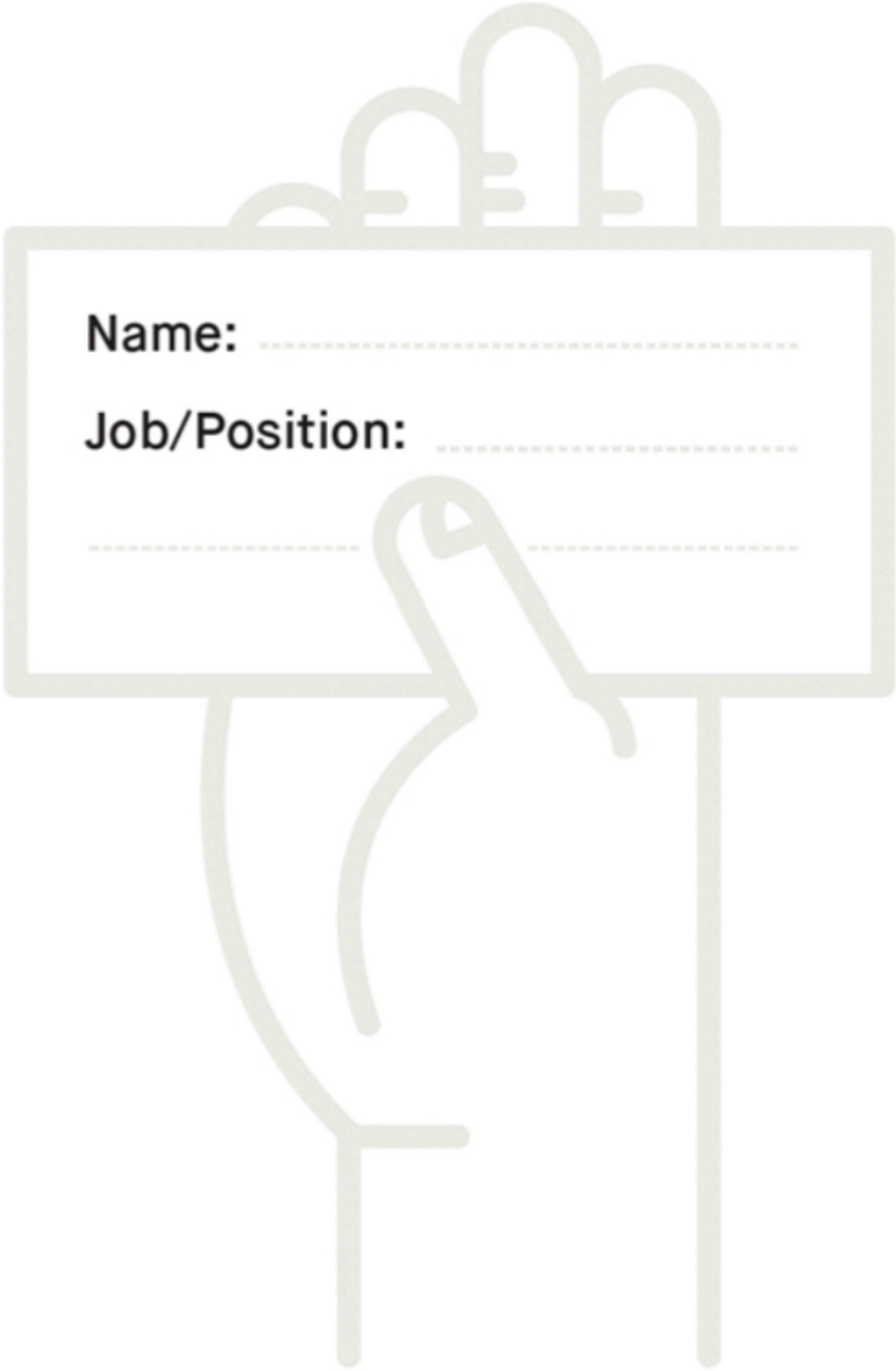


# LOOK AT YOUR PROJECT FROM THE PERSPECTIVE OF YOUR AUDIENCES

## GATEKEEPERS PERSPECTIVE



A stylized line drawing of a hand holding a rectangular sign. The hand is positioned on the right side of the sign, with the index finger pointing towards the text. The sign contains the following text:

Name: .....

Job/Position: .....

.....

Well, my problem with your idea is that... ..

.....

.....

Need .....

.....

.....

Motivation .....

.....

.....

Overall goal .....

.....

.....

Source: adapted from School of Design Thinking  
Hasso-Plattner-Institut Universität Potsdam