



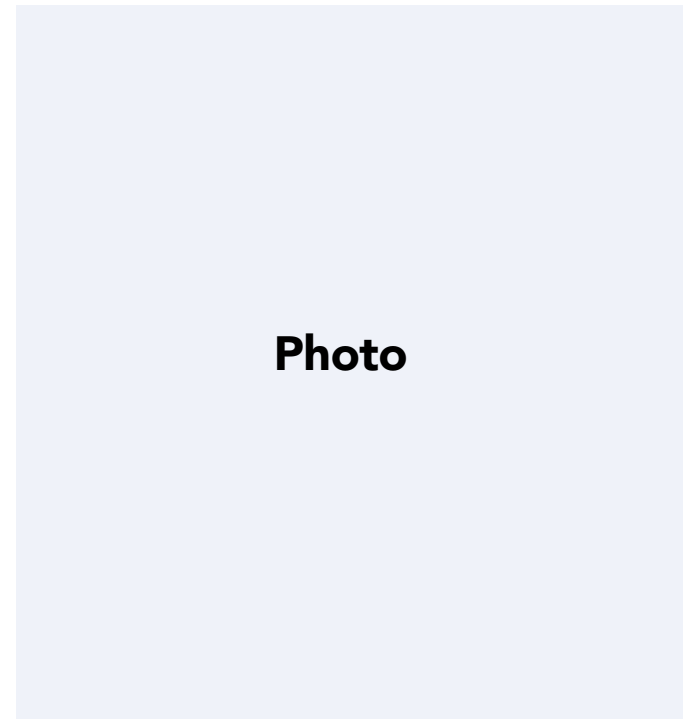
Stakeholder Map





Persona

1 Hi, my name is _____



Age:

Gender:

Ethnicity:

Work:

Accommodation:

2 My needs & motivations

-
-
-

My pains & challenges

-
-
-

- 1 Describe the profile, including the demographics of the persona*
- 2 Include important attributes such as needs, pains and challenges
- 3 A short story that paints a vivid image of this persona
- 4 Attributes that differentiate this persona from others
- 5 A quote that encapsulates the key characteristic of this persona

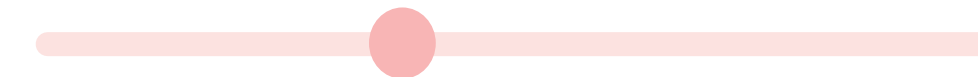
* Name of the persona should be fictitious as it is not describing an individual but a user type.

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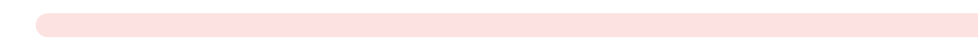
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4 My attributes

E.g. Tech Savviness



Attribute 1



Attribute 2



Attribute 3



Attribute 4





Journey Map



Photo

Scenario/Context:

Needs and Goals:

