

STAKEHOLDER MAP



PRIMARY USER those who are directly using or interacting with the product or service (e.g. blind person, invalid etc.)	SECONDARY USERS 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.)	TERTIARY USERS 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.).