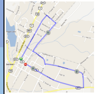
Reindeer Fun Run Service Blueprint – David Petsolt, Eric Loeliger, April 27, 2016

Rows: Physical evidence (Tangibles) · Customer actions · Line of Interaction · "Onstage" Technology Action · "Onstage" Contact Volunteer Action · Line of Visibility · "Backstage" Contact Volunteer Action · Line of Internal Interaction · Support processes · Support process Details

Pre race and registration



Physical evidence: Website and Social Media Links · Website - includes general appearance, logo, design, fonts, etc. · Website and shopping cart appearance · Website / Email

Customer actions: Learn about and investigate event → Register for Event → Order Gear → Receive Race Day Info (multiple)

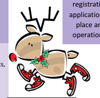
Onstage Technology Action: Announce and publish event · Website registration application, payment & confirmation · Website shopping cart, payment & confirmation · Emails sent to confirm registration

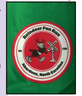
Backstage Contact Volunteer Action: Email Race Day Info (multiple emails)

Support processes: Course Development · Registration Process Development · Branding · Functional registration application in place and operational · Functional shopping cart operating · Email list management · Receive shipments & inventory · Course & Registration · Stuff race bags

Support process Details:

- Course Development: Measure Course, certify with USATF · Investigate and hire timing company · Coordinate road closings with town, police, DOT, fire, and EMT · Permits · Find Volunteers
- Registration Process Development: Investigate registration companies · Hire registration company · Customize registration process · Find registration & packet pick-up volunteers
- Branding: Design annual theme, logo, design shirts, hats, bags, water bottles, and medals · Design website, FAQs, signs, sponsor packs, placques · Share on social media · Order gear from supplier · Establish training programs
- Receive shipments & inventory: Gear · Medals · Sponsor inserts · Promotional items
- Course & Registration: Train volunteers
- Stuff race bags: Bibs, race bags · Help Desk · Race-day registrations · Complete signage, tables, signs





Packet pickup

Physical evidence: Signage and directions · Signage and directions · Signage and directions, table, banners, gear present on the table · Paper form, pens, gear present at registration · Paper form, pens, gear present at registration · Signage, directions, table, gear present on the table · Bibs · RF test equipment · Signage, gear (antlers, shirts, etc.) · Signage, Computer · Gear

Customer actions: Drive to Event → Park car → Go to table for Pre-register or Race Day → Race-day registration: Complete form → Race-day registration: Submit form → Race-day registration: Pay → Find Pick-up station → Pick up bib → Test bib tracking → Pick up gear → Help Station → Purchase additional gear

Onstage Technology Action: RF reader & confirmation display

Onstage Contact Volunteer Action: Direct to parking lots · Direct to correct table · Receive form, verify · Receive payment, provide bib # · Find Packet, give to Participant · Register bib if not working · Find correct size, give to Participant · Make changes for participant (race, age, etc.) · Process payment

Backstage Contact Volunteer Action: Bring race bags · Keep bibs stocked and ready for distribution

Support processes: Organize facility for packet pickup and place parking signs · Functioning Payment system · Pick up supplies from storage & set up · Prepare food & water

Support process Details: Gear · Tables · Coolers · Signage · Tents · Snow machine · Purcahse water (or donated) · Put in truck for delivery · Cut fruit, place in bins, refridgerate

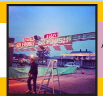
Race-day

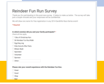
Physical evidence: Signage, directions · Signage, directions · Tables, coolers, water, visible banners, logos, volunteer uniforms · Bibs, Uniforms · Pace Markers · Starting line / Timing mats · Starting gun · Clock, timing equipment, course decorations, banners · Water station (4x) · Snow machine, PA system, backup camera, iPad, timing software · Medals, racks, antlers · Water, tables · Food, tables, tent · PA System, awards, iPad, timing software · Awards · Santa, Chair, camera · Slides, ponies, obsticle course, video game truck, cotton candy, · Gear · Website, Google form · Social media sites

Customer actions: Drive to Event → Park Car → Find starting line → Put on bib → Move to correct place → Start watch, play music, prepare → Run / Walk → Run / Walk → Hydrate → Finish race → Receive medal → Receive water → Receive food → Listen to results → Receive award (some participants) → Photos with Santa → Play (Kids Zone) → Purchase additional gear → Complete survey → Review event

Onstage Technology Action: Timing mats, clocks · Timing mats, clocks · Google form for questions · Social media sites for reviews

Onstage Contact Volunteer Action: Direct to parking lots · Direct to starting line · Organize runners · Countdown · Sound horn, Cheer! · Provide water · Announce finishers · Award medals · Hand out bottles of water · Hand out food, fill bins · Announce Awards · Medal & prize presented · Santa & Mrs. Clause pose for photos · Organize kids, rides, food · Take payment





Backstage Contact Volunteer Action: Show vendors where to set up · Activate timing system · Manage, monitor timing system · Put water into glasses · Review finishers on app · Prepare results · Bring medals from rack · Stock water · Stock food · Organize medals & awards

Support processes: Prepare water stations · Mark Course, signs, chalk, cones, etc. · Set up timing at start & finish · Set up Kids Zone for after party · Set up PA systems @ start, finish & after party · Running timing applicaitons · Support vehicles · Measure timing · Validate times · Clean up

Support process Details: Paint, signs, chalk · Fencing, arches, timing equipment, clocks, sound system · Organize vendors & volunteers · PA Systems, iPods · Lead vehicle before runners, trail vehicle after runners · Team for packet pickup area, course, kid zone, award area, sponsor area