SERVICE BLUEPRINT WORKSHOP

Complete Step-by-Step Guide
Build Your Blueprint with Claude AI
Startup Weekend | February 21, 2026 | 45 Minutes

Opening Mantra: "Success is a team sport" — Help each other, ask questions, move at your own pace.

What You'll Need

- Laptop (charged and ready)
- Internal connection (WiFi or hotspot)
- Claude.ai account (free — sign up at claude.ai)
- CodeSandbox account (free — sign up at codesandbox.io)
- 2 templates files (download from traversingideas.com/startupweekend)
- 2-3 sentences about your business (prepared)

Workshop Timeline

0:00-0:05	0:05-0:20	0:20-0:37	0:37-0:45
Setup & Context	Generate Blueprint	Deploy to CodeSandbox	Share & Takeaways

Pro Tip: This guide is designed for self-pacing. If you need more time on a step, take it! If you're ahead, help someone nearby. We're all in this together.

PHASE 1: GENERATE YOUR BLUEPRINT WITH CLAUDE AI

Time Allocated: 15 minutes (4:55 PM - 5:20 PM)

1. Open Claude.ai in Your Browser

Action: Open your web browser (Chrome, Firefox, Safari, or Edge)

- Type in the address bar: claude.ai
- Press `Enter`

2. Log Into Your Claude Account

If you already have an account:

- Click the "Log in" button (top right corner)
- Enter your email and password
- Click "Continue"

If you need to create an account:

- Click "Sign Up"
- Enter your email address
- Check your email for verification code
- Enter the code and create a password
- Click "Continue"

Tip: Free Claude accounts work perfectly for this workshop. You don't need a paid plan.

3. You're Ready to Start

Action: Once logged in, you'll see Claude's chat interface

- You'll see a message in the center that says **"How can Claude help you today?"**
- There's a message box at the bottom of the screen
- You're ready to go!

[You'll see a clean interface with a text input box at the bottom that says "Message Claude...".]

4. Upload Your Template Files

Action: Add the 2 HTML template files you downloaded

- Look near the message box at the bottom
- Click the **+ icon**
- Then click **Add files or photos** from (.) that appears
- Navigate to your downloads folder
- Navigate to where you saved the template files
- Select **BOTH HTML template files:**
  - basic_blueprint_printable.html
  - comprehensive_blueprint_printable.html
- Click **"Open"**

Important: You must upload BOTH HTML template files before proceeding. Claude uses these as reference for the blueprint structure.

Tip: You can select both files at once by holding `Ctrl` (Windows) or `Cmd` (Mac) while clicking each file.

5. Copy the Prompt Template

Action: Get the prompt from the WhatsApp group or resource page

Option A - From WhatsApp:

- Open the SWBS Service Blueprint WhatsApp group
- Scroll to the pinned messages (tap the pin icon at top)
- Find the #3. "Claude Prompt"
- Tap/click to expand/copy
- Select **"Copy"**

Option B - From Website:

- Go to traversingideas.com/startupweekend
- Find the **"Claude Prompt Templates"** accordion
- Click the accordion to expand it
- Click the **"Copy Prompt to Clipboard"** button

6. Paste the Prompt into Claude

Action: Add the prompt to Claude's message box

- Go back to your Claude browser tab
- Click in the message box at the bottom
- Paste the prompt: `Ctrl+V` or `Cmd+V`
- The entire prompt template will appear in the message box

[You'll see the full prompt with bracketed sections like [YOUR COMPANY NAME] ready to edit]

7. Fill In Your Business Details

Action: Replace the bracketed sections with your information

Option A - Edit directly in Claude (Recommended):

- Find the bracketed sections in the message box
- Highlight each bracketed section and replace with your details
- Work through all three sections

Option B - Edit in a text editor first:

- Open Notes, Notepad, or Google Docs
- Paste the prompt there
- Make your edits
- Copy the finished version
- Paste it back into Claude

REPLACE THESE SECTIONS:

[YOUR COMPANY NAME]

Example: "Joe's Coffee Shop" or "TechStart Solutions"

[3-5 sentences describing what you do...]

