Written reports should be around 3 single spaced pages, using 12 point Times New Roman font, and 1 inch margins, excluding the cover page, references, appendices and figures. (MAKE SURE THAT YOU FOLLOW THE FORMAT AT THE END OF THIS DOCUMENT) You must reference any external source you use, using any citation style. Grammar, organization, and adherence to proper writing guidelines are important. Do not plagiarize. Any copying of another’s work without appropriate citation, quotation, and referencing will result in a grade of zero for the report. Topic: Service blueprint (Required: 5 in-depth interviews with customers) Pick a service establishment of your choice. Apply the service blueprint to the service establishment as the company views it. Interview 5 customers and identify points of weakness in the blueprint, and provide recommendations for improving these weaknesses. You need to include verbatim quotes from your customers in the analysis. Include your interview script in the appendix. Written Report Format Title Page (-1 point if missing) (page 1) I. Executive Summary (1 point) (page 2)– Provide an executive summary highlighting your findings, analyses and implications. Your summary should not exceed half a page. II. Introduction and Research Questions (1 point) (page 3) – Explain what you set out to do or discover. What is the purpose of your research? What are you investigating? III. Research Design (2 point) (page 3) a. Selection of Samples – provide an overview of your sample. Describe from whom or what you collected your data. Be specific. b. Data Collection Procedures – Describe how you collected your data. For example, if you used questionnaires or other research instruments describe them here. If you used observation, describe your procedure. (Note: actual questionnaires should be placed in an Appendix) IV. Presentation and Analysis of Findings (4 points) Each of the issues/questions in the analysis section should be addressed individually. Use headings corresponding to the different parts of the analysis section to distinguish between the different sections of your report. Support your conclusions using findings from your research. For example, if you have quotes from someone, present the supporting quotes. If you conducted a survey, present the findings in a summary form. It is critical that you support your analyses with references to the information provided by your sample. Utilize appropriate services marketing terminology. Utilize tables and charts where appropriate to summarize data. Also explain whether the findings are consistent with what you would expect based on services marketing theory. If your findings are different from what would be predicted based on services marketing theory, explain why. It is perfectly OK if your findings conflict with what the “book” says. In fact, presenting and explaining unanticipated results can make for a very strong paper. V. Marketing Implications (2 point) – Describe the implications of your findings for marketers. VI. Appendices (-3 points if evidence is missing) – Summary tables of results, questionnaires, transcripts of interviews, etc. should be included in an appendix and referenced where appropriate in the write-up.