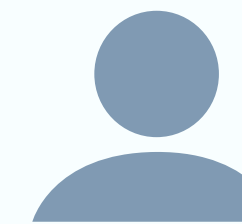


Stakeholder stories and scenarios can inform your design and decision-making. Once you pick a specific, critical interaction from the interaction matrix, you can detail the setting (left). Then, understand better people’s motivations (middle) and formulate your hypotheses on how to better align incentives and goals (right side)

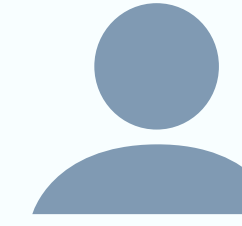
The setting

Single or multiple images illustrating the interaction

Stakeholder name

Stakeholder role

Stakeholder name

Stakeholder role

Assumptions and notes

Stakeholder name

Says

Thinks

Feels

Desired outcomes

Stakeholder name

Says

Thinks

Feels

Desired outcomes

Tasks and actions

Notes and assumptions

Stakeholder name

Says

Thinks

Feels

Desired outcomes

Tasks and actions

Notes and assumptions

Undesirable outcomes & behaviors

Motivations & drivers

Policy targets

Notes and assumptions

Stakeholder name

Says

Thinks

Feels

Desired outcomes

Stakeholder name

Says

Thinks

Feels

Desired outcomes

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Tasks and actions

Notes and assumptions

Undesirable outcomes & behaviors

Motivations & drivers

Policy targets

Notes and assumptions

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References and inspirations: <https://xplane.com/worksheets/empathy-map-worksheet/>