Parking Space

**Insights from all interviews**

A: Those who are impacted
What are the people who are impacted aiming to achieve?

B: Those who are impacted
What keeps them from doing it?

Core aspects

Example: Reduce packaging waste in day-to-day life

Example: Everyday products are often only available in packaging

**Needs**

**Obstacles**

**Relevant need-obstacle pairs**

**C: Those who are responsible**
What are the people who are responsible aiming to achieve?

**D: Those who are responsible**
What's stopping those who are responsible?



Fig. inspired by Dark Horse, 2016;
modified by Paulick-Thiel, Köbler & Arlt, 2020

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