



WHO ARE WE DESIGNING FOR?

TIPS
Identify the customers (who will use, buy or benefit from the solution), stakeholders (those who have input on the solution design not in the room) and partners (those who will help design, deliver or implement the solution).

CUSTOMERS

CUSTOMER 1:

CUSTOMER 2:

CUSTOMER 3:

CUSTOMER 4:

- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

STAKEHOLDERS

STAKEHOLDER 1:

STAKEHOLDER 2:

- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____

PARTNERS

PARTNER 1:

PARTNER 3:

- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____