



SERVICE DESIGN: SERVICE BLUEPRINTING W/ CLAUDE AI

STARTUP WEEKEND | FEB 21, 2026

ALICIA SEAY

All Materials & Resources:

[BRAVEINTANGIBLES.COM/STARTUPWEEKEND](https://braveintangibles.com/startupweekend)

LET'S GET SETUP

Before We Begin (2-3 mins 🕒):

01

Join WhatsApp Group

“SW26 Service Blueprint”



bit.ly/startupweekend26

02

Download Blueprint Templates

www.braveintangibles.com/startupweekend

03

Login to Claude.ai

Free account is fine.



Alicia Seay

Futurist
Entrepreneur
Service and Experience Designer

Highlights

- Future of Money and Technology Conference 2013 in San Francisco, CA, company invitation and participation.
- Inside Bitcoins 2013 in Las Vegas, NV, company invitation and participation.
- Co-created a co-working and co-living space in Downtown, Richmond in 2013.
- Led "How to Thrive in the New Economy" workshop series provided at City of Richmond's Economic Development Authority at RVA Works in 2014.
- Helped launch a national campaign that went viral & received international press in 2016.
- Featured on The Assembly on FreeSpeechTV, Ep. #3, "Conversations About the Future" Part 1 & Part 2. Hosted by Erica Williams Simon and Co-Host, Rosario Dawson, Guest Speakers: Will.i.am, Bambi Salcedo, Alicia Seay, and Gopal Dayaneni in early 2018
- Sponsored by the National Academy of Engineering, competing in the National Science Foundation's i-Corp Innovation Bootcamp representing CoEngineers - Team 6 in late 2020.
- And more =)

TODAY'S OUTPUT

Service Blueprint

We're going to...

- (1) Briefly discuss Service Design
- (2) Generate a service blueprint in Claude.ai
- (3) Deploy it from CodeSandbox.io for shareable link.

You'll need to...

Create/Login to **Whatsapp**, **Claude.ai**, and **CodeSandbox.io** free tier for each is fine,

01

Professional Blueprint

A complete service blueprint mapping your customer experience, operations, and support systems—industry-standard format.

02

Strategic Insight

See your business through a new lens—spot gaps, find opportunities, and identify risks before they become problems.

03

Shareable File/Link

A live URL you can send to anyone—team, investors, advisors—no login, no download required.

04

Repeatable Process

Learn to use AI as your co-creator—iterate, update, and refine your blueprint anytime.

The Challenge: *Rapid blueprinting*

LET'S UNDERSTAND WHAT'S REALLY HAPPENING

SERVICE BLUEPRINTS ALLOW US TO...

See the Invisible

Most founders don't map their operations. You'll see the full picture— front stage, back stage, everything.

Find the Gaps

Where does your customer experience break? Where are you vulnerable? The blueprint shows you.

Align Your Team

Everyone sees the same map. No more misalignment about how things actually work.

Impress Investors

Show operational thinking. Demonstrate you understand your business at a systems level.

Scale Smarter

Know what needs to change as you grow. Blueprint 10 customers vs 10,000—different systems.

Iterate Fast

Update your blueprint as you learn. It's a living document that evolves with your business.



SPRINT OVERVIEW

Glance at creating a service blueprint in Claude and Codesandbox for easy sharing.

Setup & Context

- **Whatsapp:** Join whatsapp group to learn and share
- **Templates:** Download blueprint templates
- **Create/Login:** Claude.ai and start a new conversation

Generate with Claude.ai

- **Claude.ai:** Place templates and revised prompt into Claude
- **Human Validation:** Review and analyze results, request any necessary changes,
- **Download:** HTML file, right click "Open In" - any preferred browser.

Deploy to CodeSandbox.io

- **Create/Login:** CodeSandbox and setup new sandbox
- **Dependencies:** Include necessary dependencies
- **Copy/Paste:** Copy/Paste Claude JSX output
- **Create Link:** Generate sharable link
- **Test:** Test link in Incognito

Share Results/Takeaways

- **Whatsapp:** Share thoughts, questions, and Codesandbox links if comfortable
- **Group Review:** Noticeable differences, gaps, opportunities, etc.
- **Stakeholder Share:** Share the link w/ someone from your company, a mentor, etc.

"Success is a team sport."

GENERATE YOUR BLUEPRINT

Using Claude AI (15 minutes or less)

Step 1: Upload Templates (2 mins)

Drag and drop 2 template files into Claude.

Step 2: Copy Prompt (1 mins)

Get the prompt template from resources link or WhatsApp.

Step 3: Fill Details (5 mins)

Fill in select areas about your business & customers.

Step 4: Run It (1 min)

Paste into Claude and hit enter.

Step 5: Get Code (3 min)

Claude will generate the React component. Save it to project, download HTML file.

You'll Have:

- ✓ Complete React code
- ✓ HTML backup file

DEPLOY TO CODESANDBOX

Using Claude AI (15 minutes or less)

Steps 1-3: Setup (5 mins)

- Go to CodeSandbox.io
- Sign in
- Create React sandbox

Steps 4 & 5: Add Code (5 mins)

- Add dependencies
- Paste your code and Save (Cmd+S)

Steps 6 & 7: Share (5 mins)

- Click Share
- Copy preview link and test it!

