

Value Proposition Canvas (VPC) template for stakeholder analysis

Create a different VPC for each target group in your project. Use the VPC results to tailor recruitment, communication and outreach approaches for the citizen science activities.

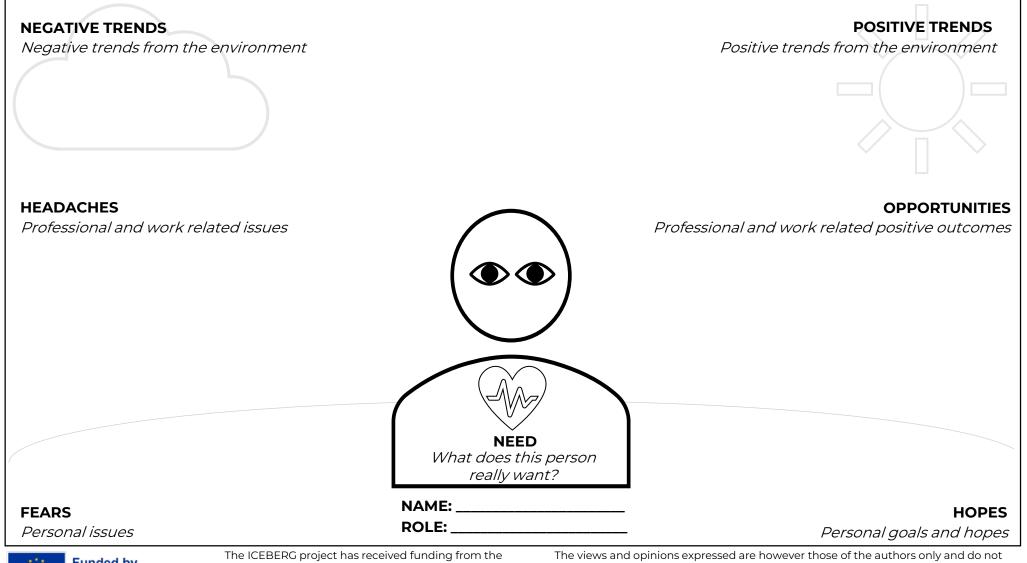
Perspective of your project and researchers Perspective of citizen science group/participants Communication Gain creators Gains approaches What can your product/service offer to help the user What are the participant's gains from achieve their gains? being part of the activities? What advantages How do you establish make the "jobs" easier and make the user happy? contact and find potential Product interfaces? How do you pass information and & Services Jobs to material to users? be done How can you convince the user What are the that vour product/ functional tasks of the service will help them do user? (Also consider their "jobs"? emotional and social factors) What makes your product/service annoying or difficult to use? What are the obstacles How can you solve the pains in your product/service for the preventing the user from doing user? their "jobs"? **Pain relievers** Pains



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Empathy Map template for stakeholder analysis and engagement



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