NEEDFINDING SESSION TEMPLATES

FINNISH VERSION AVAILABLE!

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Aalto University
Design Factory
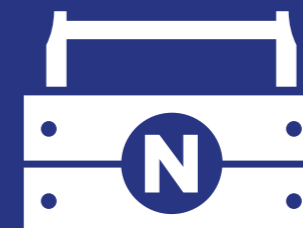
round

4

INTO THE ECOSYSTEM

Take an even wider look at the ecosystem. Consider if anybody else might have an interesting stake in this issue.

13 **Who else might be affected by the issue?**

14 **Who else might be helpful in addressing it?**

round

1

USUAL SUSPECTS

Start by adding some usual suspects.

1 **Who are primary users?** Which user groups are more likely to experience the issue?

2 **Who are key customers?** Who pays for offerings or operations influencing the issue?

3 **Who are key suppliers?** Who provides materials or resources for the offerings or operations in the context of the issue?

4 **Who are key collaborators?** Who are collaborators in developing these offerings or operations?

INSTRUCTIONS

Individually, write down stakeholders (people, groups, organizations) relevant to your chosen issue, each on a separate sticky note without sharing with your group members. You have five minutes for each round, aim to identify at least two stakeholders in each question.

Everybody:

PLACE ALL STAKEHOLDERS HERE on one pile as you go through the rounds.

Don't review yet, don't worry about double ones!

round

3

DOWN THE CHAIN

Take it a step further down the chain.

9 **Who are secondary users?** Which user groups are impacted by the primary users' experience?

10 **Who are customers' key customers?** Who receives offerings from the key customers, whose needs do they serve?

11 **Who are suppliers' key suppliers?** Who do the suppliers receive (raw) materials or resources from?

12 **Who are collaborators' key collaborators?** Who else do the collaborators work with to develop new offerings, operations, or other solutions?

round

2

EXTREME USERS

Consider who might be disproportionately impacted by your issue.

5 **Who might struggle to use** the current solution, for example due to their permanent or temporary physical attributes and abilities?

6 **Whose expressions or experiences might be undervalued** in relation to the issue, for example due to their gender, ethnicity or sexual identity?

7 **Who might struggle to access** the current solutions, for example due to their social status, wealth or education?

8 **Who might struggle to participate equally** in the issue, for example due to their language skills, neurodiversity or sensorial experiences?
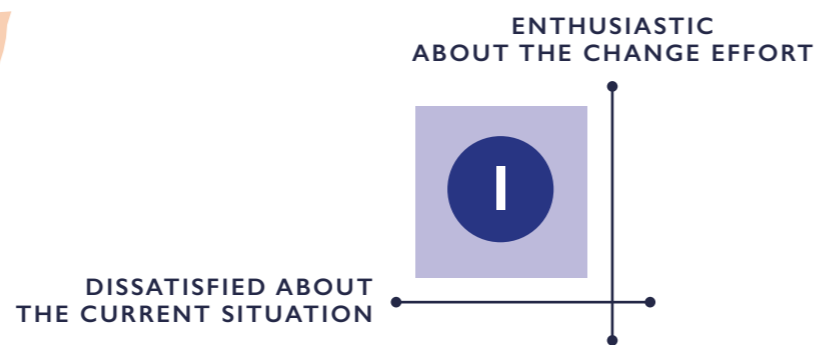
INSTRUCTIONS

Review the map quadrants and discuss who you might want to, need to, and be able to engage with.

ENTHUSIASTIC ABOUT THE CHANGE EFFORT

1

DISSATISFIED ABOUT THE CURRENT SITUATION

Stakeholders in this quadrant are often

Potential change agents

Theys could become ambassadors of your project or concept. Consider talking to change agents if you feel good about your idea but need more buy-in or if you need help advocating for your project.

WHICH OF THESE STAKEHOLDERS DO YOU THINK WOULD BE A PRIORITY TO ENGAGE WITH?

Review the stakeholders you placed in this quadrant of the map and pick one or two priorities.

DISSATISFIED ABOUT THE CURRENT SITUATION

2

NOT ENTHUSIASTIC ABOUT THE CHANGE EFFORT

Stakeholders in this quadrant are often

Potential informats

The could help you better understand present issues. They are likely to be willing to share their concerns but less likely to participate in supporting your change effort. Consider talking to informants if you are unsure you are targeting the right issue or would like to increase your understanding of different needs.

WHICH OF THESE STAKEHOLDERS DO YOU THINK WOULD BE A PRIORITY TO ENGAGE WITH?

Review the stakeholders you placed in this quadrant of the map and pick one or two priorities.

ENTHUSIASTIC ABOUT THE CHANGE EFFORT

3

SATISFIED ABOUT THE CURRENT SITUATION

Stakeholders in this quadrant are often

Potential codesigners

They could help generate more ideas and elaborate ideas through testing. They are likely to help improve your idea but less likely to advocate on your behalf. Consider talking to codesigners if you would like to explore new solution directions or are unsure your solution fully tackles the identified issue.
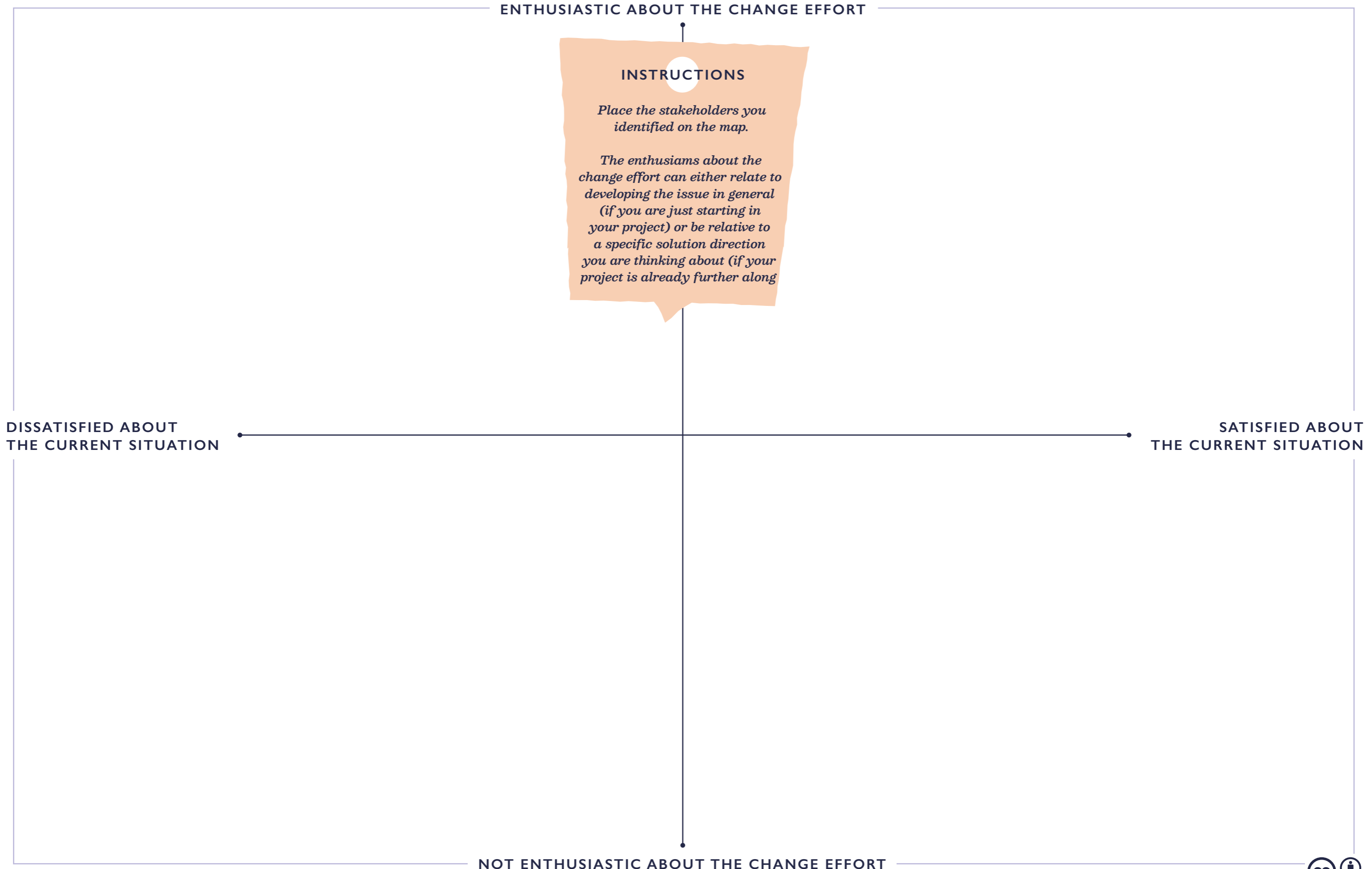
WHICH OF THESE STAKEHOLDERS DO YOU THINK WOULD BE A PRIORITY TO ENGAGE WITH?

Review the stakeholders you placed in this quadrant of the map and pick one or two priorities.

SATISFIED ABOUT THE CURRENT SITUATION

4

NOT ENTHUSIASTIC ABOUT THE CHANGE EFFORT

Stakeholders in this quadrant are often

Potential skeptics

They can be more difficult to motivate, but you might still need their support or buy-in. If that's the case, you could think about how you could demonstrate the effects of the issue you're trying to tackle or the benefits of a solution you've developed to build enthusiasm. Consider inviting skeptics to demonstrations and sharing insights or results gained together with change agents, codesigners, or informants.

WHICH OF THESE STAKEHOLDERS DO YOU THINK WOULD BE A PRIORITY TO ENGAGE WITH?

Review the stakeholders you placed in this quadrant of the map and pick one or two priorities.

ENTHUSIASTIC ABOUT THE CHANGE EFFORT

INSTRUCTIONS

Place the stakeholders you identified on the map.

The enthusiams about the change effort can either relate to developing the issue in general (if you are just starting in your project) or be relative to a specific solution direction you are thinking about (if your project is already further along

DISSATISFIED ABOUT THE CURRENT SITUATION

SATISFIED ABOUT THE CURRENT SITUATION

NOT ENTHUSIASTIC ABOUT THE CHANGE EFFORT

INTERVIEW GUIDE:

TARGETED STAKEHOLDERS
Detailed description, quantity

INTRODUCTION
Interviewer, interview context and purpose, data management

INTERVIEW PURPOSE

INTERVIEW PURPOSE
Setting the scene for the topic, getting the interviewee in a responsive mode

1

2

3

SUBSTANTIVE QUESTIONS
Deeper data, provocations for emotions, underlying motivations

4

5

6

7

8

INTERVIEW GOALS

1

2

3

INTERVIEW PRACTICALITIES
Duration, location

CLOSING
Thanking, asking for questions