The Inbox Blueprint

BLANK WORKSHEET **Brand:** _____ **Date:** _____ **By:** _____

A service blueprint for email. Lay out what the customer experiences and what runs behind it for one journey, so you can find where the experience breaks.

WHAT IT IS
A service blueprint for email. It shows one journey from the customer's side and the team and system side at once, so you can see where the two do not line up.

HOW TO USE IT
1. Pick one journey. 2. Fill the customer layers first. 3. Fill what runs behind. 4. Mark fail points. 5. Fix the worst one. Do one journey at a time.

GOOD JOURNEYS TO START WITH
Welcome. Cart reminder. Order confirmation and shipping. Post-purchase check-in. Win-back. Pick the one closest to revenue or complaints.

The four layers

LAYER	WHAT GOES IN IT	EXAMPLE
Customer actions	What the customer does, thinks or decides at each step.	Opens the email, clicks, abandons.
Frontstage	Everything the customer can see or touch: the email, the page, the receipt.	Subject line, layout, landing page.
Backstage	The work and logic the customer cannot see: triggers, filters, approvals, content rules.	Wait time, suppression check, exit rule.
Support systems	The tools, data, domains and policies that make it possible.	Email platform, store platform, consent record, sending domain.

Choose your journey

JOURNEY TO BLUEPRINT	WHY THIS ONE	START AND END POINT

The blueprint canvas: one journey, six steps

Fill the rows top to bottom. Keep each cell short. The raspberry band is the line of visibility.

	1. LEAVES WITH ITEMS IN CART	2. SYSTEM NOTICES AND WAITS	3. REMINDER ARRIVES	4. RETURNS TO THE SITE	5. CHECKS OUT, OR NOT	6. FOLLOW-UP OR EXIT
CUSTOMER ACTIONS						
CUSTOMER SEES (EVIDENCE)						
FRONTSTAGE (WHAT WE SHOW AND DO)						
LINE OF VISIBILITY: ABOVE IS WHAT THE CUSTOMER CAN SEE, BELOW IS WHAT THEY CANNOT						
BACKSTAGE (WHAT RUNS BEHIND IT)						
SUPPORT SYSTEMS (DATA, TOOLS, RULES)						
WAIT TIME						
FAIL POINTS						

Fail point log

List every place the journey can break. Rate how likely and how costly. Fix the highest first.

#	FAIL POINT (AND STEP)	HOW WOULD WE KNOW?	LIKELIHOOD	IMPACT	FIX	OWNER
1						
2						
3						
4						
5						

MOMENT OF TRUTH

Which step decides whether the customer comes back or leaves?

THE BIGGEST GAP BETWEEN WHAT THEY SEE AND WHAT RUNS BEHIND IT

Who owns what, and what it depends on

A blueprint only helps if someone owns every backstage piece. List the owners, then check the dependencies. These checks work on any email or store platform.

Ownership

BACKSTAGE PIECE	OWNER	BACKUP	REVIEW RHYTHM	LAST CHECKED

Dependencies

DATA AND SYSTEM DEPENDENCY	STATUS
Email address is captured before the customer leaves	☐☐☐ Y P N
Consent is stored and passed to the email platform	☐☐☐ Y P N
Suppression and unsubscribe lists stay in sync	☐☐☐ Y P N
Product, price and stock data are current in the template	☐☐☐ Y P N
A purchase stops the flow right away	☐☐☐ Y P N
Sending domain is authenticated (see the Inbox Trust Ladder)	☐☐☐ Y P N
Links and tracking work on mobile and desktop	☐☐☐ Y P N
Replies go to a monitored inbox	☐☐☐ Y P N

Fix plan and glossary

Fix plan

#	FIX	STEP	EFFORT	IMPACT	OWNER	DUE
1						
2						
3						
4						
5						

Glossary

TERM	PLAIN MEANING
Service blueprint	A diagram of a service that shows what the customer sees and what runs behind it.
Frontstage	What the customer can see or touch.
Backstage	The work and logic the customer cannot see.
Support systems	Tools, data and policies that make the service possible.
Line of visibility	The line between what the customer can see and what they cannot.
Fail point	A place where the experience can break.
Moment of truth	A step where the customer decides whether to continue or leave.
Trigger	The event that starts a flow.
Suppression	Rules that stop a message from going to someone.

Next: the Mood Line shows how the customer feels at each step you just mapped. Run the free scan at signifystudio.com to check rung 1 of the Inbox Trust Ladder.