

Partial Example of a matrix of primary CUSTOM stakeholders

For the example of an ATM (Cash Machine)

Primary Stakeholder:	Bank card holder	Bank employee	Cash delivery person	Robber/thief
Aims	<p>Withdraw cash quickly and conveniently.</p> <p>Get receipt which can be used to keep track of bank balance and spending.</p> <p>Check bank balance privately and securely.</p>	<p>Perform maintenance on ATM to ensure it is working correctly, with minimum down-time.</p>	<p>Fill the ATM with cash safely and securely.</p>	<p>Withdraw cash quickly and conveniently.</p>
Sources of satisfaction				
Knowledge and skills				
Attitudes to work				
Work-group attributes				
Nature of activities				
Responsibility				
Working conditions				

Note – detailed descriptions needed for other elements of the matrix