Stages

Actions

Thoughts/
Feelings

Emotions

Pain-points/
Opportuni-
ties





Feedback Capture Grid

LIKE

UNSURE

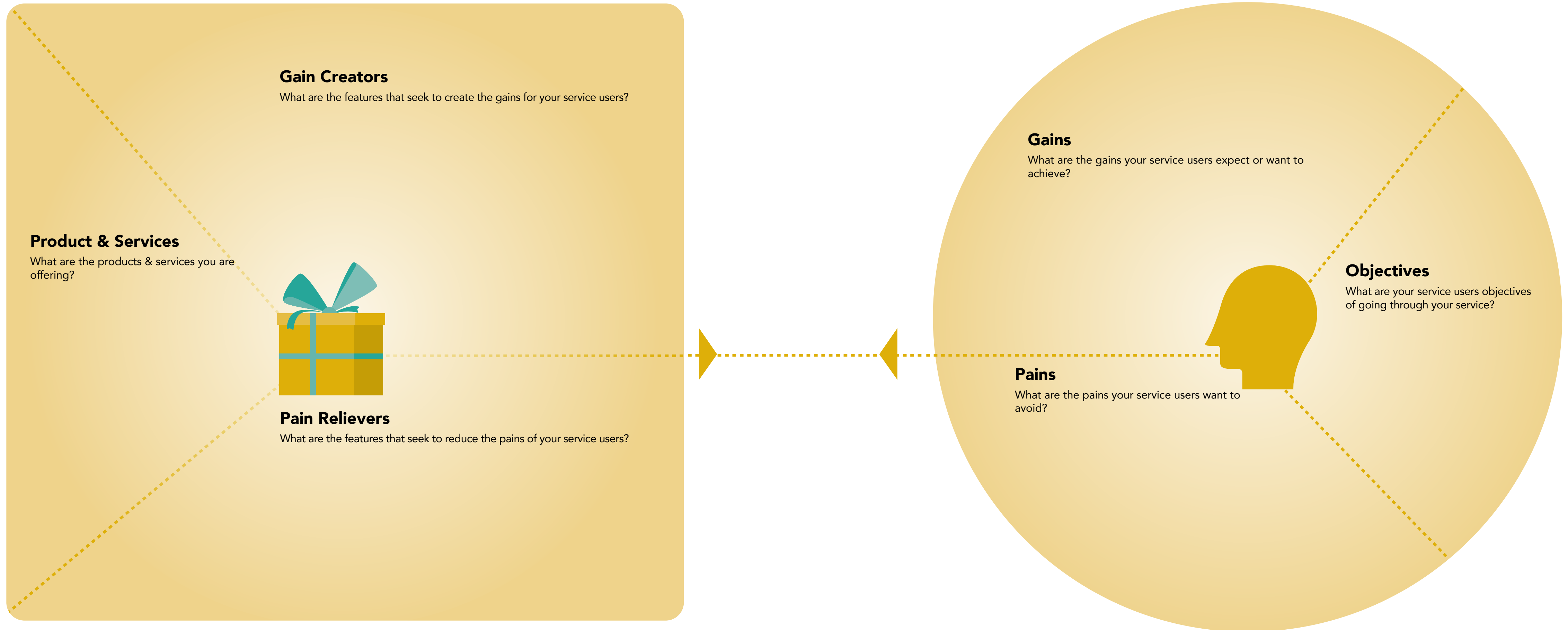
INSPIRATIONS

QUESTIONS



Value Proposition Canvas

Value Proposition Statement:





Non-Profit Business Model Canvas

KEY PARTNERS

Who can we partner to leverage their resources or expertise to help us deliver our Key Activities?

KEY ACTIVITIES

Key Activities we need to perform to deliver our Value Propositions?

VALUE PROPOSITIONS

- What challenges are we trying to solve?
- What value does our solution deliver to each User Segment?
- How is our solution different from others?

RELATIONSHIPS

How do we describe the relationship that we want to build with our users?

USER SEGMENT

Who are our User Segments and what are their profiles and needs?

KEY RESOURCES

What Key Resources do our Value Propositions require?

CHANNELS

How would our solution reach our users?

COST STRUCTURE

- How much do our Key Resources and Key Activities cost?
- How much could we leverage on economics of scale to reduce these costs?
- Are there any opportunities for cost recovery?

VALUE CAPTURE

What are the desired outcomes of our solution and how will we measure them?



Service Blueprint

Time or experience phases that users go through

PHASE

Where does this interaction occur?

LOCATION

USER ACTIVITIES

Steps, choices, activities and actions that users perform

LINE OF INTERACTION

Actions and inputs taken by staff which is visible by user

FRONTSTAGE ACTIVITIES

LINE OF VISIBILITY

Actions and inputs taken by staff not visible by user

BACKSTAGE ACTIVITIES

LINE OF INTERNAL INTERACTION

Processes which help support effective interaction with service users

SUPPORT ACTIVITIES

