

This is the journey of a **Game-Changer**

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?

protection of crops from wild animals

safety for their lives and

What do they struggle with most?

Attack from wild animals

Economical loss due to crop damage

Lack of smart protection system

What tasks do they have?

Fencing the farm land

lights and alarms should be fixed

Electronic replents

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Make proper plan	smart system 100 percentage protection Guiding to safety path	After protecting their crops Decreasing the visuality Not harming the wild animals	Our product will be suceesful so they will invite others Plans will be executabe
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Reduce complexity Restriction of animals	Alaraming and notification Hybrid protection is used	maintain ance of time lack of credit	Assurance for quality Purchase through local seller
Touchpoint What part of the service do they interact with?	Social media and local suppliers	Electronic devices High quality	Use of applications Easy installation	Partless effectiveness
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😬	😞	😞	😬

What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

Trusting our product

What can they finally avoid doing?

Avoidance of monitoring the fellds

What changed in my environment?

Reduced crop damage