

SCENARIO: PACKAGING

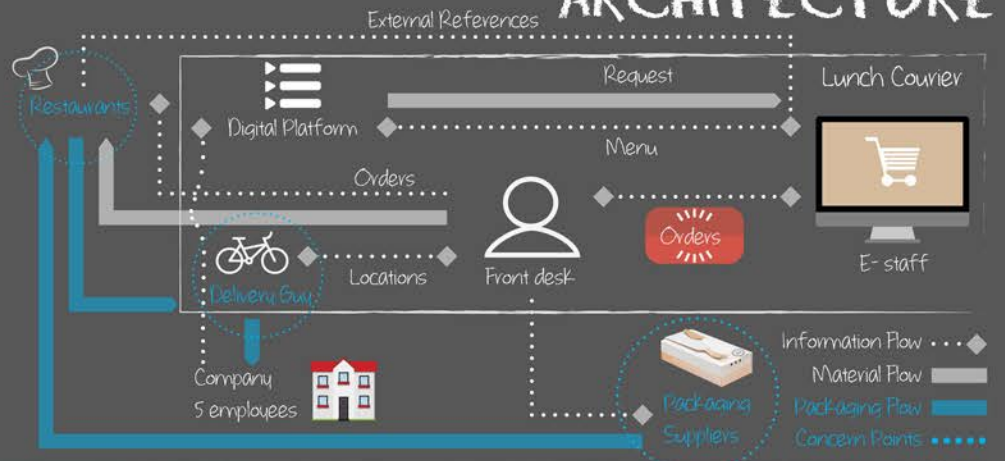


Smart Packaging
Heat Transmission Loss

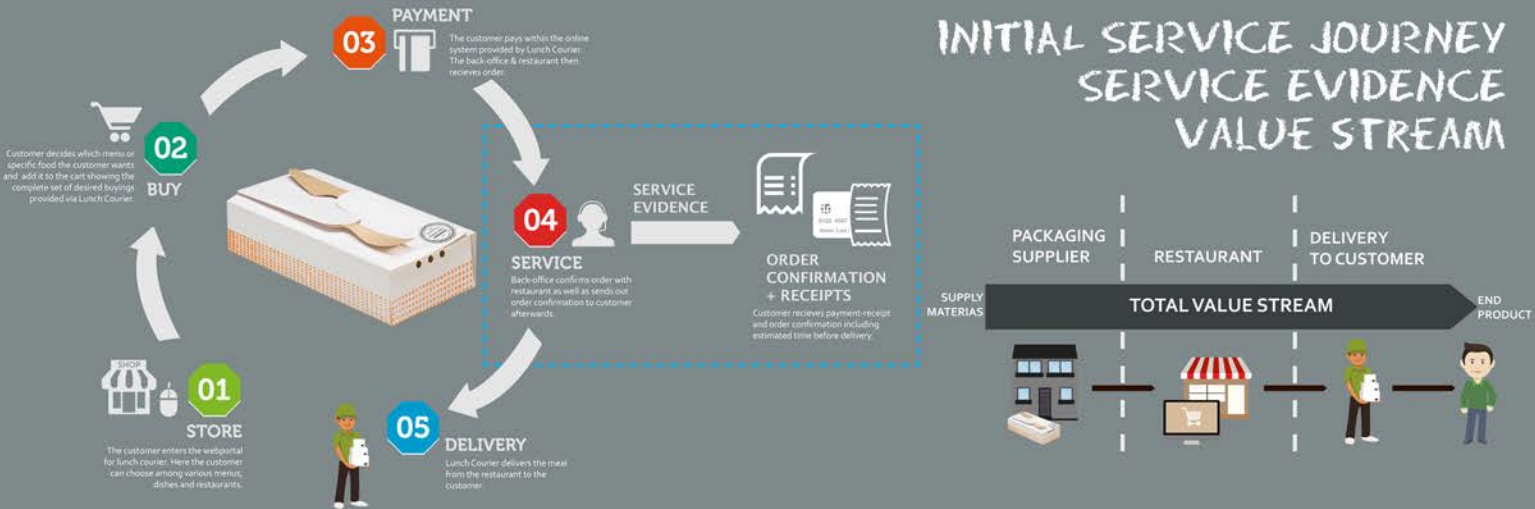
Exclusive:
cardboard box,
build-in thermo
foil and quality
wooden cutlery.

