

SERVICE BLUEPRINT: STORESIGHT

STAGES	MARKETING			PREPARATION					DURING CONTRACT PERIOD								AFTER CONTRACT PERIOD			
	AWARENESS	INFORMING	SIGNING CONTRACT	LIGHTPLAN	PREPARE PRODUCTS	TRANSPORT	INSTALLATION	CALLIBRATION	EXPERIENCE	CONTROL	CHANGE OF STOREPLAN	ADAPT LIGHTPLAN	DATA COLLECTION	DATA ANALYSIS	INSIGHTS	MAINTENANCE	UPGRADING	STORE REFURBISH	END CONTRACT	NEW CONTRACT
CUSTOMER ACTIVITIES	Store owner learns about the added value StoreSights offers in comparison to buying	Store owner asks information about the impact for his store	Store owner signs contract with Signify	Store owner provides digital storeplan (from Revit) and preferences	Store owner is able to see which luminaires he gets	Store owner is able to track the products on the platform	Store owner closes down his store for a day to enable deep refurbish	Store owner listens to the instructions of the Account manager	Store owner experiences the effect of the lighting on the store	Store owner indicates activities in his app	Store owner uses app to indicate changes in the storeplan	Store owner gets a notification that the lighting will be changed and how	Store owner uses app to report problems with the lighting			Store owner gets notified that the lighting will be maintained	Store owners can choose to upgrade his service	Store owner indicates a deep refurbish through the app and closes down store for a day	Store owner decides whether he wants a new contract or not	Store owner signs a new contract with Signify
PHYSICAL EVIDENCE	Website Commercial Brochure	Visuals Showroom Offer	Digital Contract	Digital lightplan	Connected luminaires	Tagged Products	Lighting	App for store owners Lighting	Lighting	App Lighting	App	App Lighting system	App			App Lighting system	App Lighting system	App Lighting system	New offer	Digital contract
—LINE OF INTERACTION—																				
FRONT STAGE INTERACTIONS	Account manager approaches HQ and explains the benefits	Account manager shows the possibilities for the store owner	Account manager signs contract with store owner	Lighting designer makes lightplan based on the formula trying to use used luminaires	New luminaires and trunking are ordered if stock of used luminaires is not enough	Luminaires will be shipped first to the installer and combined with other electronics	Luminaires will be installed and lined out	App is installed and system is calibrated	Deliver electricity for the system	Provide lighting recipes for different activities	Provide lighting recipes for different activities	Lighting is adapted	Accountmanager contacts the right person to solve the problem			Installers clean, repair, move, update and upgrade luminaires	Installers move, update and upgrade luminaires and add parts to the system	Installers take all luminaires out of the store	Account manager discusses the opportunities with the store owner	Account manager signs new contract with store owner
INVOLVED STAKEHOLDERS	Account manager	Account manager	Account manager	Lighting designer Account manager Reuse manager	Reuse manager Manufacturer	Installer	Installer Outliner	Installer Outliner Account manager	Account manager	Lighting designer		Outliner	Account manager Data analyst	Data analyst	Data analyst	Installer Account manager	Installer Account manager	Installer Account manager Reuse manager	Account manager	
HARDWARE REQUIREMENTS	The look of the system should be able to match the new formulas			Being able to be adapted for reuse in another store or formula	Ability to connect the luminaires to the platform		As easy installable as possible (PLUG & PLAY), motorized outlining		Enable calculation of electricity usage of the system	Able to dim and change color		A few motorised and remote controlled luminaires	Enable sensors to send their data automatically to the online platform			Modular, standardised and compatible luminaires and sensor devices	Modular, standardised and compatible luminaires and sensor devices	Luminaires should be reusable in a completely new lightplan		
SOFTWARE REQUIREMENTS	The software should be able to connect with the software of the supermarket		The contract should be digitalized and visible for the store owner	Ability to see specifications of used luminaires	Ability to track the luminaires during transport	Lighting plan should be available for installers	Ability to indicate installation of luminaires	App for store owners and in case of IPS for shoppers as well	Calculate the electricity costs of the system	Collect data about activities, recipes, and usage		Recognize the movement of luminaires	Enable contact between the account manager and store owner	Autonomously compare data with predefined threshold levels	Ability to send notifications with insights directly to other stakeholders	Recognize cleaning, repair, update, and upgrade of luminaires	Recognize update, and upgrade of luminaires and the addition of other parts to the	system Platform should recognize the used luminaires are now available for reuse		
—LINE OF VISIBILITY—																				
BACKSTAGE ACTIONS	Create promotional materials Lobby for governmental subsidies	Create price calculations Update showroom Update visuals	Create a digital contract	Check which luminaires are available for reuse Design parts to be upgraded	Connect the luminaires to the specific store	Ship the luminaires in a way the software does not have to be re-installed	Educate installers and outliners on the way the new products and systems work	Load store plan to make the platform ready for tagging the products	Conclude a electricity contract with a renewable energy supplier	Make new recipes		Lighting designer gets message and reconfigures the lighting plan for the outliner	Collect sensor data and feedback & problems from store owners	Indicate threshold levels in the system	Data analysts saves insights under different topics in the platform	Installers get notifications about what maintenance they have to do where	Installers get message to do an upgrade job	Luminaires should be reused in same and other contracts	Calculations are made to set a price for contracts with used luminaires	
—LINE OF INTERNAL INTERACTION—																				
SUPPORT PROCESSES	Take into account that the look and feel should fit with different formulas	Create a template to quickly calculate the costs and savings for a specific store	Manage contracts	Store & manage luminaires that are available for reuse	Design and manufacture additional luminaires	Check whether installers use given instructions and if improvement is possible	Check whether installers and outliners use instructions and if improvement is possible	Platform needs to stay up to date and requires new functions once in a while.	Invest in renewable enery	Store data about activities, recipes and usage		The outliner will check change the direction of the luminaires	Data management Thinking about additional sensors	Data analyst builds models to connect different types of data and analyses them	Stakeholders use insights to change their part of the offering	Make preventive and predictive maintenance models	Come up with new functionalities of the service Design new sensors	Status of used luminaires should be checked	Stores have to be found for the used luminaires	
NEW	The value is formulated as improved store experience and circularity		The contract is digitalized	Used luminaires can be reused in the lightplan	Products are tracked during whole product journey	Luminaire software will not need to be re-installed	Luminaires are easier to install and outline, which saves operational costs	Data will be collected on the Interact platform to ensure access to data for Signify			Store owners will tell when the storeplan changes	The lighting plan will be responsive to changes in the storeplan	Collected data about the functioning of the luminaire will directly be sent to Signify	Additional types of data are tracked	Insights are stored online to allow stakeholders to implement them quicker	Responsive, preventive and in the end predictive maintenance	Service becomes more valuable over time	Luminaires will be taken back to a warehouse for reuse	The contracts with used luminaires become cheaper over time	A long term relationship is built with the store owner

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