Services Blueprint: DVD Rental Kiosk

PHYSICAL EVIDENCE	Appearance of kiosk	Appearance of kiosk	Appearance of kiosk	Appearance of kiosk	Appearance of kiosk	Appearance of kiosk Appearance of DVD case	Appearance of DVD case and DVD	Appearance of kiosk
CUSTOMER	Approach the kiosk	Press 'select a movie' on touch screen	Browses movies by release date	Select movie by touching thumbnail picture	Swipe credit card on kiosk	Retrieve DVD from kiosk	Watch movie, DVD scratched, call customer service	Press 'return DVD', place movie in kiosk return slot
ONSTAGE TECHNOLOGY	Screen shows touch options: rent or return a DVD	Screen shows thumbnail pictures of recent release movies	Screen shows 10 thumbnails per screen, advance with arrow key	Takes user to payment screen, asks user to swipe credit card	Releases DVD, it ejects for pickup from front slot			Screen shows touch options: rent or return a DVD
CONTACT EMPLOYEE ACTIONS BACKSTAGE							Explain procedure for dealing with scratched DVD	
SUPPORT PROCESS	Technology maintenance	New releases added to kiosk, update kiosk information			Record payment information			Process payment information

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