



Agile ORLANDO JULY 24-28 2023

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Victor Zapanta & Liz Fox

Solving User Problems Outside the Product Box



Agile ORLANDO
JULY 24-28 **2023**

#AGILE2023

Who are we and what's our deal?



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Agenda

What is Service Design?

30 min

Overview

Case Study: Simple Report

Toolkits & Frameworks

Q&A, Break

10 min

Stakeholder Mapping

35 min

Overview

Activity

Share & Reflect

Content warning:
We will be talking about the
COVID-19 pandemic

What is Service Design?











1. **J** Broad St 1 min
4. **J** Broad St 20 min
9:36 AM ☀ 51°F

J 2 Downtown via Nassau St to
Next stop Bowery

ER!!
BOW
ST.
BOW









What is Service Design?

1. **J** Broad St 1 min
4. **J** Broad St 20 min
9:36 AM ☀ 51°F

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BOW
ST.
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Service Design

Service design is a subset of human-centered design. Service design enables organizations to create high quality experiences for both customers *and* providers of the services they interact with.

When you focus only on improving customer service or using new technology, **without improving the supporting systems**, those improvements will actually create **frustrating** experiences.

How we used service design as a part of the COVID-19 response



The Coronavirus's Rampage Through a Suburban Nursing Home

Two-thirds of Life Care Center's residents and 47 of its workers fell ill. Thirty-five people died. We investigated what went wrong.

**“WE ARE HAVING A
RESPIRATORY OUTBREAK”**

**Long-term care facilities were
ground zero for the pandemic.**

POLITICS

The US economy can't reopen without widespread coronavirus testing. Getting there will take a lot of work and money

PUBLISHED THU, APR 16 2020-3:17 PM EDT | UPDATED THU, APR 16 2020-5:12 PM EDT


 Dan Mangan
 @_DANMANGAN

WATCH LIVE

KEY POINTS

- As the United States reels from the massive economic fallout of the coronavirus outbreak, there are growing calls by President Trump and others to start to reopen businesses, schools and other public spaces.
- But health experts and several top business leaders warn that the country should not reopen on a broad scale unless there is a huge increase in the number of tests currently being done for Covid-19 infection.
- Some experts say America needs to perform 20 million to 30 million tests a day to begin getting the economy back to normal.



.....PATIENT IDENTIFIER INFORMATION IS NOT TRANSMITTED TO CDC.....

Patient first name _____ Patient last name _____ Date of birth (MM/DD/YYYY): _____

.....PATIENT IDENTIFIER INFORMATION IS NOT TRANSMITTED TO CDC.....



Human Infection with 2019 Novel Coronavirus Person Under Investigation (PUI) and Case Report Form

Reporting Jurisdiction: _____ Case state/local ID: _____
Reporting health department: _____ CDC 2019-nCoV ID: _____
Contact ID #: _____ NNDSS loc. rec. ID/Case ID #: _____

1. Only complete PUI case status if a known contact of prior source case patient. Assign contact ID using CDC 2019-nCoV ID and sequential contact ID, e.g., Confirmed case CA102034567 has contacts CA102034567-01 and CA102034567-02. *For NNDSS reporters, use GeoID or NETSS patient identifier.

Interviewer information

Name of interviewer: Last _____ First _____
Affiliation/Organization: _____ Telephone _____ Email _____

Basic information

What is the current status of this person? <input type="checkbox"/> Patient under investigation (PUI) <input type="checkbox"/> Laboratory-confirmed case Report date of PUI to CDC (MM/DD/YYYY): _____ Report date of case to CDC (MM/DD/YYYY): _____ County of residence: _____ State of residence: _____ Race (check all that apply): <input type="checkbox"/> Asian <input type="checkbox"/> American Indian/Alaska Native <input type="checkbox"/> Black <input type="checkbox"/> Native Hawaiian/Other Pacific Islander <input type="checkbox"/> White <input type="checkbox"/> Other, specify: _____ Date of birth (MM/DD/YYYY): _____ Age: _____ Age units (yr/mo/day): _____	Ethnicity: <input type="checkbox"/> Hispanic/Latino <input type="checkbox"/> Non-Hispanic/Latino <input type="checkbox"/> Not specified Sex: <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Unknown <input type="checkbox"/> Other	Date of first positive specimen collection (MM/DD/YYYY): <input type="checkbox"/> Unknown <input type="checkbox"/> N/A Did the patient develop pneumonia? <input type="checkbox"/> Yes <input type="checkbox"/> No Did the patient have acute respiratory distress syndrome? <input type="checkbox"/> Yes <input type="checkbox"/> No Did the patient have another diagnosis/etiology for their illness? <input type="checkbox"/> Yes <input type="checkbox"/> No Did the patient have an abnormal chest X-ray? <input type="checkbox"/> Yes <input type="checkbox"/> No	Was the patient hospitalized? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown If yes, admission date 1 (MM/DD/YYYY) If yes, discharge date 1 (MM/DD/YYYY) Was the patient admitted to an intensive care unit (ICU)? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown Did the patient receive mechanical ventilation (MV)/intubation? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown If yes, total days with MV (days) Did the patient receive ECMO? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown Did the patient die as a result of this illness? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown Date of death (MM/DD/YYYY): <input type="checkbox"/> Unknown date of death
Symptoms present during course of illness: <input type="checkbox"/> Symptomatic <input type="checkbox"/> Asymptomatic <input type="checkbox"/> Unknown	If symptomatic, onset date (MM/DD/YYYY): <input type="checkbox"/> Unknown	If symptomatic, date of symptom resolution (MM/DD/YYYY): <input type="checkbox"/> Still symptomatic <input type="checkbox"/> Unknown symptom status <input type="checkbox"/> Symptoms resolved, unknown date	Date of death (MM/DD/YYYY): <input type="checkbox"/> Unknown date of death
Is the patient a health care worker in the United States? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown Does the patient have a history of being in a healthcare facility (as a patient, worker or visitor) in China? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown In the 14 days prior to illness onset, did the patient have any of the following exposures (check all that apply): <input type="checkbox"/> Travel to Wuhan <input type="checkbox"/> Community contact with another lab-confirmed COVID-19 case-patient <input type="checkbox"/> Travel to Hubei <input type="checkbox"/> Any healthcare contact with another lab-confirmed COVID-19 case-patient <input type="checkbox"/> Travel to mainland China <input type="checkbox"/> Patient <input type="checkbox"/> Visitor <input type="checkbox"/> HCW <input type="checkbox"/> Travel to other non-US country specifically _____ <input type="checkbox"/> Animal exposure <input type="checkbox"/> Household contact with another lab-confirmed COVID-19 case-patient <input type="checkbox"/> Animal exposure Travel Return Date: _____ If the patient had contact with another COVID-19 case, was this person a U.S. case? <input type="checkbox"/> Yes, nCoV ID of source case: _____ <input type="checkbox"/> No <input type="checkbox"/> Unknown <input type="checkbox"/> N/A Under what process was the PUI or case first identified? (check all that apply): <input type="checkbox"/> Clinical evaluation leading to PUI determination <input type="checkbox"/> Contact tracing of case patient <input type="checkbox"/> Routine surveillance <input type="checkbox"/> EpiK notification of travelers; if checked, DSGMCIQD _____ <input type="checkbox"/> Unknown <input type="checkbox"/> Other, specify: _____			

Public reporting burden of this collection of information is estimated to average 30 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer, 1600 Clifton Road NE, MS D-74 Atlanta, Georgia 30333; ATTN: PRA (0920-1011).



Human Infection with 2019 Novel Coronavirus Person Under Investigation (PUI) and Case Report Form

Symptoms, clinical course, past medical history and social history

Collected from (check all that apply): Patient interview Medical record review

During this illness, did the patient experience any of the following symptoms?	Symptom Present?
Fever >100.4F (38C) ¹	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unk
Subjective fever (felt feverish)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unk
Chills	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unk
Muscle aches (myalgia)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unk
Runny nose (rhinorrhea)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unk
Sore throat	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unk
Cough (new onset or worsening of chronic cough)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unk
Shortness of breath (dyspnea)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unk
Nausea or vomiting	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unk
Headache	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unk
Abdominal pain	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unk
Diarrhea (≥3 loose/looser than normal stools/24hr period)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unk
Other, specify: _____	
Pre-existing medical conditions? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown	
Chronic Lung Disease (asthma/emphysema/COPD)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown
Diabetes Mellitus	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown
Cardiovascular disease	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown
Chronic Renal disease	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown
Chronic Liver disease	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown
Immunocompromised Condition	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown
Neurologic/neurodevelopmental	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown (If YES, specify)
Other chronic diseases	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown (If YES, specify)
If female, currently pregnant	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown
Current smoker	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown
Former smoker	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown

Respiratory Diagnostic Testing	Pos	Neg	Pend.	Not done
Test				
Influenza rapid Ag <input type="checkbox"/> A <input type="checkbox"/> B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Influenza PCR <input type="checkbox"/> A <input type="checkbox"/> B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RSV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. metapneumovirus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parainfluenza (1-4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adenovirus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rhinovirus/enterovirus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coronavirus (OC43, 229E, HKU1, NL63)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M. pneumoniae	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. pneumoniae	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other, Specify: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Specimens for COVID-19 Testing				
Specimen Type	Specimen ID	Date Collected	Sent to CDC	State Lab Tested
NP Swab			<input type="checkbox"/>	<input type="checkbox"/>
OP Swab			<input type="checkbox"/>	<input type="checkbox"/>
Sputum			<input type="checkbox"/>	<input type="checkbox"/>
Other, Specify: _____			<input type="checkbox"/>	<input type="checkbox"/>

Additional State/local Specimen IDs: _____

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Conduct tests

Search for a patient to start their test



Test, Amanda

Date of birth: 06/06/1994

15:00



Test questionnaire

COMPLETED

Test date and time

Current date/time

Device i

Abbott BinaxNow



Swab type

Swab of internal nose



COVID-19 results

- Positive (+)
 Negative (-)
 Inconclusive

Submit

**Case study: Expanding
SimpleReport to prepare for the
2021 school year**

Chicago schools are fully reopening for the first time in more than 500 days. Here's what to know.

