Audience mapping

This exercise helps us explore the context around our target audience or user and the different stakeholders around them. This helps us identify the people that could be involved in a codesign process.

TASK: Starting with the user (the people you currently work with) who want to a nature positive world and to take action to make that happen.

PROMPTS:

Community - the household and social networks around our user. Which individuals or groups play an important role in the users life?

Services - the services and resources available to our user?

Institutions - the systems and policies that influence our user.

INSTITUTIONS

SERVICES

COMMUNITY

THE USER
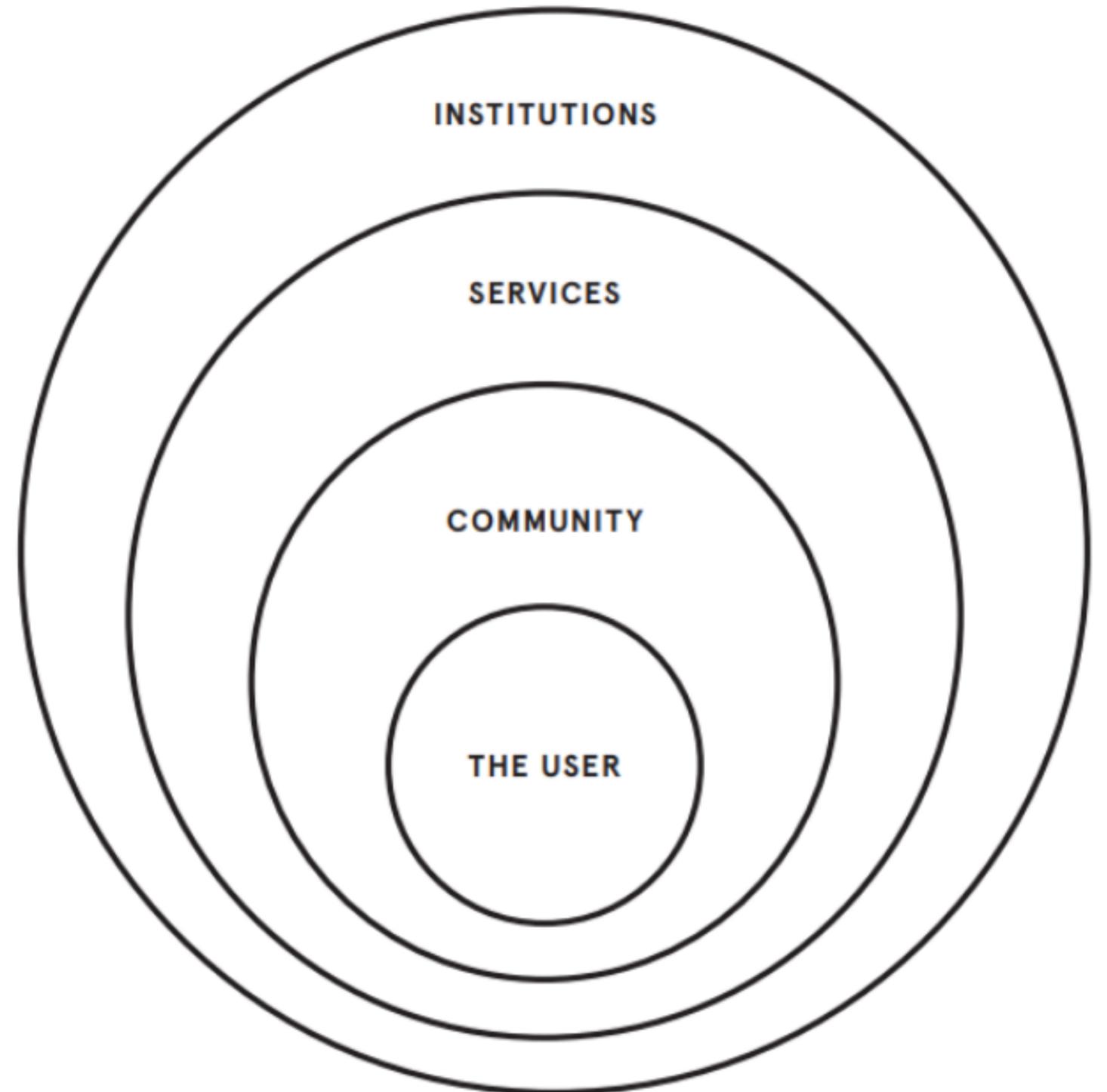
Identifying participants

Groups:	Recruitment channels:	Who is responsible?	Who will help you?	Method:

Developing your opportunity

Opportunity title:

Who is involved:

We are looking for:

What is the opportunity:

What you can expect from us:

Defining and refining

Topic/issue: ....

What we know:

What we assume:

What we will ask:

What we want to learn:

Methods we will use: