sounding board).

Please note that as Talentjourney continues, the blueprint created is expected to go through many iterations and suffer considerable changes - it will most likely increase in size and become more detailed/concrete, both for the frontstage/backstage.