SmartPackage:
the puma box is an all-in-one packaging which is easy to pack for simple food, disposable after use but expensive to produce from external supplier.

SYSTEM ARCHITECTURE

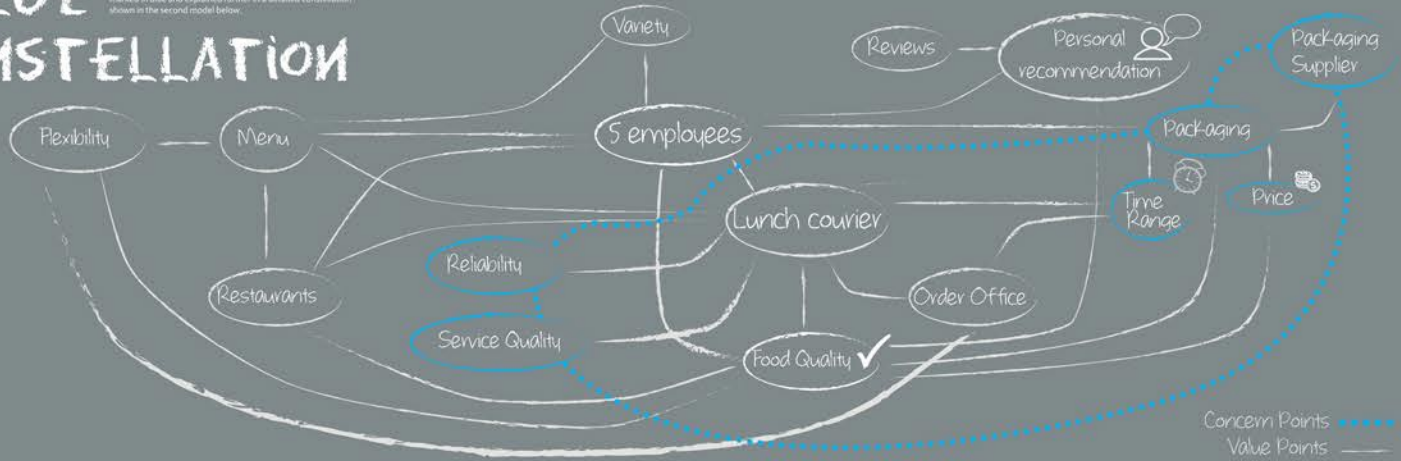


INITIAL SERVICE JOURNEY SERVICE EVIDENCE VALUE STREAM



VALUE CONSTELLATION

The value constellation is related to the service itself. However, the concern towards the reliability on the packaging supplier has been marked in blue and explained further in a detailed constellation shown in the second model below.

