**RESOURCE 5**

**Techniques to Develop Understanding of Proxies/Service Users**

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|  | **Is this a Viable Option?****Yes/No** | **Current Activity/Sources of Information** | **Lead Person** | **Possible Activities/Actions** |
| **DATA DETECTIVE**Understanding the perspective of your proxy/service users through conducting desk-top research of relevant studies and documents already produced |  |  |  |  |
| **JOURNALIST**Understanding the perspective of your proxy/service user by being curious and asking questions. This is about engaging in direct conversation with service users. |  |  |  |  |
| **ANTHROPOLIGIST**Understanding the perspective of your proxy/service users through observation (for example – how do people actually use and engage with services “in – the – moment”) |  |  |  |  |
| **IMPERSONATOR**Understanding the perspective of your proxy/service users through experiencing the care pathway they would experience, as closely as possible. |  |  |  |  |
| **CO-CREATOR**Understanding the perspective of your proxy/service users through involving them directly in designing service delivery models. |  |  |  |  |
| **SCIENTIST**Understanding the perspective of your proxy/service users through conducting scientific research or experiments (qualitative as well as quantitative) |  |  |  |  |

*(Based on work by Osterwalder et al. Ref stategyzer.com)*