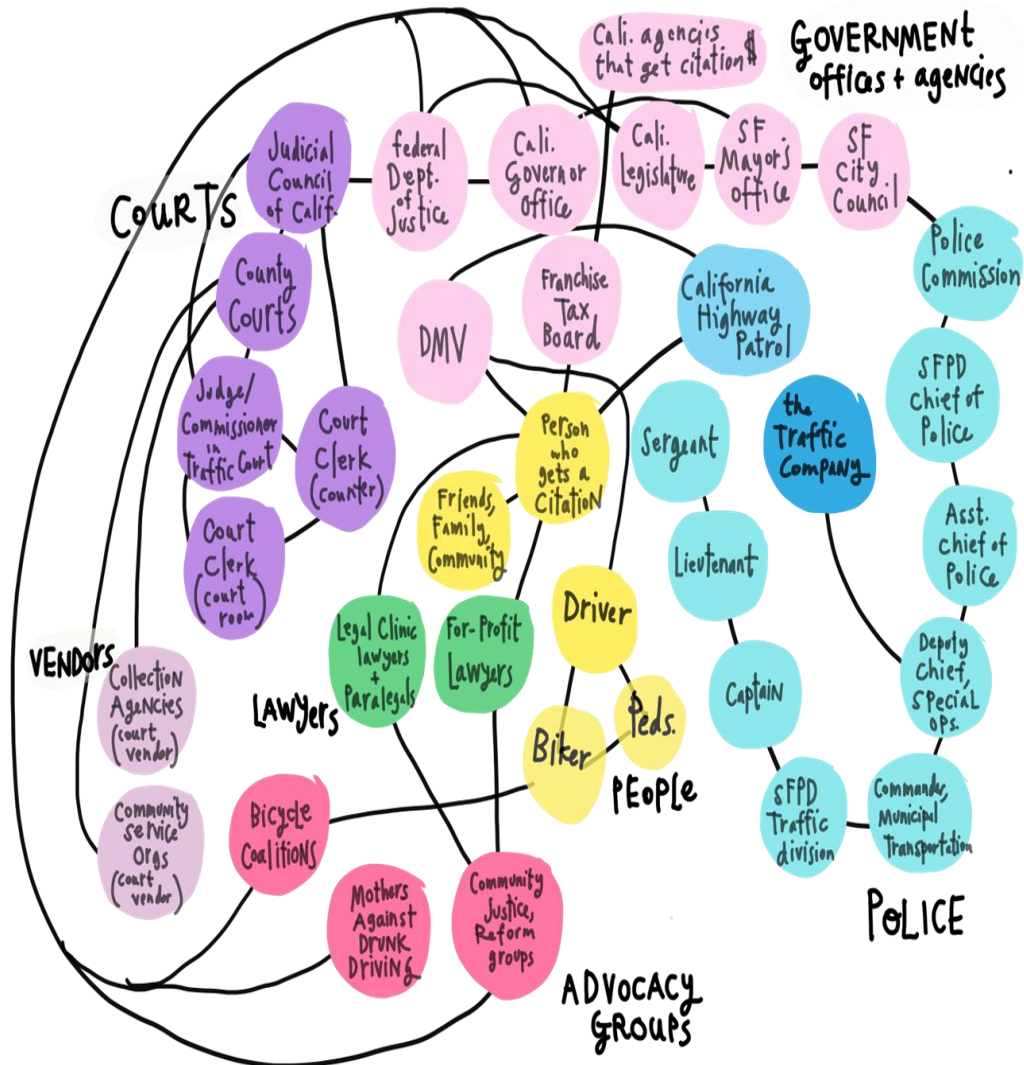