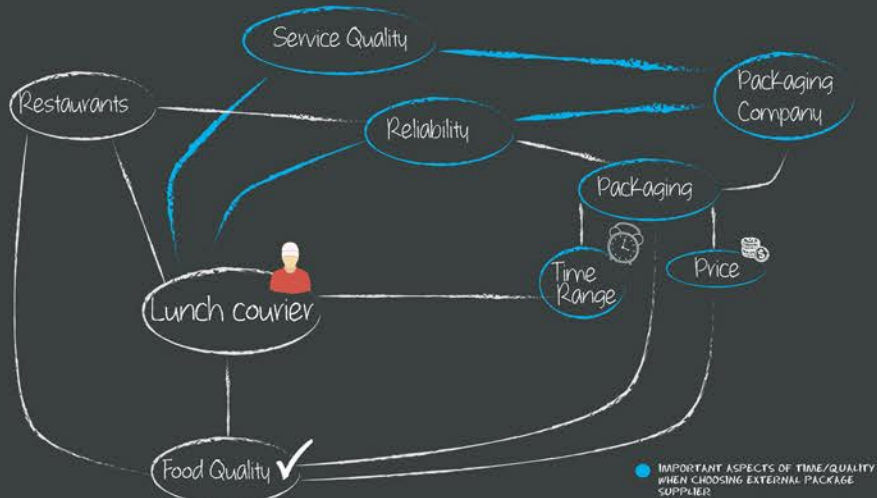


PACKAGE SUPPLIER VALUE CONSTELLATION

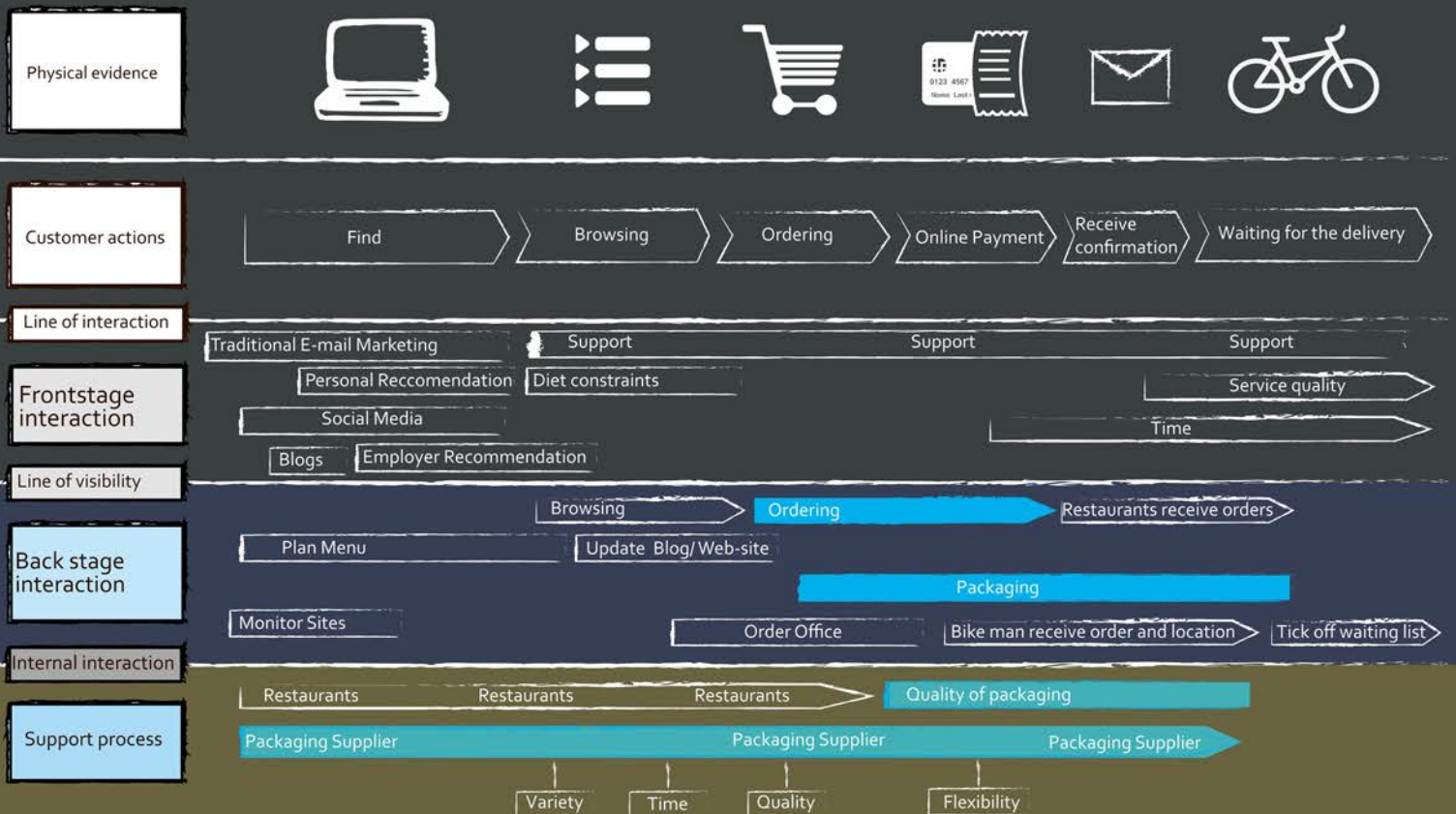
Package development is an important aspect of the service, with a certain focus on reliability it can become one of the key value constellations when focussing on packaging. An example could be that one packaging becomes preferable among customers than other packagings.

Inspired by "Multilevel Service Design: From Customer Value Constellation to Service Experience Blueprinting" Journal of Service Research 14(2): 250-269

- Reliability
- Service Quality
- Time Range
- Price



CUSTOMER BLUEPRINT: FOCUSING ON PACKAGING SUPPLIER IN BACK-END & SUPPORT



• IMPORTANT ASPECTS IN TERMS OF QUALITY & RELIABILITY WHEN CHOOSING PACKAGING OR EXTERNAL SUPPLIER