

Human Centred toolkit for Service Design

From direct and indirect data sources (including the project brief), identify the stakeholders of the domain of interest.

List all the actors mentioned in documentation and search for others types. E.g. institutions, types of companies, roles, groups of citizens,...



Move Stakeholders to the Map

30 min

Customise the map creating segments meaningful for your project.

Then, organize move the stakeholders you have listed before in the related segment.

You can **modify the number, shape and areas of segments** to make them proportional to the amount of stakeholders.

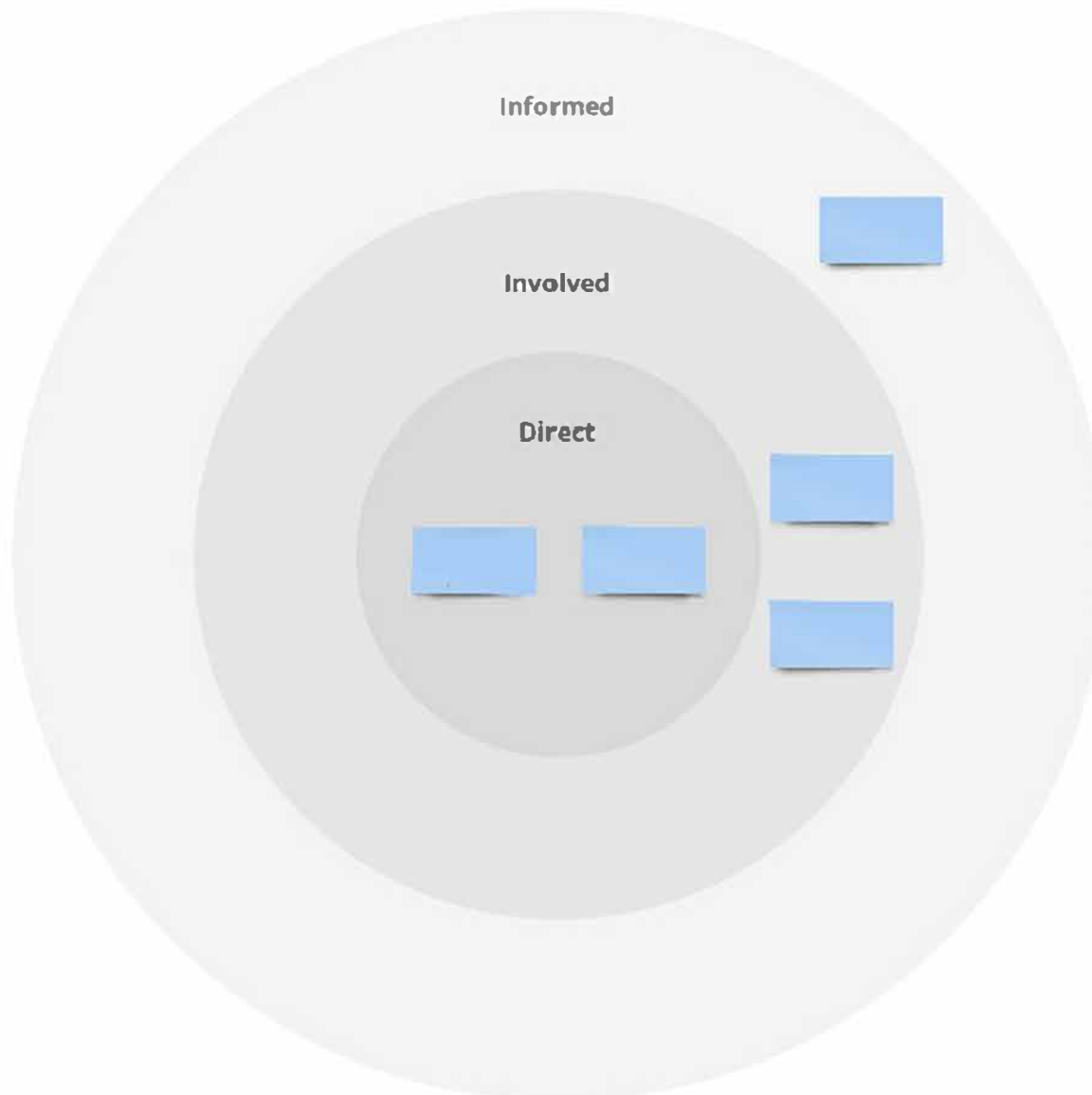
Examples of Segments

Direct
Indirect
External

Direct
Involved
Informed

Beneficiaries
Problem solvers
Policymakers

Internazional
Domestic
Locals



DRIVING QUESTIONS

- Who are the **direct beneficiaries** that will use the solution/output?
- Who are the **indirect beneficiaries** that will benefit from the solution?
- Who can promote the solution?
- Who can refuse or obstacle the solution adoption?

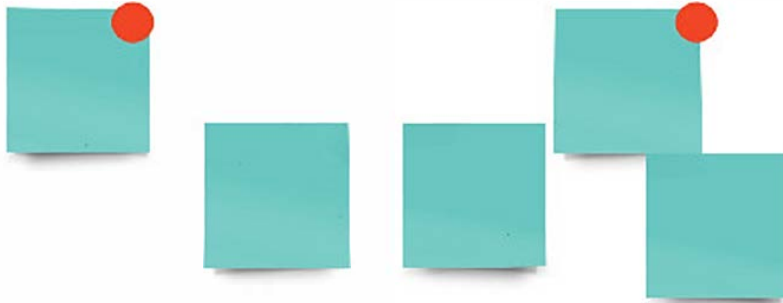
Analyse goals, need & wants

Express Goals, Needs and Wants per each actor group.

Formulate as questions.

Then search for commonalities and priorities. They will help you take strategic and operative decision during the project development.