By Cassie Walker Burke and Mila Koumpilova | Aug 27, 2021, 2:39pm EDT

f t REPUBLISH



Chicago schools are fully reopening for the first time in 533 days after a scaled-back spring reopening when only a fraction of students returned to campuses. | Max Herman for Chalkbeat

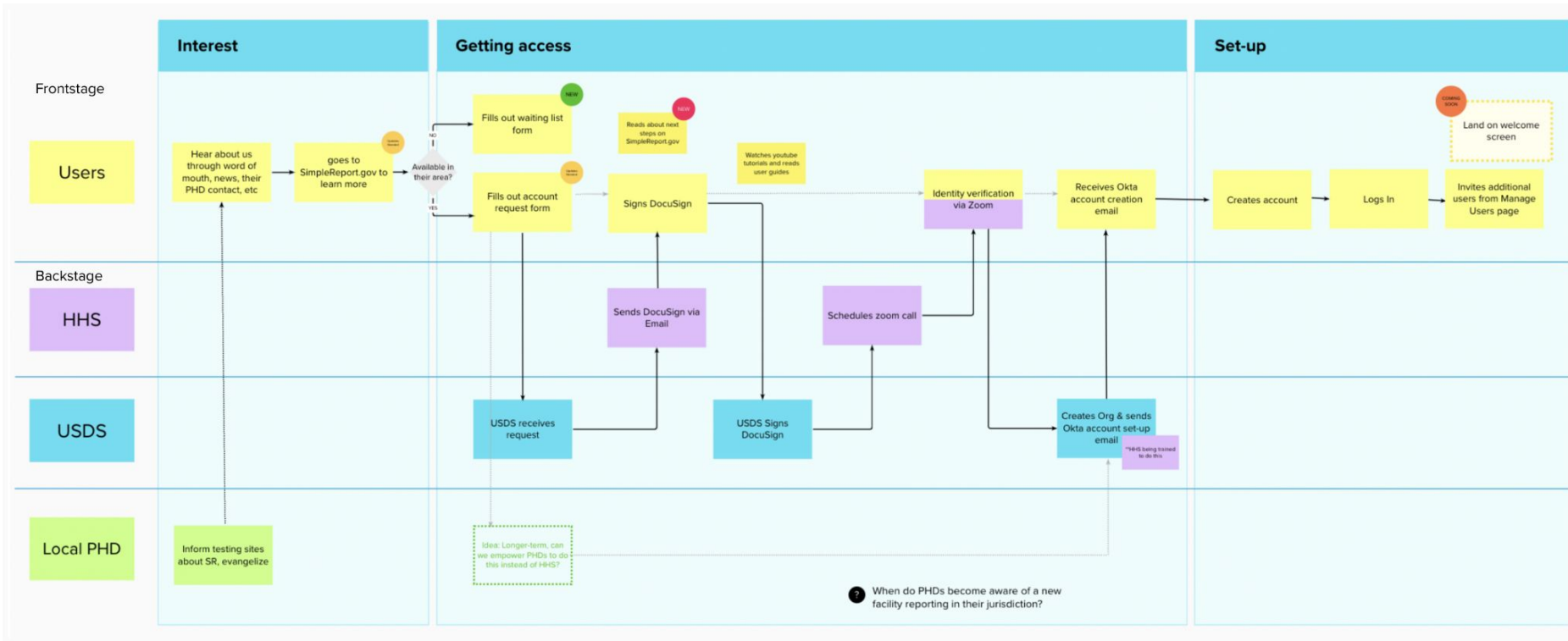
The **COMEBACK**

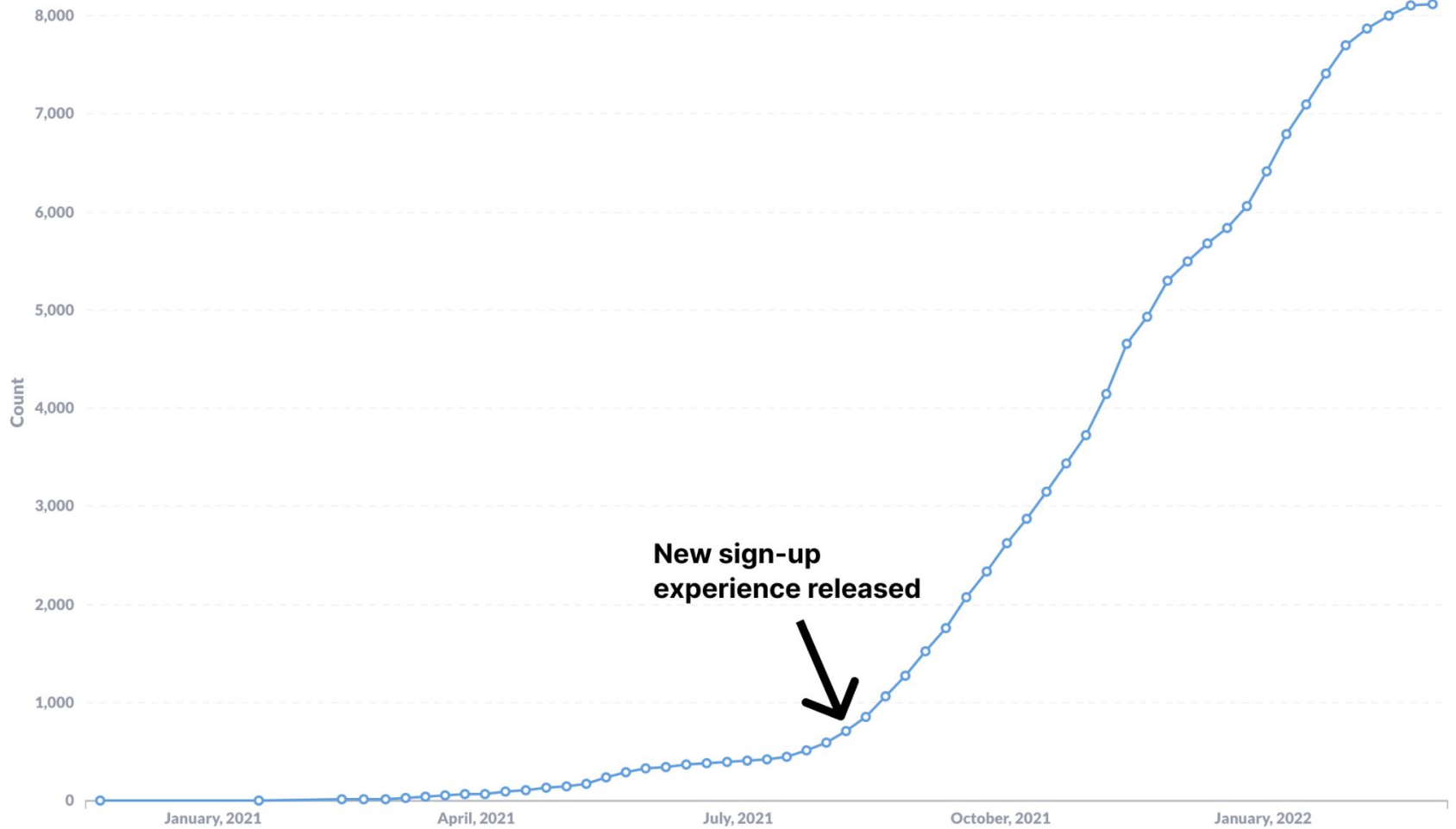
The fight to rebuild school communities after years of pandemic-era uncertainty.

A new school year begins in Chicago Monday. There will be familiar rites of passage — new backpacks, teachers, and classmates — and some unfamiliar ones as schools navigate evolving rules amid a pandemic that is constantly changing shape itself. Here's what to know.