Example: "We're a neighborhood coffee shop serving specialty drinks and fresh pastries. Our customers are local professionals, students, and remote workers who value quality coffee and a comfortable workspace."

[Describe your primary customer type...]

Example: "Busy professionals and students looking for a quiet place to work with reliable WiFi. They need quick service in the morning and a comfortable space to stay for a few hours."

[Describe the main flow...]

Example: "Customers discover us through Instagram or walk by, they come in and order at the counter, we make their drink, they find a seat, stay and work, and often return regularly."

Pro Tip: Don't overthink it! Just write naturally about your business. You can always regenerate later with different details.

8. Send Your Prompt to Claude

Action: Submit your customized prompt

- Double-check that your template files are still attached (you should see them listed above the message box)
- Double-check that you've replaced all the bracketed sections
- Click the **"Send"** button (or press `Enter`)

[You'll see Claude start typing a response. This usually takes 20-60 seconds.]

9. Wait for Claude to Generate Your Blueprint

What's happening: Claude is reading your templates and creating your blueprint

- You'll see Claude "thinking" with an animated indicator
- Claude will write a response explaining what it's creating
- You'll get TWO versions:
  1. **React component code** (for CodeSandbox - shareable link)
  2. **HTML backup file** (standalone version)
- This typically takes 30-90 seconds

Don't submit the page! Let Claude finish generating. If it stops mid-generation, just type "continue" and press enter.

10. Copy Your React Code

Action: Save the React component code (for CodeSandbox)

- Scroll down to find the React code block (it will have a dark background)
- Look for the **"Copy"** button in the top-right corner of the code block
- Click **"Copy"** — the button will change to say "Copied!"
- Your React code is now on your clipboard

You Have Two Options: Create (you both a React version (for sharing via link) and an HTML version (downloadable file). We're using React first because it creates a shareable link. The HTML backup is there if you need it later.

Phase 1 Complete! You now have your custom React blueprint code. Time to deploy it!

PHASE 2: DEPLOY TO CODESANDBOX

Time Allocated: 15 minutes (4:20 PM - 4:35 PM)

1. Open CodeSandbox

Action: Open a new browser tab and go to CodeSandbox

- Right-click on your browser's tab bar and select **"New Tab"**
- Or press: `Ctrl+T` (Windows) or `Cmd+T` (Mac)
- Type in the address bar: codesandbox.io
- Press `Enter`

2. Sign In or Create Account

If you have an account:

- Click **"Sign In"** (top right corner)
- Enter your credentials
- Click **"Continue"**

If you need to create an account:

- Click **"Sign Up"**
- Choose sign-up method (email, GitHub, or Google)
- Follow the prompts to create your account
- Verify your email if required

Quick Tip: Signing up with GitHub or Google is faster (one click, no email verification needed).

3. Create a New React Sandbox

Action: Start a new React project

- Once logged in, look for the **"+ Create"** button (top right corner)
- Click it to open the template selection menu
- Scroll through the templates or use the search
- This will say **"Create Sandbox"** underneath
- Click on it

[A configuration screen will appear]

4. Configure Your Sandbox

Action: Set up visibility and create

- **Name:** You can name it (e.g., "SW-SP") or leave it default
- **Visibility:** Choose **"Unlisted (everyone with the link can view)"**
- Leave other settings as default
- Click the **"Create Sandbox"** button at the bottom

[A new sandbox will open with a code editor on the left and preview panel on the right]

Make sure you select "React" (the one that says "Create Sandbox"), NOT "React (JS)" which says "Create Devbox", and NOT "React (TS)" which is TypeScript.

