

# CONTRIBUTING FACTORS

WHO ARE YOUR  
STAKEHOLDERS?

WHO ARE YOUR  
DISTRACTORS?

WHAT DO YOU KNOW  
ABOUT YOUR USERS?

IN WHAT CONTEXT  
ARE USERS LIKELY IN?

WHERE MIGHT YOU BEST SERVE USERS? (EXAMPLES: A  
MOBILE APPLICATION, A WEBSITE, BY MAIL, IN PERSON)

# LIMITING FACTORS

WHAT ARE YOU MOST  
FEARFUL OF?

WHAT ARE YOU MOST  
HOPEFUL ABOUT?