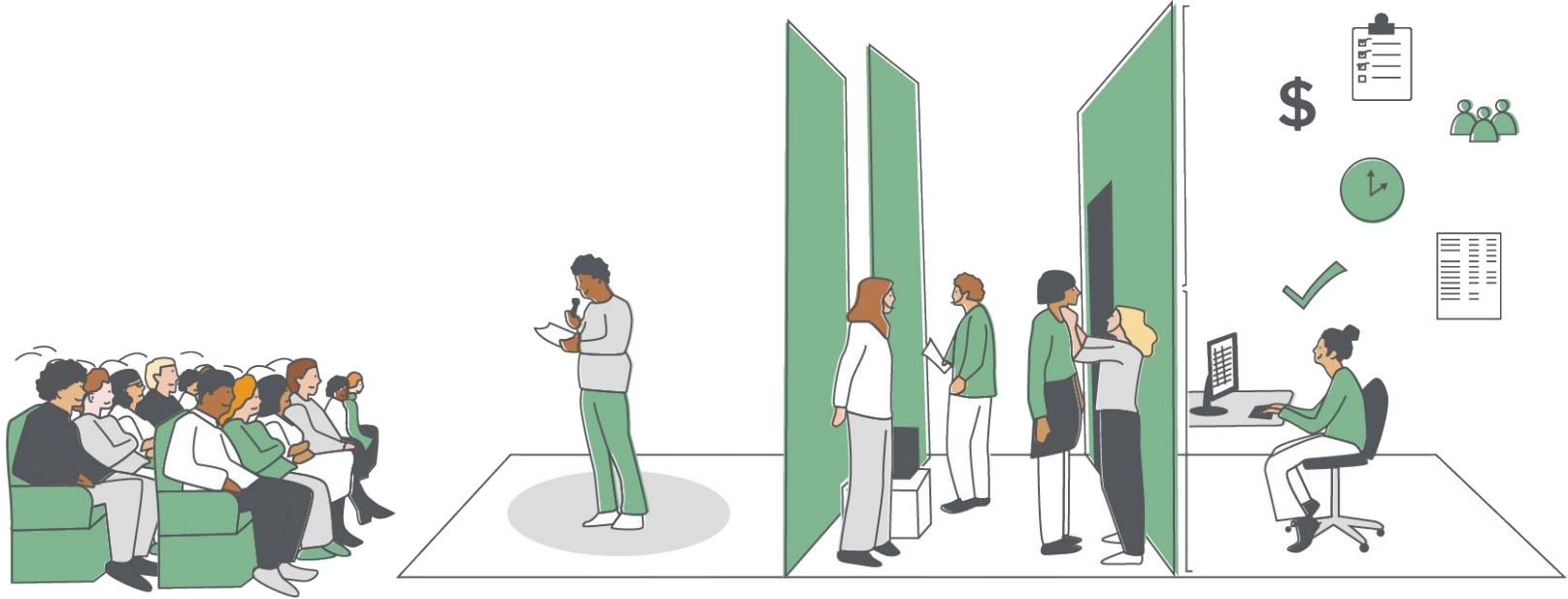
1. Some familiar COVID mitigations will be back — masks, abundant hand sanitizer — but there will be notable

Service blueprint: SimpleReport onboarding (March 2021)





Toolkits & Frameworks



Audience

Frontstage

Backstage

Behind the Scenes

Look out for...

A really **big** problem.

- Lack of knowledge about the customers you serve
- Siloed communication, processes, and systems
- Outdated, fragmented, and insufficient technology systems
- Glacier buzzwords: “Lift and shift,” “Single pane of glass,” “Digital transformation”

[← All Resources](#)


Checklist of Requirements for Federal Websites and Digital Services

The relevant laws, policies, and regulations for federal agencies.

Note

You should regularly review your agency's websites and other digital products and services to ensure they comply with all relevant laws, policies, and regulations.

Overarching Policies

These high-level policies cover basic requirements for all websites and digital services. Use this handy [Requirements and Go-Live Checklist for Federal Public Websites and Digital Services \(Excel spreadsheet, 69 KB, 14 tabs\)](#)  to ensure you've addressed all critical requirements.

- [21st Century Integrated Digital Experience Act \(21st Century IDEA\)](#), including the required [website standards](#), December 2018
- [OMB M-17-06, Policies for Federal Agency Public Websites and Digital Services \(PDF, 1.2 MB, 18 pages, November 2016\)](#)
- [OMB Circular A-130, Managing Information as a Strategic Resource](#) (July 28, 2016)
- [Digital Government Strategy](#) (May 2012)
- [E-Government Act of 2002, Section 207](#)
- See a full list of [policies and regulations](#) »
- See our list of [Required Web Content and Links](#) »

[More on 21st Century IDEA](#) 

On this page

Overarching Policies

[Accessibility and Section 508](#)

[Analytics](#)

[Coordination During Incidents of National Significance](#)

[Copyright](#)

[Customer Experience](#)

[Design](#)

[Domains](#)

[Freedom of Information Act \(FOIA\)](#)

[Governance](#)

[Information Quality](#)

[Mandatory Content](#)

[Mobile](#)

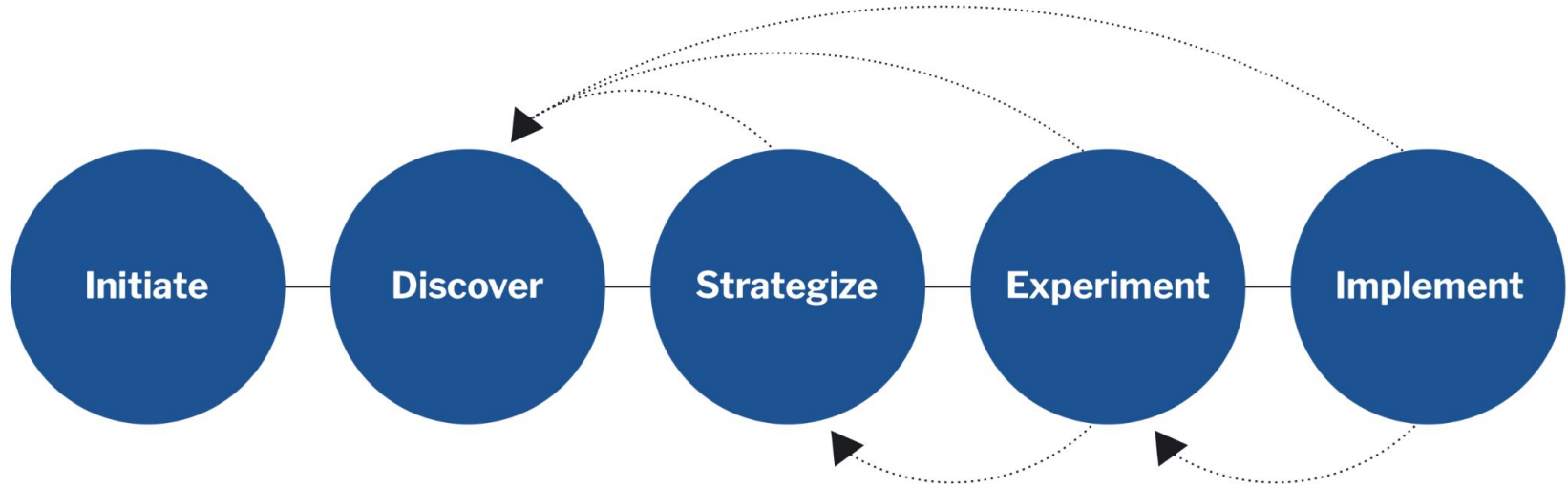
[Multilingual Websites](#)

[Open Government, Data, and Content](#)

[Paperwork Reduction](#)

[Performance Measurement and Reporting](#)

Skylight Service Design



Initiate

What do you need to start a successful project?

Align on the problem space, including goals, vision, constraints, and environmental factors.





The Coronavirus's Rampage Through a Suburban Nursing Home

Two-thirds of Life Care Center's residents and 47 of its workers fell ill. Thirty-five people died. We investigated what went wrong.

The Power-Interest Matrix

The Problem

A1's technology portfolio lacks visual and interaction consistency between apps. This frustrates and confuses users:

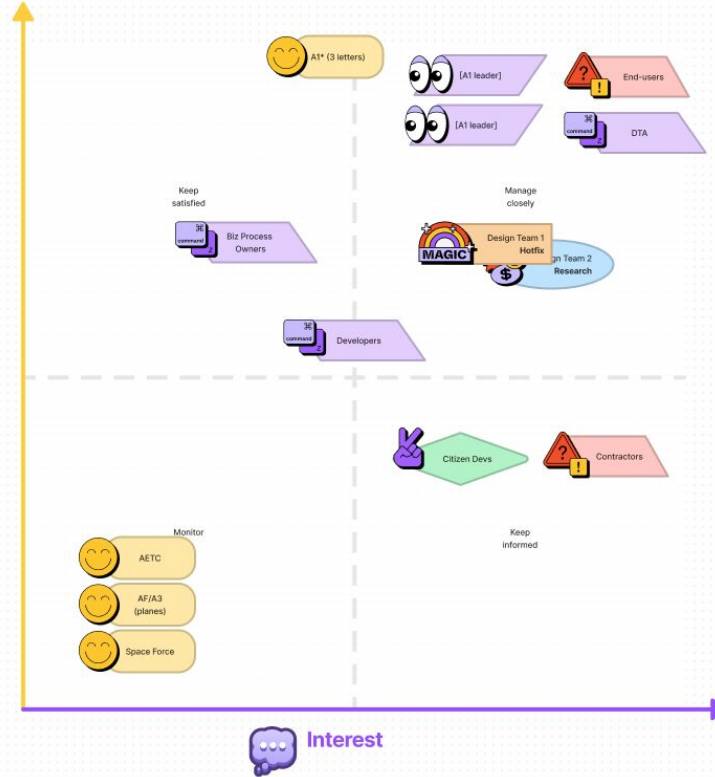
- designers can't design and hand off designs efficiently
- developers don't know which design system to use (may not know what a design system even is)
- end-users struggle to complete tasks, resulting in negative brand perception (mobile especially a concern)

Constraints:

- A1 has multiple SaaS platforms, and users may move between several apps built on different systems to complete a single task
- Security

 Power

The power-interest matrix plots stakeholders along two axes, from low- to high-power and low- to high-interest. Stakeholders fall into one of four quadrants. Each quadrant calls for a different stakeholder-management strategy.