5. Add Required Dependencies

Action: Install the libraries your blueprint needs

- Look for **"DEPENDENCIES"** in the left sidebar
- Scroll down to the **"DEPENDENCIES"** section
- You'll see a search box that says "Search..."
- Click in the search box

Add these three dependencies (one at a time):

1. Type: `recharts`
- Press `Enter` or click the result
- It will be added to your dependencies list

2. Type: `lucide-react`
- Press `Enter` or click the result
- It will be added to your dependencies list

3. Type: `react-is`
- Press `Enter` or click the result
- It will be added to your dependencies list

Pro Tip: After adding each dependency, wait a few seconds for it to install before adding the next one.

Common Issue: If dependencies aren't install, refresh the page and try again. Sometimes CodeSandbox needs a refresh.

6. Open the App.js File

Action: Find and open the main code file

- Look at the **left sidebar** (file explorer)
- You'll see a folder structure
- Find the folder called **"src"**
- Click on **"src"** to expand it
- Inside, you'll see a file called **"App.js"**
- Click on **"App.js"** to open it

[The file explorer shows: src > App.js (this is the file you want)]

7. Delete the Old Code

Action: Clear out the template code

- Make sure App.js is open in the editor (you'll see code in the main panel)
- Click anywhere in the code editor
- Select ALL the code: `Ctrl+A` (Windows) or `Cmd+A` (Mac)
- The entire file should highlight
- Press `Delete` or `Backspace`
- The file should now be completely empty

Important: Make sure you delete ALL the old code. The file should be blank before you paste your new code.

8. Paste Your Blueprint Code

Action: Add your Claude-generated code

- Click in the empty file
- Paste your code: `Ctrl+V` (Windows) or `Cmd+V` (Mac)
- You should see all your React code appear in the editor

9. Save the File

Action: Save your changes

- Press: `Ctrl+S` (Windows) or `Cmd+S` (Mac)
- Or go to File menu > Save
- You might see a "Saving..." indicator briefly

[The preview panel on the right should start updating and show your blueprint]

10. Check the Preview

Action: Verify your blueprint is showing correctly

- Look at the **right side** of your screen (preview panel)
- You should see your service blueprint rendering
- It might take 5-10 seconds to fully load

Preview is blank? Try these fixes:

1. Check that both dependencies are installed (table in Dependencies list)
2. Save the file again (`Ctrl+S` or `Cmd+S`)
3. Click the refresh icon in the preview panel
4. Look at the Console tab (bottom of screen) for error messages

11. Open Your Blueprint in a New Tab

Action: Get your shareable preview link

- Look at the **top right area** of the preview panel
- You'll see several small icons
- Find the **"Open in popup"** icon (looks like a square with an arrow pointing out)
- Click that icon
- Your blueprint will open in a new browser tab

12. Copy Your Shareable Link

Action: Get the URL from the new tab

- Look at the **address bar** at the top of the new tab
- You'll see a URL that ends in **.csb.app**
- Example: https://abc123-3.csb.app/
- Click in the address bar to select the full URL
- Copy it: `Ctrl+C` (Windows) or `Cmd+C` (Mac)
- This is your shareable link!

IMPORTANT: Do NOT use the "Share" button in CodeSandbox - that creates editor links that require login. Use the "Open in popup" tool instead to get the public preview link.

Pro Tip: The popup icon is usually in the top-right corner of the preview panel, next to other small icons. It looks like a square with an arrow pointing outward.

13. Test Your Link in Incognito Mode

Action: Verify the link works without login

- Open an Incognito/private browser window:
  - **Chrome:** `Ctrl+Shift+N` (Windows) or `Cmd+Shift+N` (Mac)
  - **Firefox:** `Ctrl+Shift+P` (Windows) or `Cmd+Shift+P` (Mac)
  - **Safari:** File menu > New Private Window
- Paste your link in the address bar
- Press `Enter`
- Your blueprint should load WITHOUT asking for login

Success! If your blueprint loads in incognito mode, your link works! Anyone can view it now.

