The Inclusive Panda Map

axbom

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SERVICE NAME

People who may benefit from the solution but no effort is placed into designing for them.

All people who are taking part in a solution by reading, buying, listening or otherwise engaging. People outside are non-participants.

People you do not want using the solution. They could get hurt, or they could hurt others.

EXCLUDED

UNWANTED

PARTICIPANTS

INCLUDED

People who manage to use the solution anyway, but could be thrown out any time because you are not looking out for them.

People who manage to use the solution anyway, putting themselves and others at risk. You may not be aware they're there.

The people you are intentionally designing for, measuring and following up on.

A segment of the people you are intentionally designing for but who are still experiencing negative impact.