Determine your the target audiences for your solutions showcase

Human-centered design focuses on the user experience. Event planning doesn't have to be any different!

Our team identified different stakeholder categories we'd want to attend our event. You can change this to the context of the Challenge you're constructing and the size of the event you're hosting.

Spend time in each category quietly reflecting on the experience you want this stakeholder to have. Here are four questions for your team to reflect on:

- Who are they?
- Why do *they* want to be there?
- Why do we want them to be there?
- How do we want them to feel?

After some time, discuss recurring themes across reflections with your group to identify shared goals for the event.

Challenge Participants

Who are they?

Why do *they* want to be there?

Why do we want them to be there?

How do we want them to feel?

Donors

Who are they?

Why do *they* want to be there?

Why do we want them to be there?

How do we want them to feel?

Ngos/Other humanitarian actors

Who are they?

Why do *they* want to be there?

Why do we want them to be there?

How do we want them to feel?

Press/Media

Who are they?

Why do *they* want to be there?

Why do we want them to be there?

How do we want them to feel?

Government

Who are they?

Why do *they* want to be there?

Why do we want them to be there?

How do we want them to feel?