What to do with your link:

- Share it in the WhatsApp group (optional)
- Save it for your notes
- Send it to investors or advisors
- Include it in your pitch deck
- Bookmark it for reference

Phase 2 Complete! Your blueprint is live and shareable. Time to celebrate and share!

TROUBLESHOOTING GUIDE

Common issues and how to fix them. Don't panic—these are all solvable!

Issue: Preview panel is blank

Possible causes & fixes:

1. Missing dependencies
- Go to Dependencies panel
- Make sure both "recharts" and "lucide-react" are installed (green checkmarks)
- Wait for them to install

2. Code not saved
- Press `Ctrl+S` (or `Cmd+S` again)
- Look for a "Saving" indicator

3. Preview needs refresh
- Click the refresh icon in the preview panel
- Or press `Ctrl+Shift+R` (hard refresh)

Issue: "Module not found" error

Fix:

- Look at the error message to see which module is missing
- Usually it's "recharts" or "lucide-react"
- Go to Dependencies panel
- Add the missing package
- Wait for green checkmark
- Refresh preview

Issue: Link requires login

Fix:

- You may have used the "Share" button instead of "Open in popup"
- Go back and look for the popup icon
- Look for the popup icon (square with arrow) in the preview panel
- Click it to open in a new tab
- Copy the URL from that new tab's address bar

❌ **Issue:** Can't paste code into App.js

Fix:

- Make sure App.js is the active file (highlighted in file explorer)
- Click inside the editor panel
- Select ALL old code: `Ctrl+A` or `Cmd+A`
- Delete it
- Now paste your new code

❌ **Issue:** CodeSandbox is running very slow

Fix:

- Close other browser tabs
- Refresh the CodeSandbox page
- If still slow, export as HTML (see below)

❌ **Issue:** Lost my code / Claude timed out

Fix:

- In Claude, scroll up to your conversation history
- Find the code block Claude generated
- Click Copy again
- Or ask Claude: "Can you regenerate the blueprint code from earlier?"

💡 **Backup Plan:** Using the HTML Version

Claude also gave you an HTML backup version. If CodeSandbox isn't working:

In Claude, scroll to find the HTML version
- Click the download button on that code block
- Save the HTML file to your computer
- Open it in any browser to view your blueprint

To share the HTML version:
- Recipients will need to download the HTML file
- They can then open it in their browser
- You can share via email attachment or Google Drive
- (It won't work as a link like the CodeSandbox version)

🆘 Still Stuck?

During the workshop:
- Raise your hand
- Ask in the WhatsApp group
- Help from a neighbor (success is a team sport!)

After the workshop:
- Post in the WhatsApp group with a screenshot
- Email: alicia@braveintangibles.com
- Resources at: braveintangibles.com/startupweekend

WHAT'S NEXT?

🎯 Now That You Have Your Blueprint...

TONIGHT (Feb 21)

- Share your blueprint link with one team member
- Get their feedback: What surprises them? What's missing?
- Save the link somewhere safe (bookmark, notes, Notion)

THIS WEEK (Feb 22-28)

- Review your blueprint with fresh eyes
- Ask Claude to make updates based on feedback
- Try different variations (what if you had 100x more customers?)
- Share with advisors or mentors

ONGOING

- Use in investor pitches (shows operational thinking)
- Update as your business evolves
- Create different versions for different audiences
- Train new team members with it
- Reference during planning sessions

💡 Advanced: Iterate on Your Blueprint

Go back to Claude and try:

- "Can you add a pain points section?"
- "Make the emotional journey more prominent"
- "Add a timeline showing how long each stage takes"
- "Create a simplified version for executives"
- "Show where automation could improve efficiency"
- "Highlight our competitive advantages in the blueprint"

Closing Mantra: *"Rest is productive"*

You did it! You created a professional service blueprint in 45 minutes. Take a breath, celebrate, and let the insights sink in. You don't need to act on everything immediately. Progress over perfection.