

SERVICE BLUEPRINT FOR MARS

VERSION 1.0

STAGES	DISCOVER		ONBOARD				TRAVEL			SETTLE			
TIMELINE	Weeks		Years				7 to 9 months			Weeks	3 to 6 months	Years	
EVENTS	Research	Apply	Approval	Train	Approval	Reserve Seat	Board	Launch	Cruise	Land	Arrive	Integrate	Live/Work
LOCATION	EARTH						SPACE			MARS			
USER JOURNEY	Determine if Mars settlement mission is an optimal fit based on requirements	Apply to become a Mars candidate; Receive approval for mission training	Prepare for flight and settlement including social, mental, and physical training; Receive approval to join a future Mars mission	Reserve a seat on the next flight to Mars and make final preparations for flight	Arrive at spaceport, board the spacecraft, and prepare for launch	Liftoff from Earth	Fly to Mars	Approach and prepare for entry, descent, and landing on Mars; touch down on landing site	Acclimatize to Mars environment and unload the spacecraft	Integrate into the settlement, adopting new norms, governance, and routines; Housing and resources are assigned to newcomers	Live and work on Mars, supporting the collective growth and health of the settlement		
STATUS	Prospective Candidate		Mars Candidate				Passenger			Newcomer		Resident	
USER ACTIONS	Visit website to gather information Discuss questions and concerns about mission	Submit application via website Accept invitation for training	Visit training facility Accept invitation for future mission	Confirm booking Apply for Mars residency Meet future crew members	Arrive at spaceport Check baggage Show boarding pass and identification Be seated	Connect to life support systems	Connect to life support systems	Complete health check Unload baggage and supplies	Complete Mars orientation program Move into living quarters	Engage with members of settlement Perform work duties and responsibilities	Perform work duties and responsibilities		
FRONTSTAGE	Provide materials on mission and services Explain mission requirements, roles, and expectations Recruit candidates with specialized skills	Notify candidates of approval for training; thank and provide next steps to those not approved	Train candidates in knowledge/skills required for mission Provide certification to candidates who have completed training Notify candidates of approval for a future mission; thank and provide next steps to those not approved	Confirm launch date and provide instructions for final preparations Introduce candidate to crew members Provide mission-specific orientation	Welcome passengers Scan boarding pass Screen passengers and baggage for security risks Orient passengers to spacecraft (life supports, safety protocols, etc.) Secure passengers to life support systems	Monitor passenger health and wellbeing	Monitor passenger health and wellbeing and life support systems	Disconnect passengers from life support systems Monitor passenger health and wellbeing Provide passengers with settlement briefing	Assign living quarters, roles and responsibilities Provide resources for daily work/life Provide an orientation to settlement (e.g., social circles, cultural practices, guidelines, policies) Monitor newcomer health and wellbeing	Invite newcomers to participate in newcomer program activities Provide regular communications with Earth Monitor newcomer health and wellbeing	Invite residents to community events Provide regular communications with Earth Monitor resident health and wellbeing Offer opportunities for personal and professional development		
BACKSTAGE	Create targeted campaigns for new recruits	Gather and assess candidate applications	Assess candidates (e.g., background checks, rate skills)	Provide monitoring services (e.g., health status) Assign seats/accommodations for flight Finalize passenger and payload manifest	Provide monitoring services (e.g., health status) Complete final checks on passengers and payloads Prepare and activate life support systems	Complete security and safety checks	Provide monitoring services (e.g., health status)	Transfer passenger data to settlement database Coordinate disembarkment process	Provide monitoring services (e.g., health status) Monitor mission status and progress	Provide monitoring services (e.g., health status) Manage newcomer program	Provide monitoring services (e.g., health status) Monitor and manage newcomer program Manage personal and professional development plans for residents		
SUPPORT PROCESSES	Customer analytics	CRM database Candidate review committee	Training facility	Booking system	Registration system Monitoring system Life support systems	Monitoring system Life support systems	Monitoring system Life support systems	Settlement database Monitoring systems Life support systems	Monitoring system Life support systems	Monitoring system Life support systems	Monitoring system Life support systems		