

Service Blueprint

Service Proposal		Defibrillator Mapping & Tracking			Cardiac Arrest Risk Assessment		CPR & Defibrillator Operation Training			Spread Awareness Through Social Media Video Trend		
Timeline		Condition	Regular Operation						During Medical Emergency			
Local Community Stakeholders	Local Business with Defib	Owns defibrillator	Learn about Laerdal Connected Communities & their tracking system	Join Laerdal Connected Communities	Purchase tracking system for their defib	Register defibrillator/ Provide information & photo	regular maintenance and update of defibrillator condition			provide defibrillator/ bring out defibrillator	help out with cardiac arrest emergency while waiting for medical operators to arrive	
	Local Business without Defib	Discussion about purchase defib			Purchase defib with tracking system							
	Business Staff	Work Require Training	Emergency training Laerdal App	Take cardiac arrest risk assessment test	Ask if they would like to sign up and join Laerdal Connected Communities	Sign up as Laerdal Connected Communities	Sign up as community engagement officer	collaborate with local business owners	look for closest defibrillator on Laerdal map	select the closest defibrillator with charged battery. go get defib or ask other bystander to get it		
	Local Residence	Considering Training						See Social Media Video Trend "Staying Alive"				Post their own "staying alive" video on social media
Service Provider	Operation/ People	Reach out to local business										
		Reach out to local residence										
	Technology Front End	Provide information related to medical emergency	Promote medical emergency training and defib	Provide cardiac arrest risk assessment	Ask users to join their local Laerdal Connected Communities			Provide defibrillator information and direction guidance	Update map after defib being used			
					warn high risk user when in areas with low number of defib							
	Updated map indicating location, battery life, and photo of the defibrillator											
	Technology Back End	Localised Training material creation, Defib location database management and access										
Tracks Defibrillator with tracking system												
Automatic update on defibrillator map												