



# PROJECT OVERVIEW

To accomplish the project goals, we define the following **roadmap** of activities.

1. Define key stakeholders to influence with communication
2. Define concerns and obstacles + project outcomes
3. Define Define 3 Personas,
4. Prepare screeners and scripts for interviews
5. Run Interviews
6. Extract insights
7. Share insights with stakeholders
8. Strategy for social and professional acceptance

Most of the activities will be done with co-creation sessions, except "Run interviews" and "Extract Insights". These activities will be executed by Punk Design.

# Workshops Agenda

