Stakeholder Map for the Traffic Citation System
**NAME**

**TASKS**
What tasks are users trying to complete? What questions do they need answered?

**FEELINGS**
How is the user feeling about the experience? What really matters to them?

**PAIN POINTS**
What pain points might the user be experiencing that they hope to overcome?

**INFLUENCES**
What people, things or places may influence how the user acts?

**OVERALL GOAL**
What is the user's ultimate goal? What are they trying to achieve?
PERSONA PROFILE

INTERESTS:
What does she spend her time on?
What enlivens her?
What does she read, watch, listen to?

POWERS:
What resources does she control?
What can she do, must she?
Who does she have influence over?

NAME:
Fictionalize it
Profession:
Be very specific
Age:
Choose a number, not a range
Personal Big:
Mini life story - Hometown, Family, Schooling, Work, etc

NEEDS:
What does she need in her life, in her work?
What's essential for her, what does she require?
What's missing?

BEHAVIORS:
What are her routines?
Buying, Free time, Rituals

VALUES:
What carries meaning for her?
What's her moral compass?
What makes her indignant, satisfied, frustrated?
What does she want for the world?

ASPIRATIONS:
What kind of person do they want to be?
Brands?
Spending patterns?
Life dreams? Heroes? Role Models?
Experience Model: 5Es

Entice | Enter | Engage | Exit | Extend