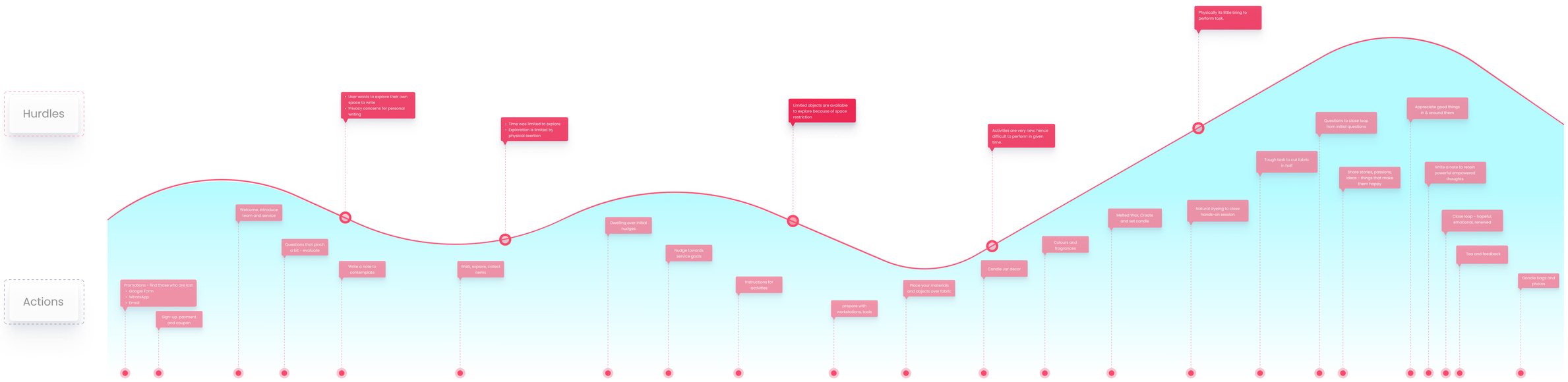
Service Journey Choreography and Service Form

Service Form & Journey Map



	Customer Enrollment	Onboarding	Mindful Exploration	Hands-on creativity	Conversations, Realisations	Goodbye
A-Ha! Moments	• Sweet emails and beautiful coupons	• Host's energy, outdoor set-up; pretty stationery.	• Connect with nature, find beautiful natural objects - feel one with nature, change of perspective. • Observe things that were previously missed / overlooked.	• Wax melting; colour exploration with wax. • Soothing, natural fragrances. • Sense of fulfilment - beautifully decorated candle jar. • Natural colours imprinting on fabric as they hammer softly yet firmly.	• Realising that opening and closing questions are connected - to show another perspective. • Realise gap between opening and closing questions - maybe things aren't as bad.	• Beautifully packed goodie bag.
Emotions	• Curiosity and excitement. • Hassle free payment experience.	• Appreciating beauty of the set-up and the weather. • "Now it begins" • Reflect on self, confront self.	• Self-reflection continues... picks up objects from nature that communicates deeper emotions. • Slightly excited for creative activities, but initial thoughts still hovering in mind.	• Excitement for creating by their own. • I don't want to be perfect but have to be genuine. • Enjoy creating their own reflection. • My safe space. • Joy of creating together.	• Parting away from precious possessions - acceptance of "let go" feeling. • Its who I am, I am not a mistake. • Appreciate self and realise that you are off track. • Bottling of emotions is not good for me. • Appreciating the magic in little things and your own creations. • Starts to forgive themselves.	• Hopeful and happy • Inspired to take that thoughtful journey ahead.
Evidence	• Advertisement and promotion • Email and Google Form • Payment QR • Raahi Coupon	• Outdoor environment and minimalist set-up • Stationery to write • Dress code of Raahi Team	• Apparatus for collection of natural objects • Lush green space to walk and explore	• Candle making set-up and tools • Natural dyeing apparatus • Furniture and workstations	• Dyed fabric cut into two • Refreshments • Cue cards for questions/prompts • Note to self by service seekers	• Goodie bag • Candle, fabric and self-notes packed
Frontend	Request for payment Welcome Coupon	Welcome Introduce Raahi & team with service setup Icebreaking & Initial questions Give space for self note	Send off for exploration Service seekers are exploring the premises in their personal space Welcome back after exploration	Guide them throughout creative process, wherever needed Introduce to workstations Prepare fabric for composition Set aside fabric and arrange candle making set-up Provide melted wax for colour and scent exploration Provide melted wax for final pour into jar Set aside candle for setting Bring back fabric for hammering Allow freedom to make mistakes and let them explore their way Help move Tataki apparatus to conversation zone	Ask for one half of Tataki Zome Conversation rounds using cue cards Maintain positive approach in conversations, allow space to open-up	Close when realisations hit and energy is positive Feedback on fabric Handover their artwork and photo session
Backend	Promotions design, Pricing strategy, coupon design Receiving & Validating payment Writing emails and reminders Scheduling, internal communications	Procurement and premises Workstation and welcome seating set-up Welcome area and note writing stationery set-up	Photographer capturing moments of exploration Rechecking the setup and making sure its ready to use Wax melting station active	Melting station active throughout for seamless exploration Helping service seekers handlingmaterials as its risky and it may go hazardous Carefully oversee that mistakes don't go too far Engage with all participants to remove any hindrances	Monitor candles being set well Prepare refreshments for next stage Prepare goodie bag for closing	Clean-up and storage Prepare for next session
Support	• Branding and visual design • Web platform	• CMF Design expertise • Space/environment set-up design expertise • Counselling expert to train for sensitive conversations	• Videography and photography team • Premises upkeep and maintenance	• Creative activities expertise - candle and natural dyeing experts	• Counselling expertise to help curate inspiring, positive conversations	• Merchants for goodies