

Stakeholder and Needs

Implementation Guide

Material:

Pens, Post it notes

For the structured collection of stakeholders and their needs. An overview of the stakeholders affected and involved in the topic being addressed helps to set a focus for a target group.

Execution:

- > Brief introduction to the aim and procedure of the method.
- > The worksheet should be completed collaboratively as a team. First, gather the stakeholders who are directly and indirectly involved in your challenge. Who is involved? List these stakeholders.
- > In the second step, collect the needs of the stakeholders in relation to the challenge. Formulate the needs as direct quotes and collect several needs per stakeholder. Discuss them together and be as specific as possible so that everyone understands what is meant.

Examples

"I don't want any extra work in my daily routine."

"I want to feel secure and know what to do."

Tip:

"Extreme users" are particularly interesting, e.g. people who never do something vs. people who do something a lot / employees who have been with the company for years vs. brand new employees, etc.

Take a look at the challenge: Who is affected by it and what are their respective needs?



Stakeholder

Who is directly and indirectly involved in the challenge? Who is affected by it?
List these actors.

Note: Extreme users are particularly interesting, e.g., people who never do something vs. people who do something a lot / employees who have been with the company for years vs. new employees.



Needs

What are the respective needs of the actors?

Examples:

"I don't want any extra work in my daily routine."

"I want to feel safe and know what to do."