Direct



Involved

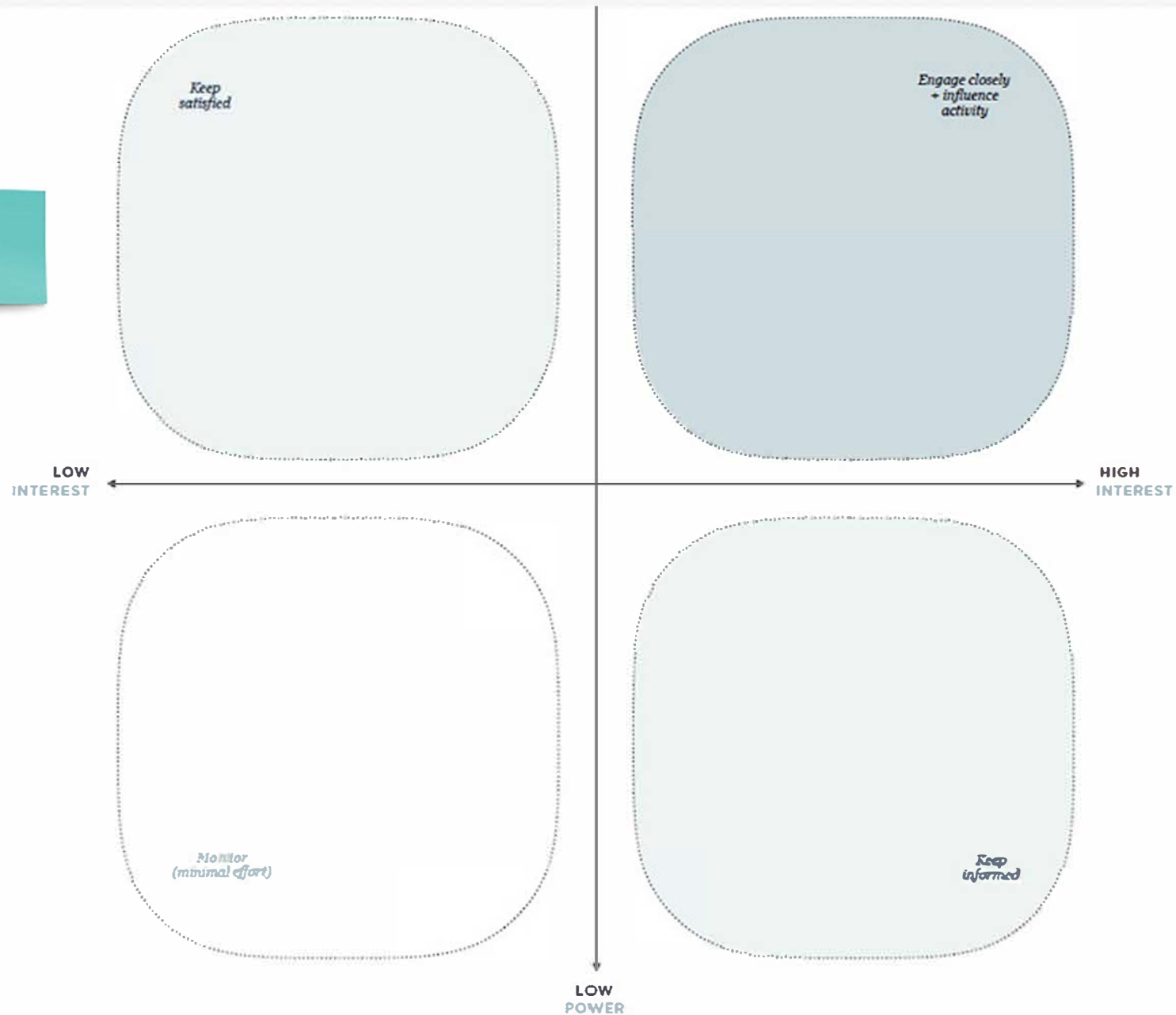


Informed



Interest x influence matrix

After having elaborated the various stakeholders perspectives, you can use this matrix to determine the actions needed to ensure your project effectively meets all targets



Depict Users' Personas

Starting from the available data, identify and describe the profile of the **main roles your project addresses**.
1 personas is not enough. It is a conceptual and procedural error.

Demographics

(e.g., name, age, role,
income, location)

Behaviors & Habits

(e.g., tasks, likes, dislikes)

Pain Points & Frustrations

(e.g., what they're struggling with)

Needs & Goals

(e.g., wants, hopes)



Data they can produce/use

Expected outputs



Write User Stories

Give the voice to your personas expressing their perspective through the user stories.

You have all data to write them.

They will drive you in developing useful and effective solutions for the real world.

As a <user role>

I want <goal>

so that <benefit>.

As a <user role>

I want <goal>

so that <benefit>.

As a <user role>

I want <goal>

so that <benefit>.

As a <user role>

I want <goal>

so that <benefit>.

Describe the User Journey

Describe the sequence of Steps, Actions, Touchpoints, and additional details that characterise the service or the experience the direct user Personas will do. Include barriers and countermeasure. Use this chart to decide where your solution positioning. Consider the entire span of an experience: expectation, usage (discovery, interaction, errors), memory/impact.

User Personas: _____



Define your project Value proposition

A value proposition statement is a concise summary of the unique value your project can offer to meet the stakeholders interests. It explains how the solution proposed meets specific needs and why it stands out from alternatives.

Template

For _____ (target customer)

who _____ (statement of the need or opportunity)

our (product/service name) is
_____ (product category)

that (statement of benefit)
_____.

Sample(s)

For non-technical marketers

who struggle to find return on investment in social media

our product is a web-based analytics software

that translates engagement metrics into actionable revenue metrics.