

1. Stakeholder Group/Role Represented

2. Your organization's services, products, and/or interactions most relevant to stakeholder

3. Stakeholder gender

4. Stakeholder age

5. Stakeholder Name

Using (3) and (4), use [a list of most popular baby names by year](#), and select one that alliterates with (1)

6. Brainstorm list of adjectives that describe this stakeholder

Quote: What the stakeholder would say is his/her goal (related to your industry, product, or service)

7. Two or three ways stakeholder can benefit from your product or service

8. List of stakeholder obstacles to getting (7)

9. Other demographic information: level of education, use of technology, motivators, annual income, family life, realities about nature of job