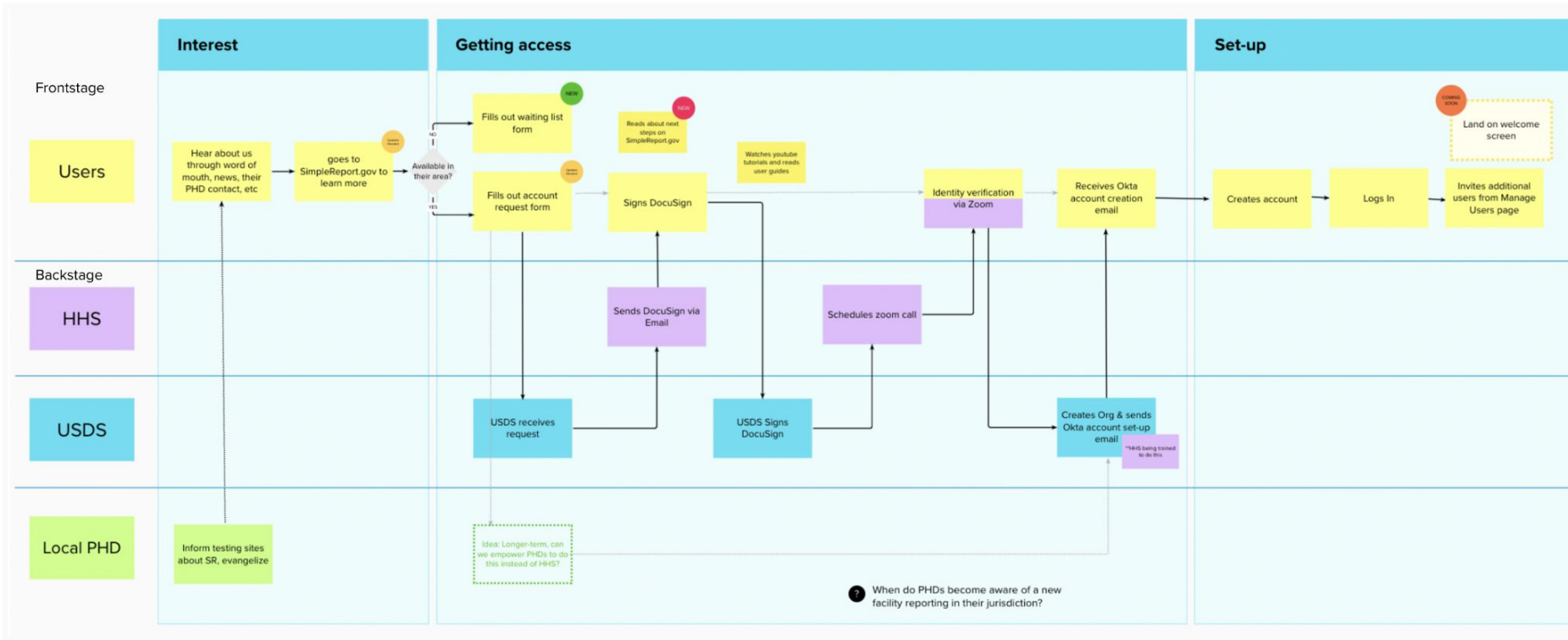
Discover

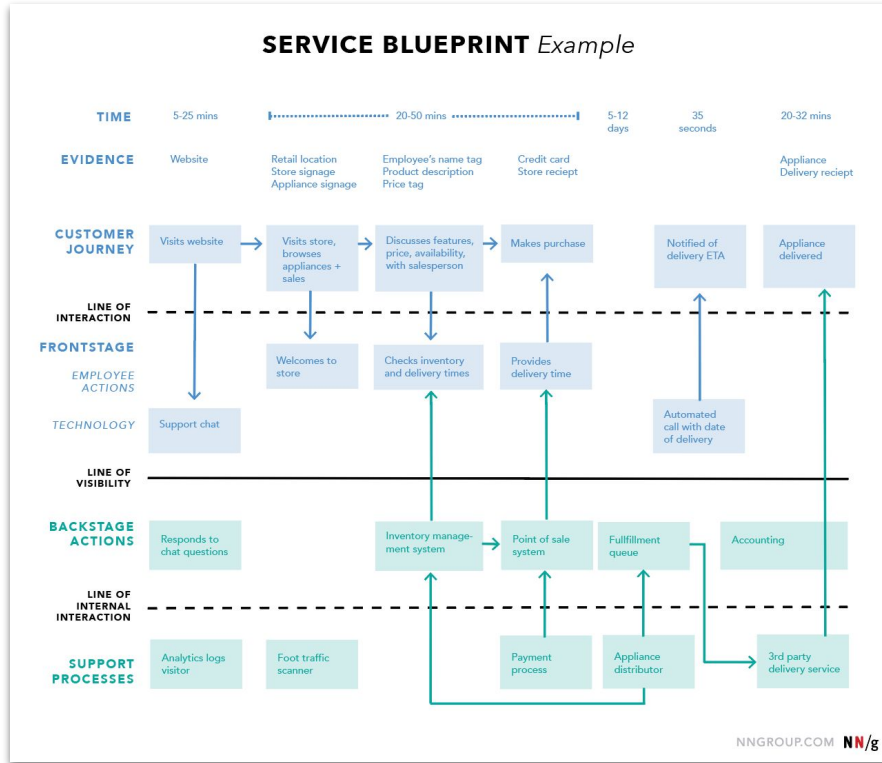
How do you know what to work on?

Develop a **deep understanding** of the systems, people, and activities that make up a service.



Service blueprint: SimpleReport onboarding (March 2021)





Nielsen Norman Group



Practical by Design

Strategize

How do you know where to start?

Brainstorming a **range** of solution ideas before you narrow in on which ones to **prioritize for experimentation.**



THE COMEBACK CHICAGO PUBLIC SCHOOLS

Chicago schools are fully reopening for the first time in more than 500 days. Here's what to know.

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The fight to rebuild school communities after years of pandemic-era uncertainty.

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1. Some familiar COVID mitigations will be back — masks, abundant hand sanitizer — but there will be notable

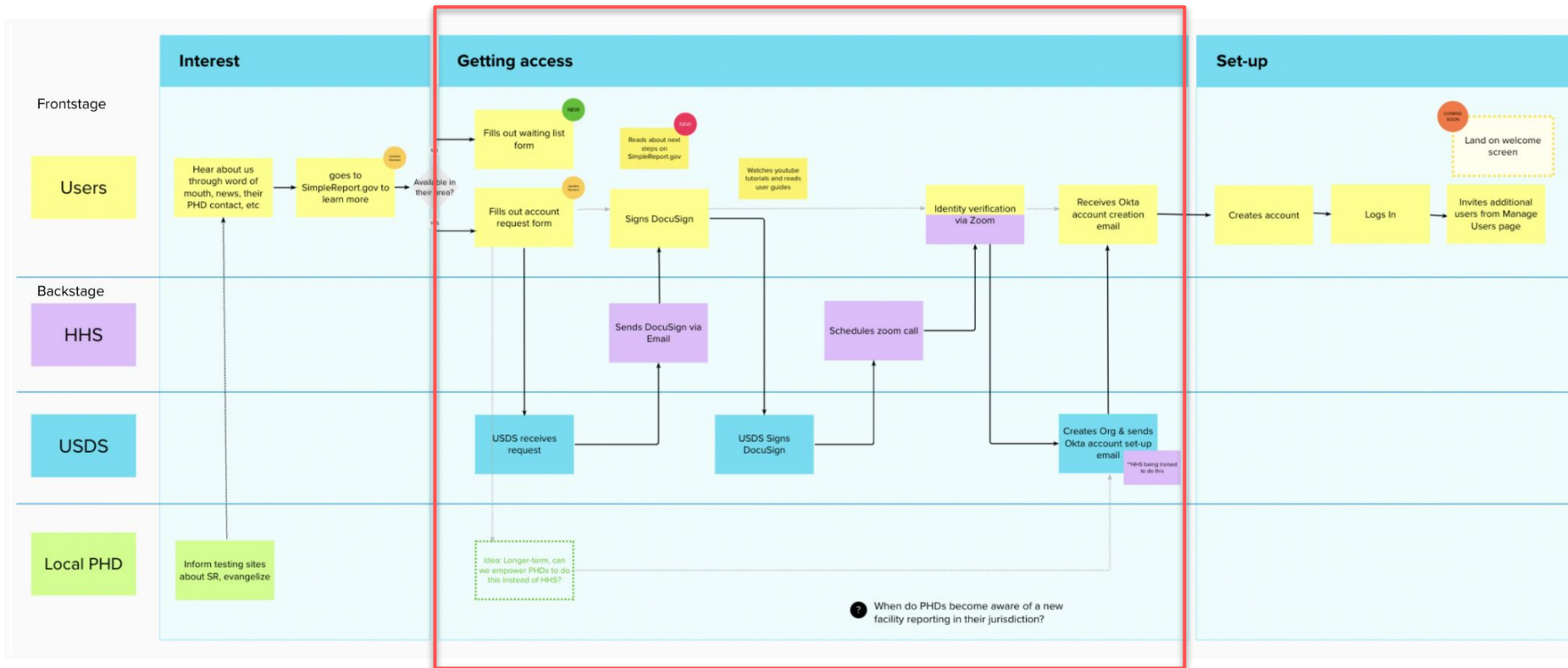
Experiment

How do you know what to build first?

Through prototyping and testing, **evaluate and reshape ideas** before you implement solutions.



Service blueprint: SimpleReport onboarding (March 2021)

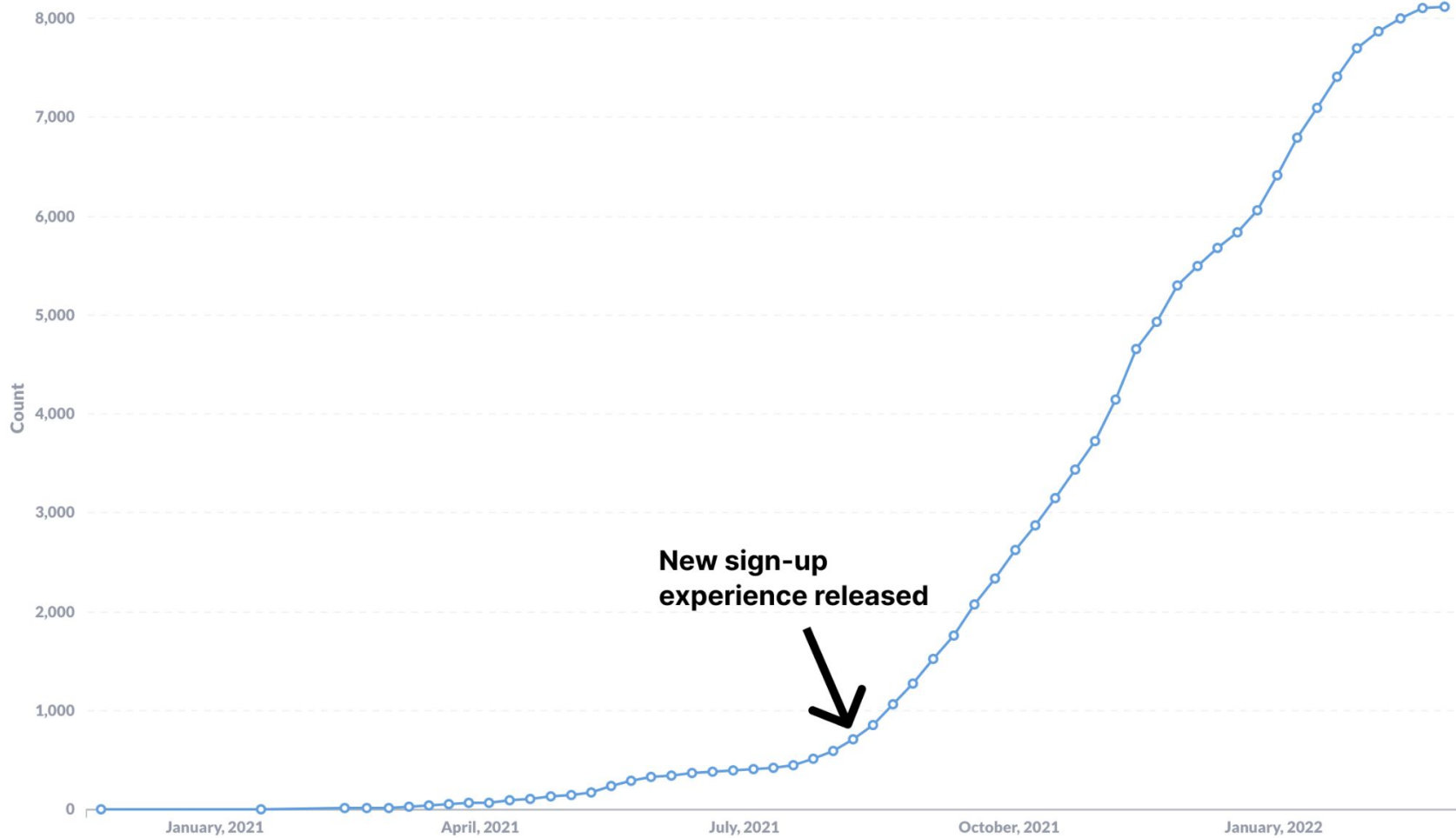


Implement

How do you make it happen?

Plan for any changes that your solutions require and begin to **roll them out**. Set up **metrics** to measure and improve the service.





**What can you do now
that you couldn't do before?**

Summary:

Phases of Service Design

1. **Initiate**

Align on the problem space, including goals, vision, constraints, and environmental factors

2. **Discover**

Plan. Research, analyze, and synthesize. Socialize findings and artifacts

3. **Strategize**

Generate solutions; prioritize and plan; future visioning

4. **Experiment**

Create prototypes and tests to select the best solution, and iterate with user feedback

5. **Implement**

Actualize solutions and continue to measure, test, and refine



Service Design Framework

Practices and tools for delivering optimal user experience journeys.

Service design overview

The Skylight Service Design Framework

Phase 1: Initiate

Phase 2: Discover

Phase 3: Strategize

Phase 4: Experiment

Phase 5: Implement

Appendix A: Methods

Appendix B: Templates

Appendix C: Glossary

Service design overview

When the U.S. Air Force's Weather Systems Program Office (WxPO) asked Skylight to help them upgrade their services to the cloud, it had a simple brief: Ensure a great initial customer experience for service members and application development teams onboarding onto the new cloud platform.

As Skylight began to examine the pieces that made up customer experience — specifically, how service members and application teams interacted with the cloud platform — we discovered it wasn't so simple to build a great customer experience. Beyond onboarding, there were many factors at play in the successes and failures of the WxPO's technology migration, including how roles were structured, work processes, communication materials, and more.

Enter service design.

What service design is

Service design enables organizations to create sustainable and high-quality experiences for both customers and the providers of the services they interact with. Using a set of principles, activities, and methods, the discipline takes a holistic look across a service ecosystem. This includes the "frontstage" (what a customer sees) and the "backstage" (behind-the-scenes organizational structures).

Questions?

Break!

Back at XX:XX

Stakeholder Mapping

Get a worksheet packet from Victor while Liz gives an overview

Workshop Goals

Shift our perspective from “product” to “service” by:

- Building an understanding of stakeholder mapping and analysis
- Learning techniques that will help us better consider who should be at the table
- Participating in a simple activity to practice what we’ve learned

Part 1: Warmup

~5 min

Packet page 1

- Think about a project you're working on.
 - In a nutshell, what's the project about?
- Quickly jot down all the stakeholders you think are or should be involved in your project.
 - Consider: Team members, project partners, communities, subject matter experts, other decision makers or influencers, etc.

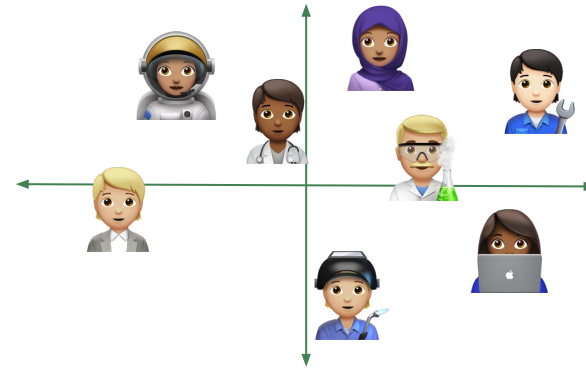
What is stakeholder mapping?

Definition Breakdown



Stakeholders

Stakeholders are individuals or a group who are involved in or affected by the development, design, and/or outcome of a project.



Stakeholder Mapping

Stakeholder mapping is the activity of visually articulating an analysis of the individuals or groups involved in a project.



Analyzing:

Identifying and understanding your stakeholders, their relationship to one another, and their power and influence on the project

Mapping:

Visually representing your stakeholder analysis in a digestible way

Managing:

Building, engaging with, and taking care of your stakeholder relationships

Why do it?

Why do it?

Stakeholder mapping and analysis...

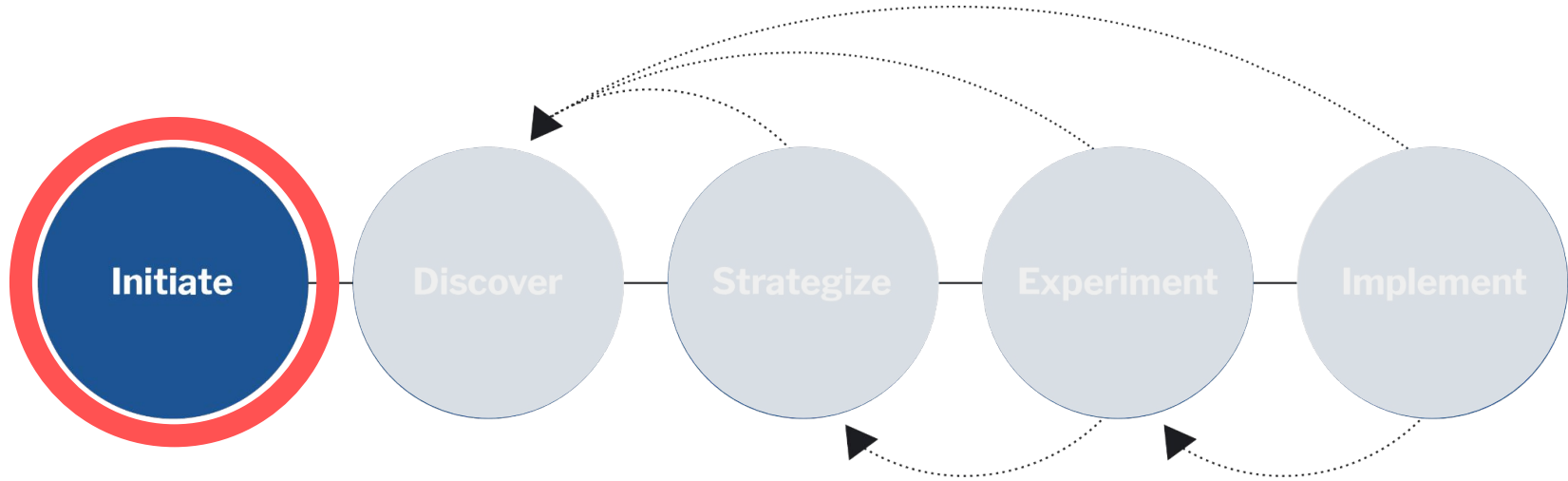
- Allows you to better assess the scope of your project early on in the process
- Gives us a quick and comprehensive view of who is involved in our project
- Helps us better assess stakeholders who might be missing
- Serves as a tool for transparency
- Enables us to start considering the larger systems and dependencies that may influence the project
- Enables buy-in from key decision-makers (leadership)
- Helps build trust and ownership with the end user / communities

Partnerships and relationships are strengthened through ongoing and meaningful engagement. Investing in these relationships respectfully and with honesty is crucial to building successful and sustainable programs, services, and products for our communities.