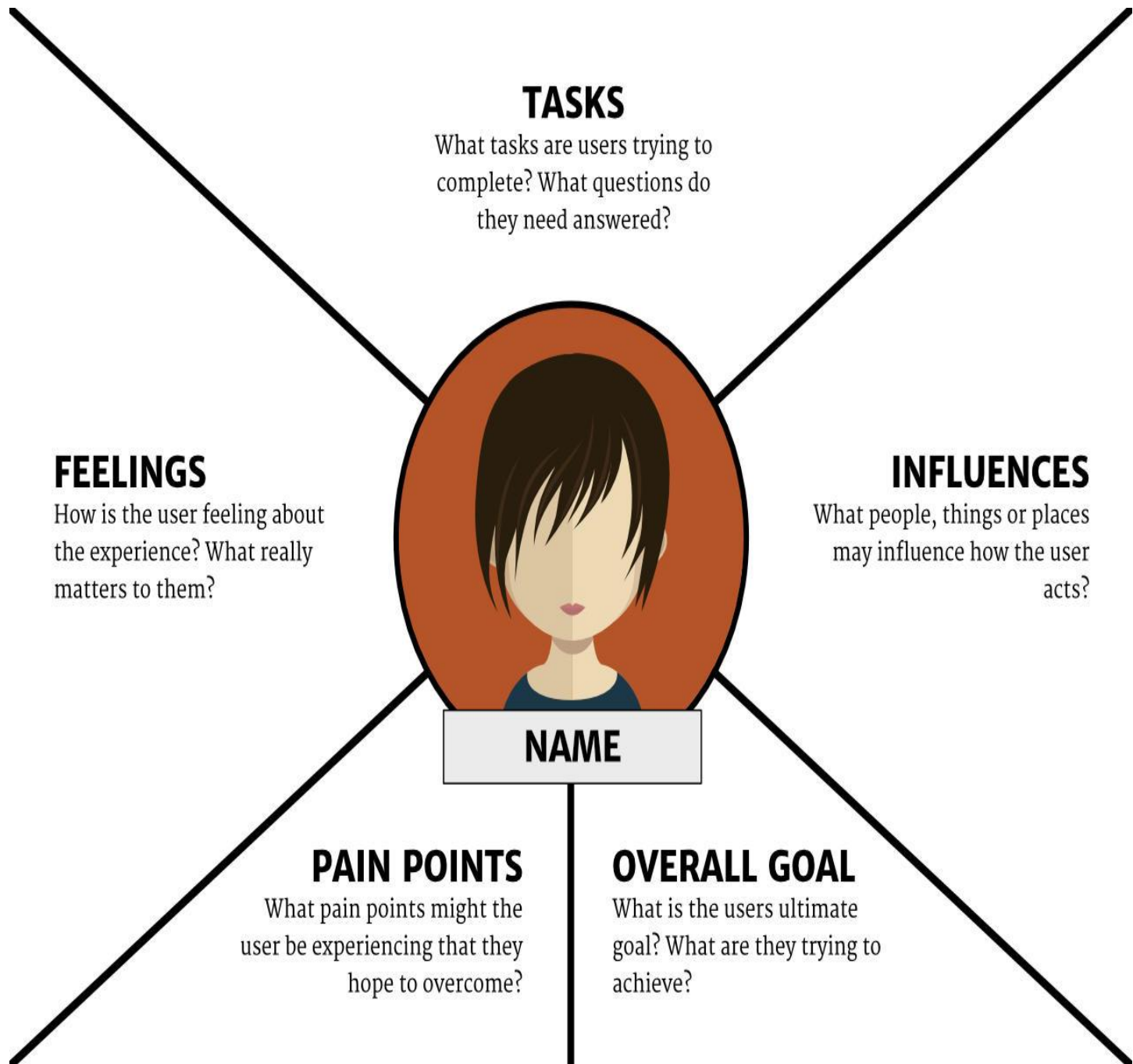


