



### CARLA COMMUNITY

*"Together we get things done!"*

- Represents a civil society organisation or other stakeholder group
- A professional influencer



### OLIVIA OFFICE

*"Office sweet office <3"*

- Represents the personnel from your office
- Work with stakeholders is irrelevant, internal issues have to be fixed first



### CARLOS CUSTOMER

*"More customer oriented services!"*

- Represents the customer's point of view
- Handles his/her own affairs (and maybe those of a relative)



### JULIUS YOUTUBER

*"Best done electronically!"*

- Represents digital natives
- Feels that administration is out-of-date



### RALPH RESISTANT

*"No point in reinventing the wheel!"*

- Prefers to stick to old and familiar ways (in spite of challenges)



### COLIN COLLABORATOR

*"Co-operation is power!"*

- Represents a partner
- Wants to include several stakeholder groups



### NINA NODIGI

*"I prefer the good old black on white."*

- Represents a person with not much digital skills
- Needs to receive information in a traditional way



### PETER PLAINLANGUAGE

*"This bureaucratic mumbo-jumbo makes no sense!"*

- Needs easy to understand texts and help.



### FRANK FREE

*"On my free time I like to be active and influence"*

- Represents a voluntary worker
- Thinks engaging everybody is important

**PERSPECTIVE  
CARDS**

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## GARY GATEKEEPER

*"We will NOT share our data"*

- Represents a person not willing to share information
- Thinks that the law does not allow data to be co-used



## TINA TROUBLEMAKER

*"Others are to blame, whatever they say"*

- Co-operation only brings new challenges.
- Wants to disclaim other people's points of view



## DIANA DEMENTOR

*"Nothing will come out of it anyway, nobody really cares"*

- Wants only to take care of statutory issues

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