



## EXPERIMENTATION STAKEHOLDER JOURNEY

The Stakeholder Journey map is a visual interpretation of the stakeholder's relationship with the organisation, service or product. While the story is told from the stakeholder's point of view, it also highlights important moments where stakeholder's expectations intersect with the organisation's offer.

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**FORMAT**  
Method

**TIMEFRAME**  
2 hours

**GROUP SIZE**  
All

**FACILITATION LEVEL**  
Medium

**REQUIRED MATERIALS**  
Pen and paper, stakeholder journey template

## STEPS

1  
2  
3

First, individualise the stakeholder you will be designing for and map out the main phases of their journey throughout the service.

Then draw sketches of the phases in the boxes or take pictures and use drawing technology to convert them into sketches.

Afterwards, provide explanations of the phases to create a story of the stakeholder's journey.

### Benefits

It is a useful, strategic tool that keeps the stakeholders at the center of design decisions, highlighting difficulties (the pain points) and opportunities for the organisation to create a better stakeholder experience and an effective service.

### Tips

At each step along the way, identify the stakeholders needs at that moment and the channel or touchpoint through which this is met. Touchpoints pinpoint the intersection between stakeholders and the co-creation lab and thus how the stakeholder interacts with the lab itself.

#### Sources

1. SISCODE

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