# Stakeholder Map for the Traffic Citation System







# 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, muster?  
Who does she have influence over?

## Name:

Fictionalize it

## Profession:

Be very specific

## Age:

Choose a number,  
Not a Range

## Personal

## BG:

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

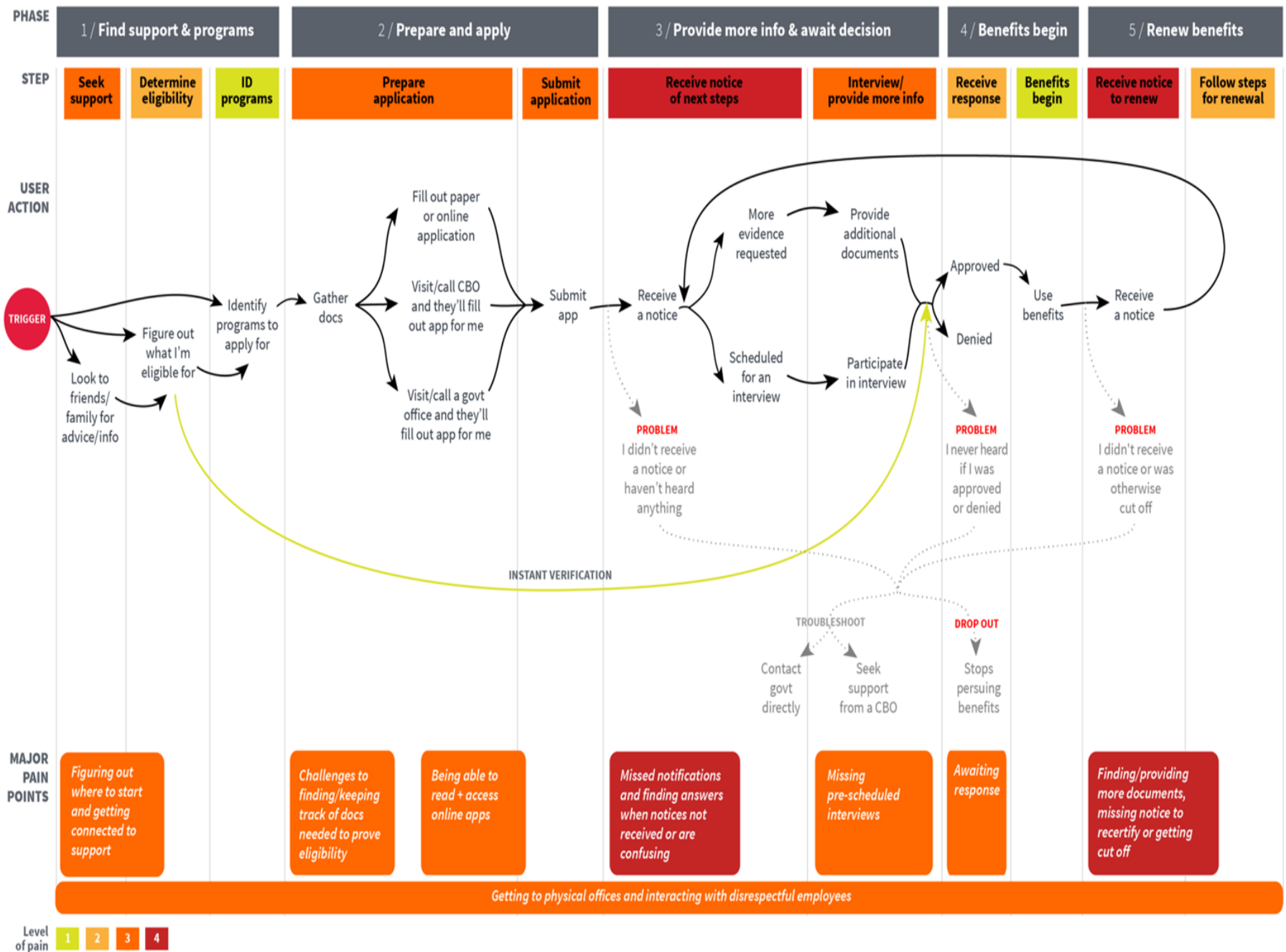
## VALUES:

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**