-Mari Nakano

When should we do it?

Skylight's Service Design Framework



**Who should participate in
creating a stakeholder map?**

It depends!

Who should participate?

Some questions to consider:

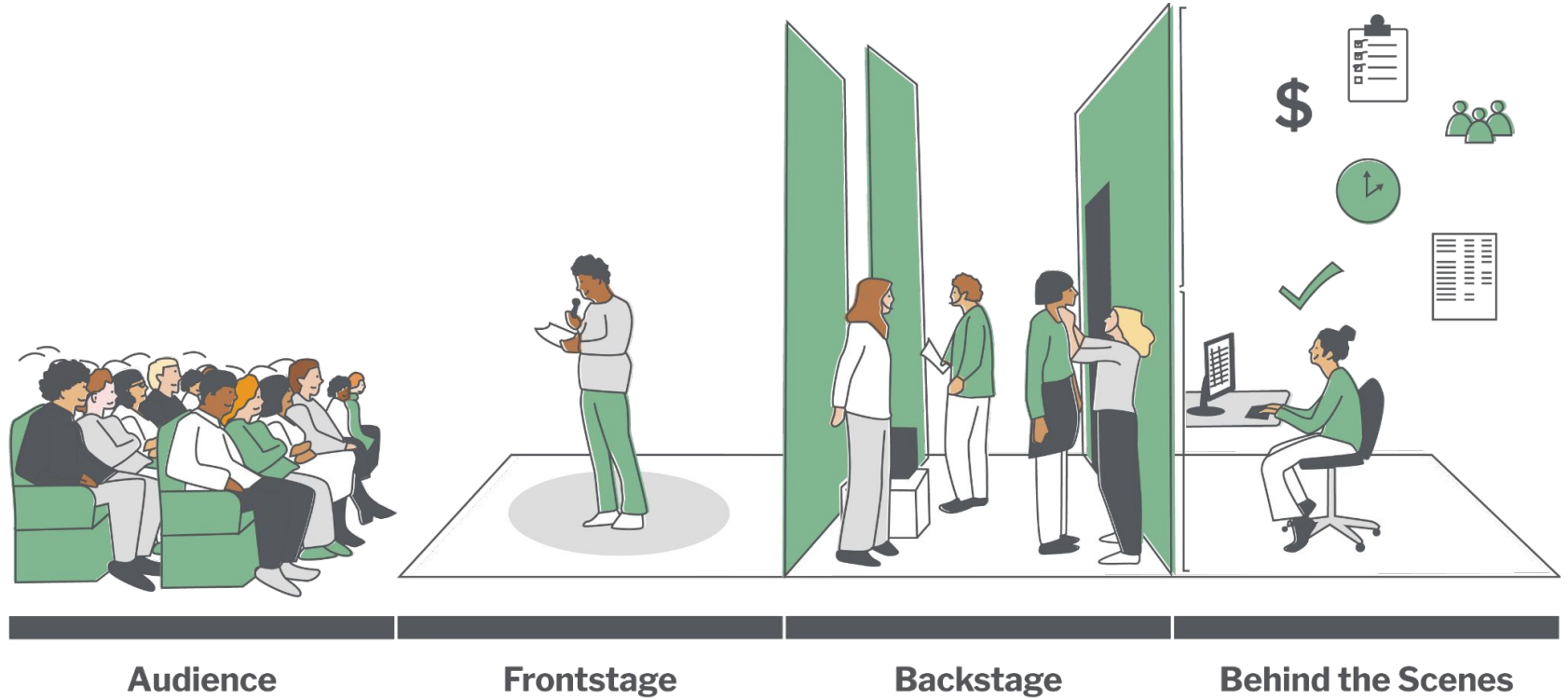
- What are your project's values?
- How involved or uninvolved do you want your stakeholders to be? Why?
- Do you and your team believe participation is an ingredient for success?
- Are you willing and ready to take on the responsibilities of managing multi-stakeholder relationships?
- Do you have a diverse range of mindsets, perspectives, and experiences in the room?

Common Participants

- Balanced project team (researchers and designers, engineers, product managers, etc)
- Architects or senior subject matter experts
- Customer Support/Success
- Marketers
- Relevant leadership
- End-users or others who will use what you build
- Customers

**Who should be included in
our stakeholder maps?**

It depends!

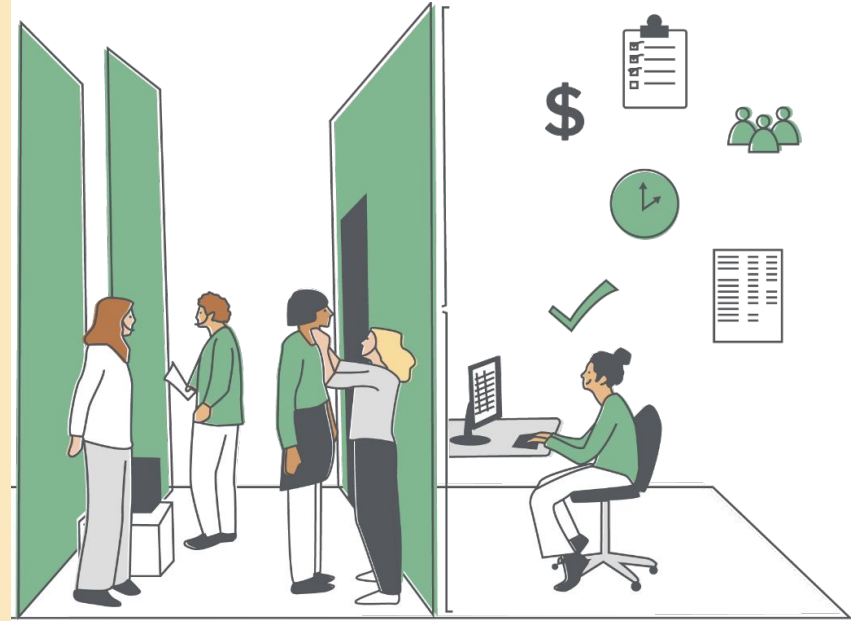


Backstage / Behind the Scenes

Those who support the delivery of the product or service (and who are not usually visible to the frontstage)

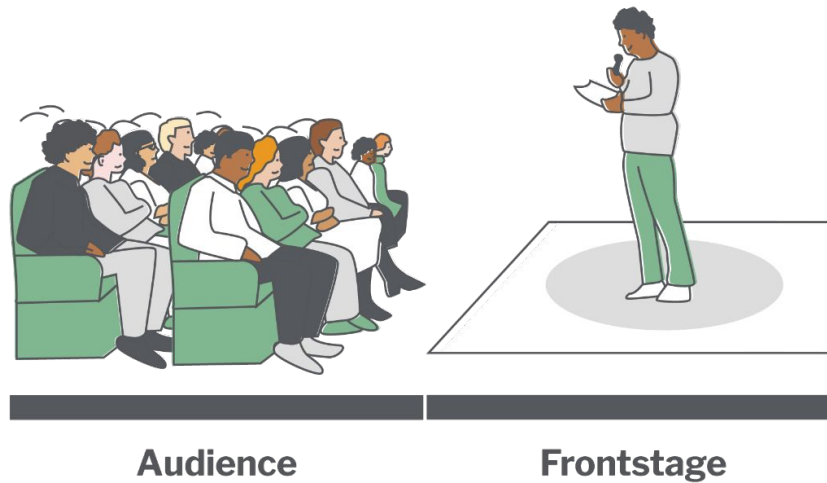
For example:

- **Operations + Administrative teams**
- **Data scientists, engineers**
- **IT teams**
- **Legal**
- **Communication teams**
- **Funders**
- **Policy makers**
- **Subject matter experts**



Backstage

Behind the Scenes



Frontstage / Audience

Those who will receive, use and/or deliver the service

For example:

- **Program administrators / frontline staff**
- **Facility staff** (for location-based services)
- **Customers / clients / users / community members**
- **Customers / clients / users / community members' support networks** (eg. family, friends, social service orgs, community navigators, etc.)
- **The broader public audience**

DON'T FORGET TO ASK YOURSELVES

**Who is not at the table?
Who's missing?**

(and why?)

Inclusive

Consider who is involved in the frontstage and backstage.
Aim for equitable representation and diversity.

Exhaustive

Zoom out and think about your end to end process
and the larger systems at play.

Specific

Get beyond types and identify actual people.

Part 2: Revise Your List

~5 min

Packet page 2

1. Review the list of stakeholders you made during our warm-up.
2. Add to or edit your list of stakeholders.
 - a. Who is missing from the table? Why?
 - b. Is your list inclusive, exhaustive, and specific?
 - c. Who would you want to ask for help fleshing out your list?

Ways to Map

Part 3: Let's Map!

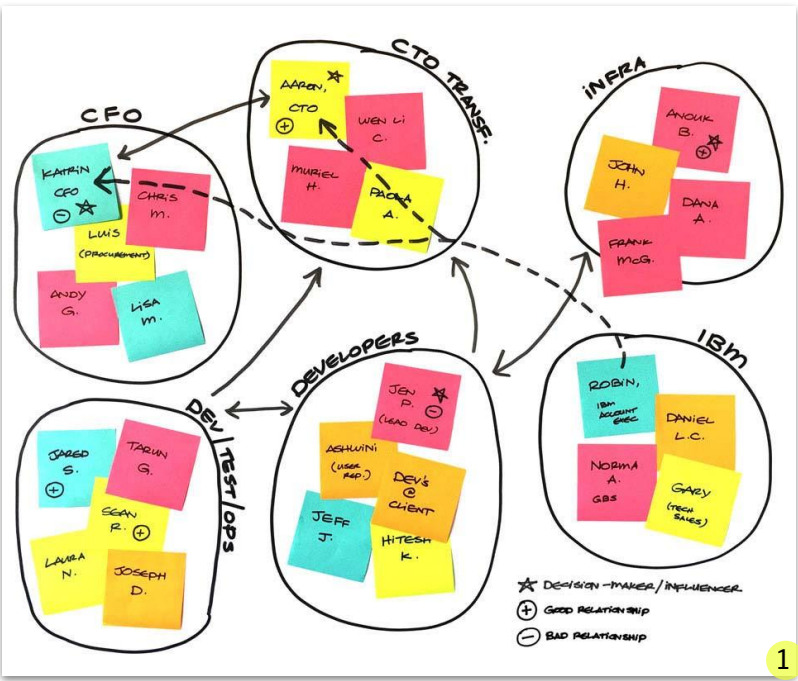
~10 min

Packet page 2, 4-10

Add stakeholders to one of the map templates on pages 4-10 of the handout.

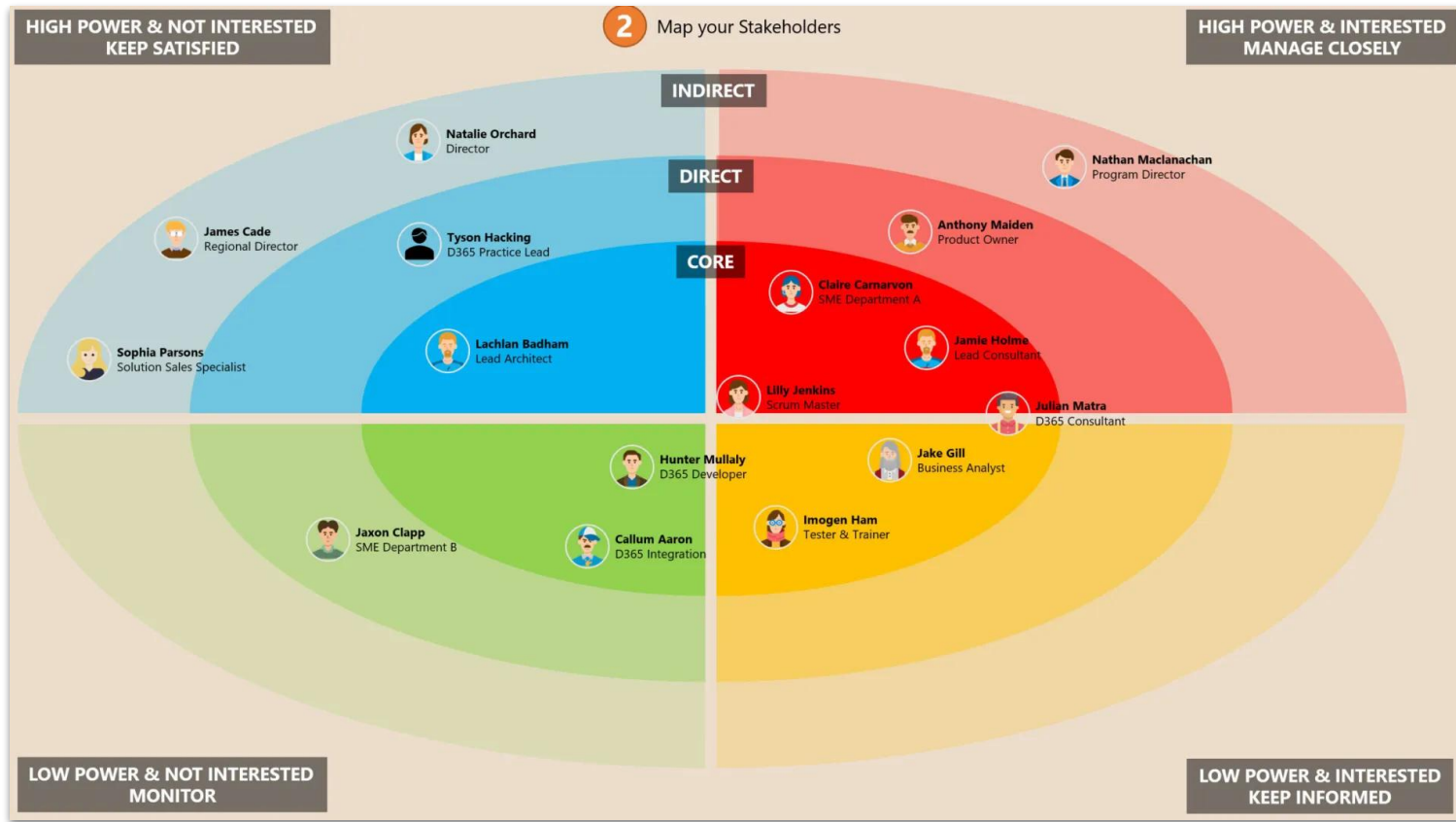
If you need help deciding, pick a template using the first letter of your LAST NAME:

1. **A-D:** Use template A, List
2. **E-I:** Use template B, Influence/Interest Matrix
3. **J-M:** Use template C, Power/Influence Matrix
4. **N-R:** Use template D, Stakeholder Types
5. **S-V:** Use template E, Awareness/Support matrix
6. **W-Z:** Use template F, Aim for the Bullseye
7. **Wildcard/"Not a rules-follower" option:** Try template G, FOMO Scale

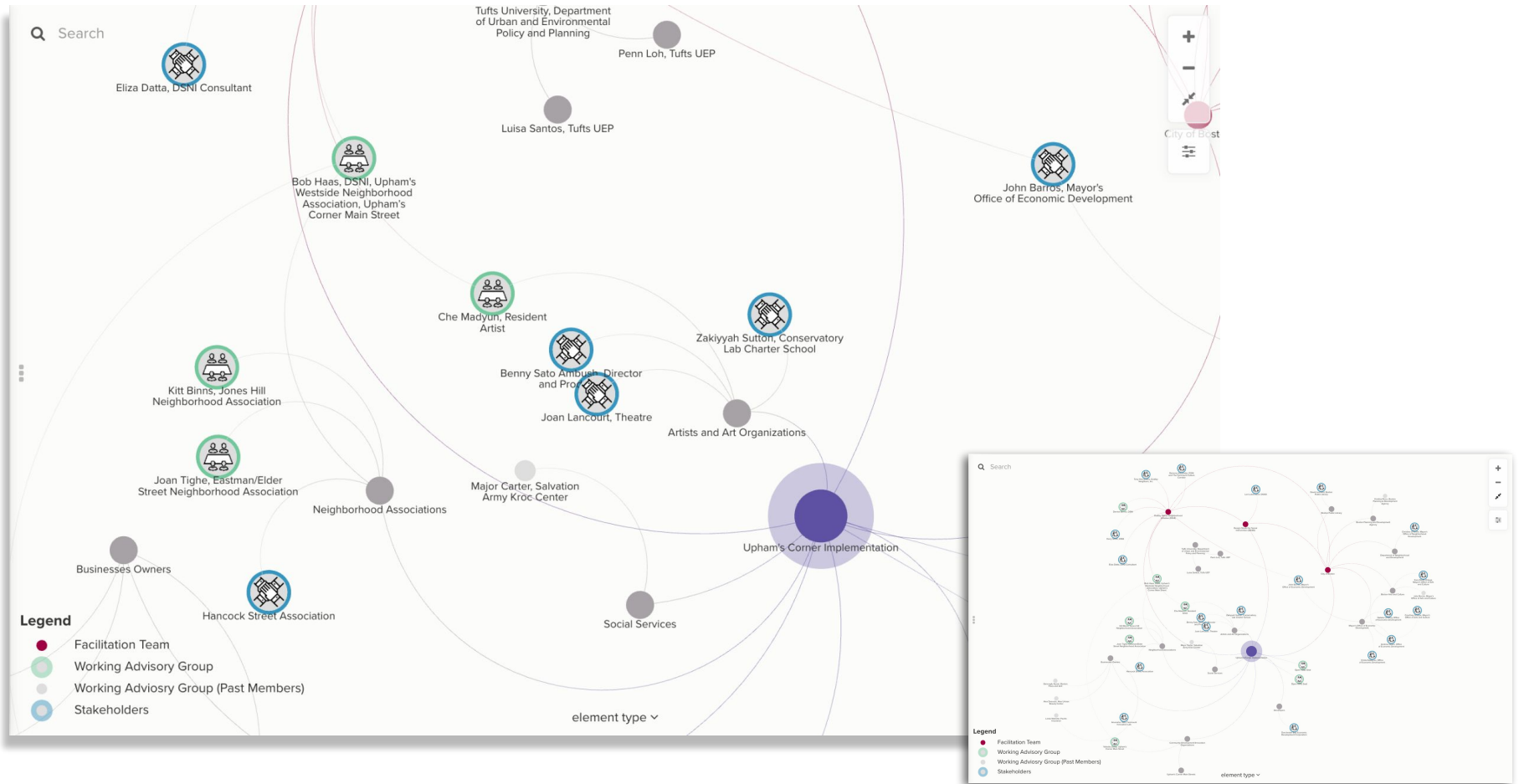


Sources:

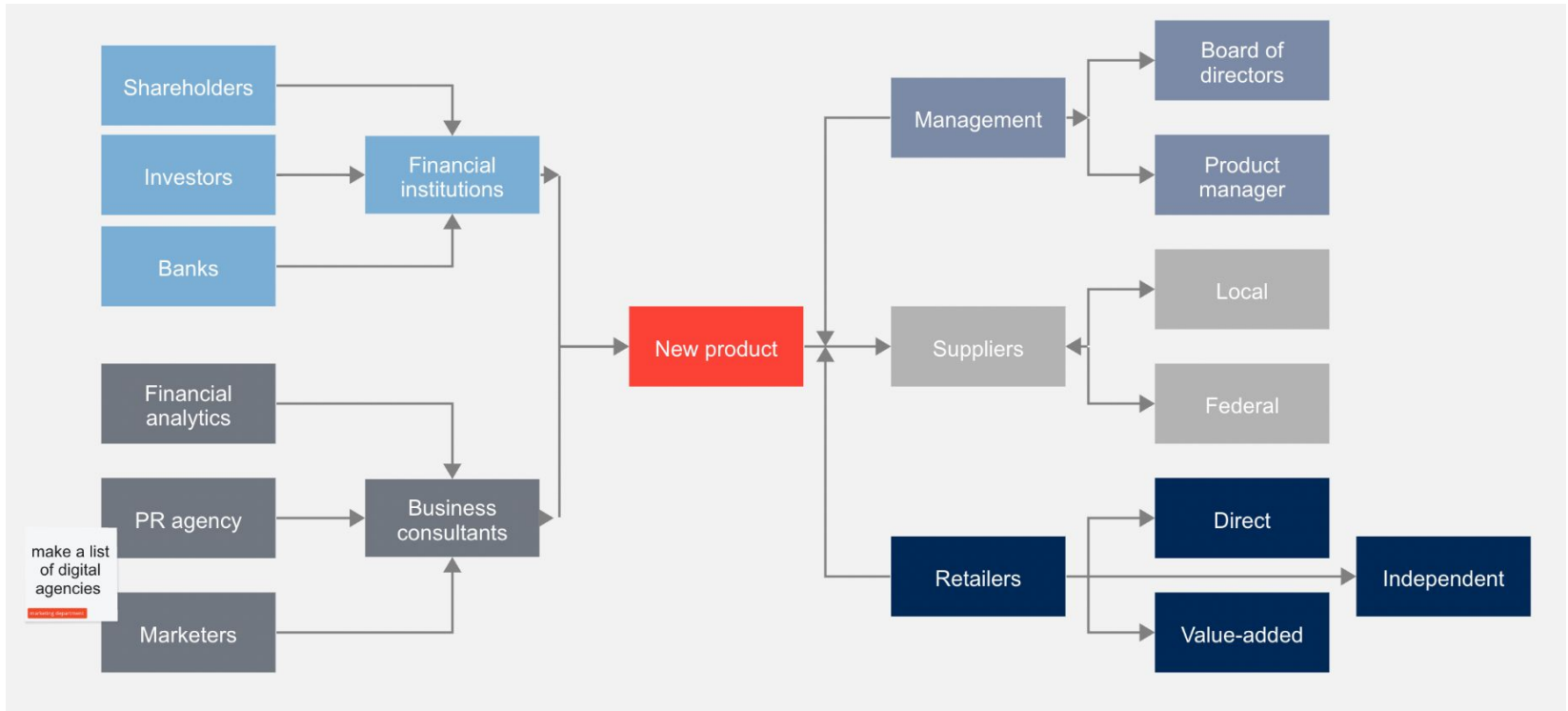
- <https://www.ibm.com/design/thinking/page/toolkit/activity/stakeholder-map>
- Naude, David | <https://medium.com/dawidnaude/problem-solving-methods-i-use-stakeholder-mapping-5e9dbcbc7079>



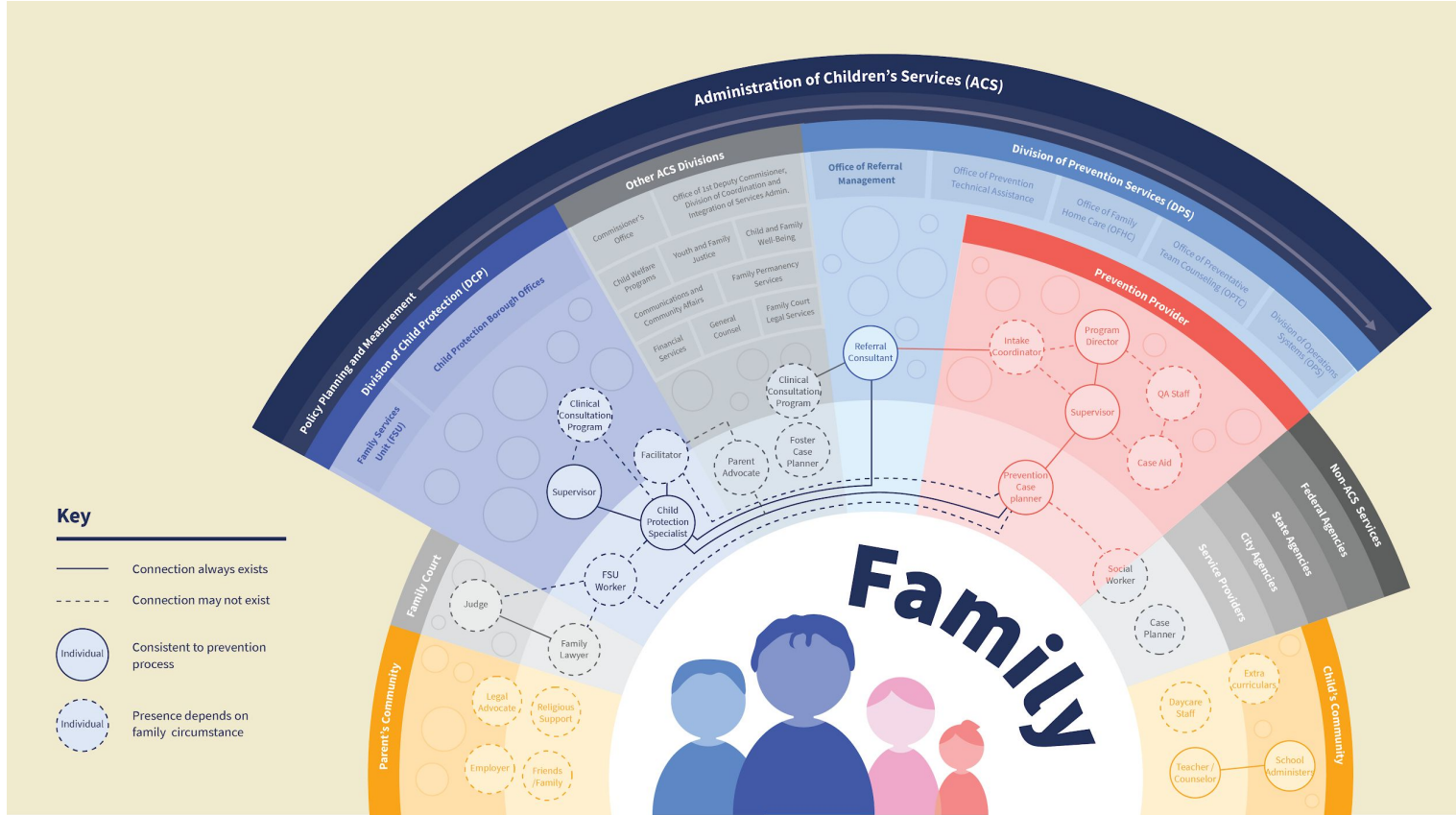
Source: Kahil, Dani | <https://danikahil.com/2021/03/stakeholder-mapping-for-dynamics-365-or-power-platform.html/>



Source: <https://sites.tufts.edu/uit/stakeholder-map/>



Source: <https://miro.com/blog/stakeholder-mapping/>



Source: NYC Mayor's Office for Economic Opportunity, Service Design Studio

Part 4: Reflect & Share

~5 min

Packet page 3

1. What impressions or observations can you share about how your exercises evolved today?
2. What's one takeaway you have from today?
3. Do you have any general impressions or questions of today's session?

Thank you!



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