



RETO VII DE INNOVACIÓN SERVICE BLUE PRINT



DISEÑO DE SERVICIOS

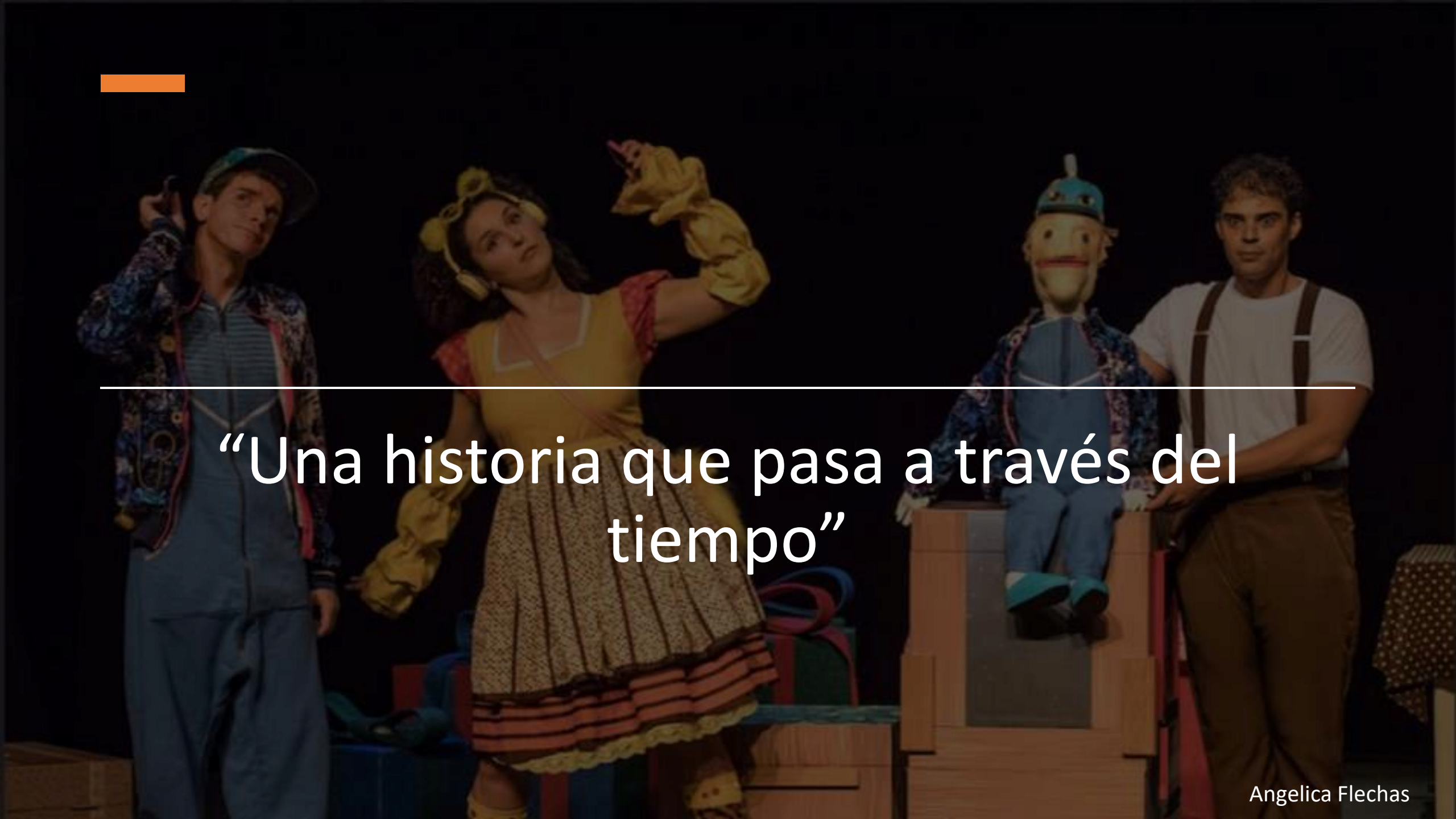
A woman with long dark hair and a bright yellow sweater is shown from the chest up, looking directly at the camera with a wide-eyed, open-mouthed expression of surprise or excitement. The background is a plain, light gray.



Actividad



¿Qué es un servicio?



“Una historia que pasa a través del tiempo”

- 1** Las personas, sus conocimientos, condiciones sociales, políticas y económicas son determinantes para el resultado final del servicio.

2 La temporalidad entra a jugar un papel clave, porque se trata de transacciones que corren en el tiempo y no se reducen a un momento de consumo.

3 Los usuarios no solamente tienen necesidades y requerimientos, sino que ahora tiene recursos y capacidades que son determinantes para la experiencia.

¿Qué compone un
servicio?




Puntos de contacto

A photograph of four professional chefs in a kitchen. They are all wearing white chef's coats and tall white toque hats. From left to right: a Black male chef, a white female chef, a white male chef, and a white female chef. They are all smiling and looking towards the camera. Each chef is holding a plate or bowl of food. The background shows a professional kitchen environment with stainless steel surfaces and equipment.

Personas

A hand with teal nail polish holds a black smartphone. The screen shows a grid of app icons: Calculator, Calendar, Call, Camera, Chrome, Clock, Contacts, Daily Mail, Downloads, Drive, Dropbox, Evernote, eBay, Messages, Facebook, Files, Gmail, Google, Instagram, LinkedIn, Photos, Maps, and WhatsApp. The background is a blurred indoor scene with a person in a white shirt and a laptop. The word 'Canales' is written in white serif font across the middle of the phone's screen.

Canales

The image shows a contemporary restaurant or cafe interior. In the foreground, a long wooden table with a thick top and dark metal legs is set with white plates and glasses. It is surrounded by wire mesh chairs with white and blue patterned cushions. To the left of the table is a light-colored wooden sofa with white cushions. The floor is covered in a black and white checkered tile pattern. Large potted plants are visible in the background, and several large, teardrop-shaped woven pendant lights hang from the ceiling. A glass partition separates the seating area from a bar or service area in the background. The overall atmosphere is bright and modern.

Objetos y espacios



PROCESOS

| Acciones | | |
|------------------------|--|--|
| Puntos de contacto | | |
| Actores | | |
| Actividades visibles | | |
| Actividades invisibles | | |
| Procesos | | |
| Responsable | | |
| Proceso de apoyo | | |
| Responsable | | |

