

# STAKEHOLDER MAP



PRIMARY USER	SECONDARY USERS	TERTIARY USERS
those who are directly using or interacting with the product or service (e.g. blind person, invalid etc.)	those who are affected by the product in some way, even if they do not necessarily use it (e.g. nurse, family member, bus driver etc.)	those who are not directly involved in using the product, but who are still affected by it in some way (e.g. insurance company, EU or government agencies etc.)

Note: if it is not clear at first glance, define in which areas the user can contribute (e.g. EU agencies can help with project funding, lawyers can point out legal constraints, etc.).