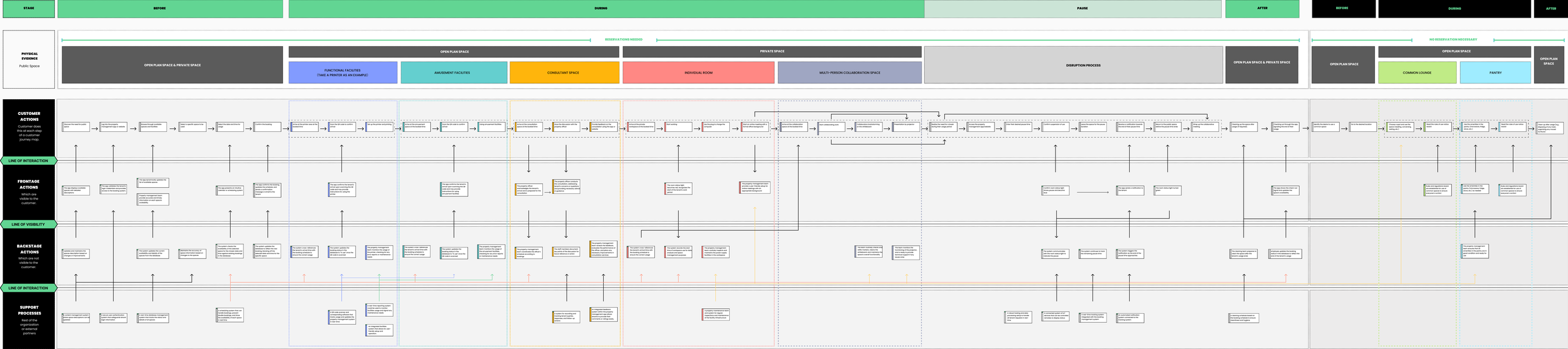
STAGE
BEFORE
DURING
PAUSE
AFTER
BEFORE
DURING
AFTER
PHYSICAL EVIDENCE
Public Space
RESERVATIONS NEEDED
NO RESERVATION NECESSARY
OPEN PLAN SPACE & PRIVATE SPACE
OPEN PLAN SPACE
FUNCTIONAL FACILITIES (TAKE A PRINTER AS AN EXAMPLE)
AMUSEMENT FACILITIES
CONSULTANT SPACE
INDIVIDUAL ROOM
MULTI-PERSON COLLABORATION SPACE
DISRUPTION PROCESS
COMMON LOUNGE
PANTRY
CUSTOMER ACTIONS
Customer does this at each step of a customer journey map.
LINE OF INTERACTION
FRONTAGE ACTIONS
Which are visible to the customer.
LINE OF VISIBILITY
BACKSTAGE ACTIONS
Which are not visible to the customer.
LINE OF INTERACTION
SUPPORT PROCESSES
Rest of the organization or external partners