You'll Have:

- ✓ **Blueprint shows in preview panel**
- ✓ **Link works in incognito window**

COMMON ISSUES & QUICK FIXES

✗ Preview is blank

- Add dependencies: recharts, lucide-react
- Save file (Cmd+S or Ctrl+S)
- Refresh preview panel

✗ Can't paste code

- Make sure you're in App.js
- Select ALL old code first
- Delete, then paste new code

✗ "Module not found"

- Check which module is missing
- Add it in Dependencies panel
- Wait for green checkmark

✗ Still stuck?

- Raise your hand
- Ask in WhatsApp group
- Help your neighbor (team sport!)

✗ Link requires login

- You copied editor link, not preview
- Look for URL ending in .csb.app
- That's your public link

✓ Backup Plan

Ask Claude: "Export as HTML"
Save file, email to team
Fix CodeSandbox later

NOW WHAT...?

This Week

Update your blueprint based on feedback.

Ask Claude to add sections, change layouts, create variations for different scenarios.

Future Forward

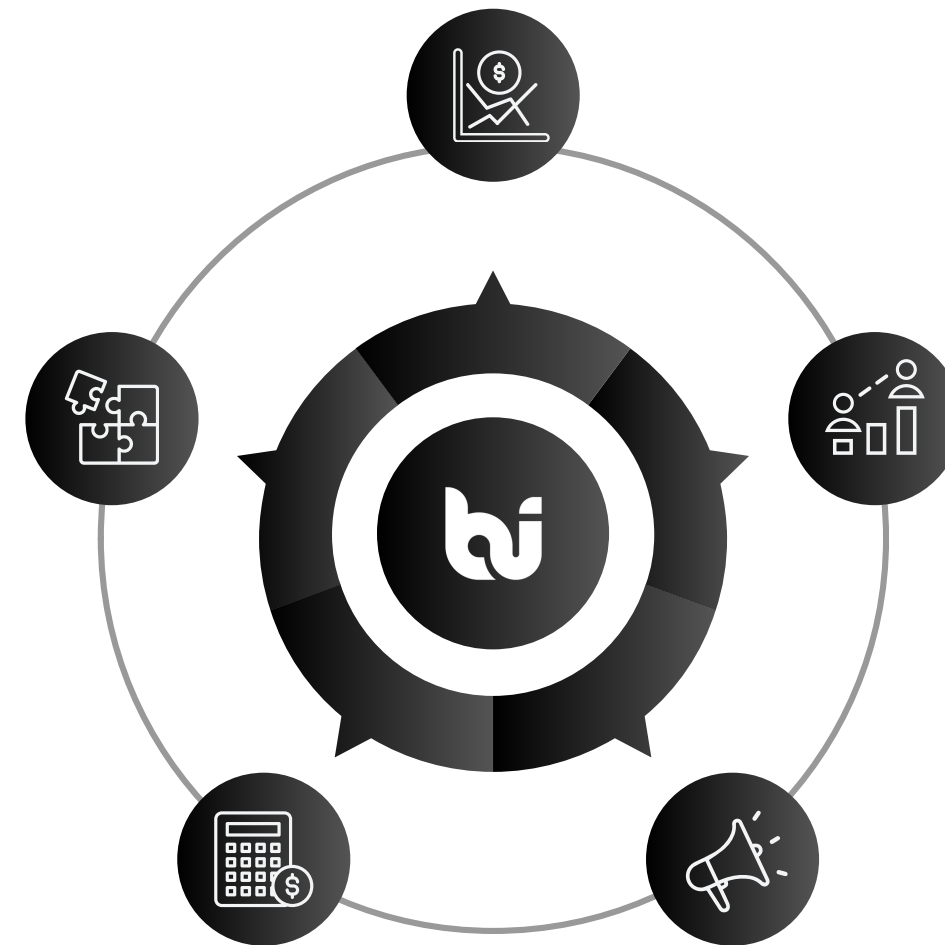
Use it in investor pitches.

Share in planning meetings.

Onboard new team members.

Let it evolve with your business.

Reminder: “Rest is Productive.”



AI TOOLKIT

Random tools I use or have used in some capacity, etc.

Must-Have Free Tools

- **Claude.ai** - Strategic planning & content development
- **ChatGPT** - Ideation & copywriting
- **Canva** - Design platform for graphics, presentations, social content
- **Canva AI** - AI-powered design generation, background removal, magic resize
- **Grammarly AI** - Writing enhancement & tone adjustment
- **Perplexity** - Research & trend analysis
- **Meta Business Suite** - Audience insights & campaign setup
- **Reclaim.ai** - AI-powered calendar scheduling and time blocking
- **Taskade** - Collaborative task management with AI assistance

Advanced Tools to Explore

- **Napkin.ai** - Concept visualization & idea mapping
- **Typeset** - Academic and professional document formatting
- **Stitch** - UI/UX design generation for mobile and web apps
- **Base44** - Build functional apps from descriptions
- **Runway ML** - Video editing & content creation
- **Leonardo AI** - Custom image generation & design assets
- **Luma AI** - 3D content creation
- **Sintra AI** - Suite of 12 specialized AI virtual assistants
- **Pitchbob** - AI-powered pitch deck and business plan creation
- **Designrr.io** - Convert content into ebooks, lead magnets, and flipbooks

Integration Tools

- **Zapier** - Workflow automation between platforms
- **Airtable** - Project management with AI assistance
- **IFTTT** - Simple automation between apps and services
- **Notion AI** - Advanced documentation & planning

The Motherload... **Rundown AI** <https://www.rundown.ai/tools>

CONTACT US



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