

Final project - aim

The goal of the final project is to:

- Describe the current design of the service offered by your firm.
- Relate key success and failure points to the service delivery processes.
- Identify and propose approaches to re-design.

Approach

- You should focus on the firm you chose for the mid-term and create the blueprint.
- Please follow the ideas from the reading and the example video I have put on my website.
- You should fit key failure points into the blueprint.
- Consider suggestions to improve the service i.e., to 'fix' the failure points. You should use the expressions and phrases we have been using in class e.g., '*blueprint*' '*scripts*', '*standards*' and '*evidence*'. Give actual detail of how these aspects will be redesigned.

Reporting

Imagine you **are consultants** trying to help improve service. You should share your findings in both a written report and presentation.

The written report should:

- Given some background to your company and the particular outlet that your group is focusing on.
- List the project objectives
- Explain how you approached the project (e.g. did you visit the store?).
- The blueprint could be created sheets on A0 paper. This will go with the report that will be a PDF file.

The presentation should:

- Last for a maximum of 20 minutes
- Make clear your objectives
- Explain the blueprint
- Highlight the failure points
- Indicate how the service will be redesigned.

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