Service Blueprint: MilSO

User Action	**Discovery** An SO of servicemember learns of the existence of the MilSO service. She reads about what it offers and how others have used it.	**Download & Sign Up** User downloads app on device and opens it. User provides profile and preference information by responding to a series of questions.	**Acclimate & Browse** User flips through profiles, discovering the various ways to meet up with people.	★ **First Prospect Identified** User discovers the first person or event that is found to be interesting and recognizes in-context calls to action.	**A Invite Someone to Meet Up** User selects an activity to do with the identified person, confirms details, and sends the invite.	**B Join an Open Activity** User RSVPs to a group activity.	**C Receive Invite from Another User** User receives notification of invite received and RSVPs. Meet up is added to calendar.	**Contact** User may send messages to each other prior to meeting up. These may include scheduling tweaks or preliminary getting-to-know-you questions.	**Reminders** When a meetup is happening soon, users receive reminder notifications.	★ **The Meet Up!!!**	**Follow-Up** Users share information about the meetup and are given the opportunity to schedule another meetup with the same person.	**Ongoing Engagement** Users receive ongoing notifications when new potential matches join or move to the area or when interesting open meetups are coming up.
					Ways to get a meetup on the books							
Service Action (Visible)	Manage website content	Make mobile app available on app store(s).	Display lists of profiles and open meetups.	Display user profiles with clear calls to action for inviting them to meet up.	Display invitation editor with pre-populated suggestions for time/date/location of selected activity.	Display meetup in list of upcoming meetups.	Display notification or email.	Provide mutual contact information.	Display notifications when meetups are happening or are coming up soon.	Provide directions link.	Notification or in-app modal to prompt user to enter follow-up information.	Send ongoing notifications/emails.
	Manage social media content	Display series of screens prompting user to enter preferences and profile info.		Display open activity pages with clear calls to action for RSVPing.	Send email and/or mobile nofifications to recipient of invite.		Display invitation details.	Display messaging screen.				
					Display meetup in list of upcoming meetups with dynamic status (waiting for RSVP / declined / accepted).		Display meetup in list of upcoming meetups with dynamic status (waiting for you to RSVP / declined / accepted).					
LINE OF VISIBILITY												
Service Action (Hidden)	Manage relationships with on-base contacts and related organizations.	Create new profile.	Maintain database of user profiles and event information.		Pull availability data from profiles.		Analytics (RSVP Rates represent only one metric to track. Need to identify additional areas to track.)	Maintain database of messages	System recognizes upcoming meetups and triggers creation of reminders.		System recognizes meetups that recently occurred and triggers creation of prompts.	System recognizes appropriate triggers for creation of notifications.
	Maintain web accounts.	Save user's info to database.			Pull data from location source (e.g. Foursquare API).						Maintain database of follow-up responses.	
	Design, test, and develop mobile app.											
	Create marketing content for distribution on social media and by on-base contacts and other organizations.											