



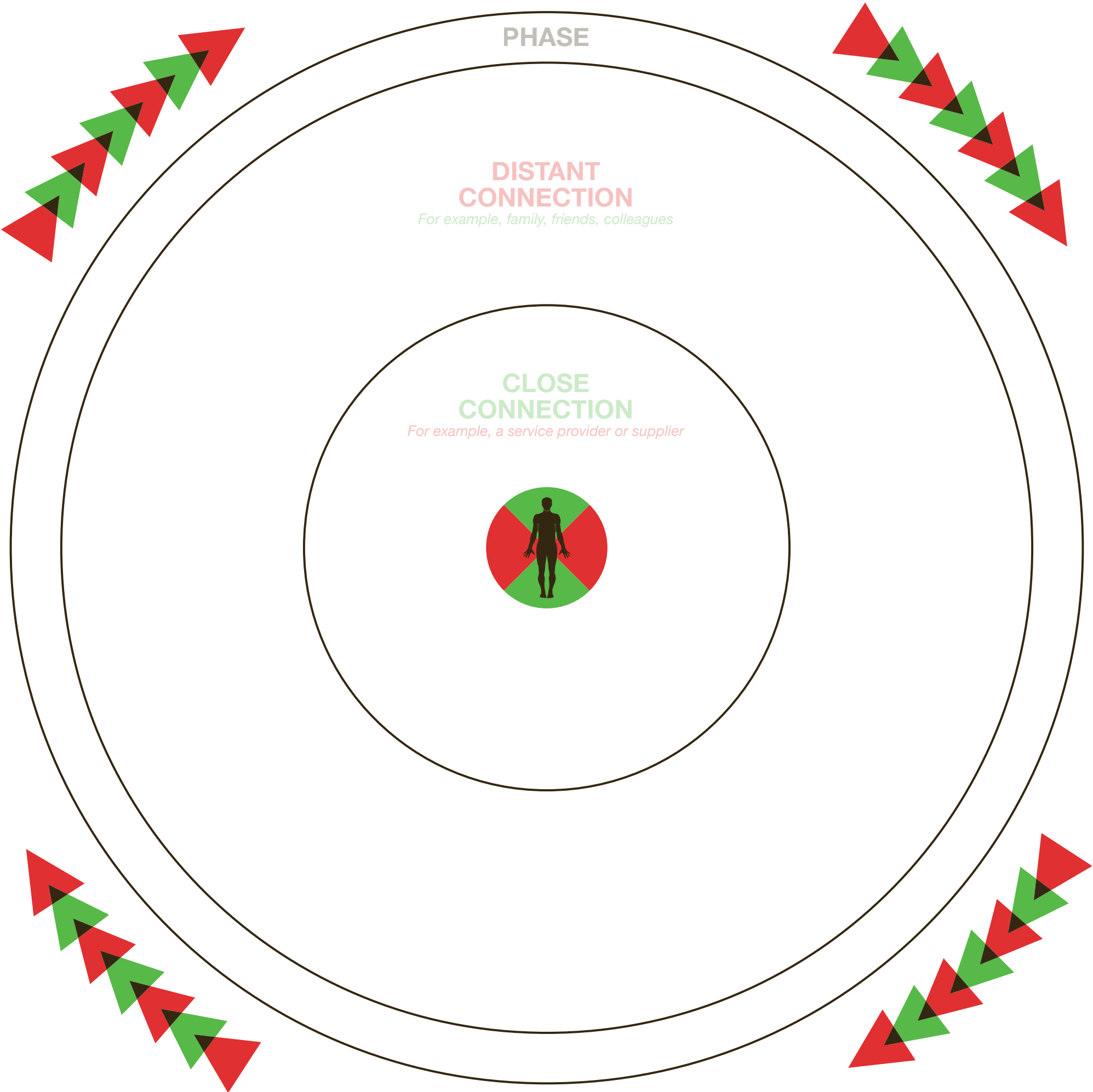
**USER
INSIGHTS**
INTERVIEW:
ACTORS MAP

INTERVIEWEE & CONTEXT OF THE INTERVIEW



PARTIES INVOLVED

Ask who was involved in the various experience phases.
List actors with whom the user has a close connection
in the middle and the other actors in the outermost circle.



IN WHICH WAY?

Ask each actor how he or she was involved in the experience.
Why was this person involved and how has this affected the experience?
Write this next to the name of the actor.