

Stakeholder profiles can help you think more like a specific human: a user, stakeholder or customer and make sure you're not forgetting about the unique assets, skills, stories, desires and quirks everyone brings with themselves


Project name

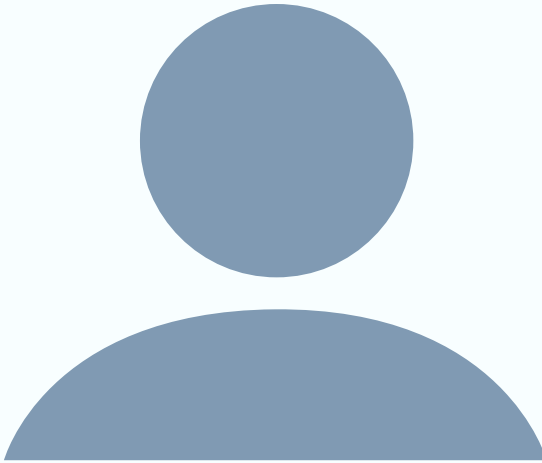
Date


Version


Prepared by

Stakeholder canvas



Name		Ecosystem role		Quotes
Background story				Characteristics
Pains and frustrations	Desires and drivers	Goals and jobs-to-be-done	Assets and skills	Notes and observations
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Magic wand solution				
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Token Engineering Academy | Stakeholder profiles

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Ecosystem Value Flows Course, TMG1-E02, October 2020

References and inspirations: [1] The ecosystem entity role portait from Lucid Spark, [2] Jobs to be done (JTBD) framework, [3] Ecosystem Design Toolkit and Ville Eloranta

[1] <https://lucidspark.com/templates/the-ecosystem-entity-role-portrait> [2] <https://www.christenseninstitute.org/jobs-to-be-done/> & <https://strategyn.com/jobs-to-be-done/>
[3] https://github.com/villeeloranta/ecosystem-design-toolkit/blob/master/aalto_ecosystemdesigntoolkit_v01jan20_200122v1_ve.pdf