

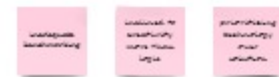
This is the journey of a
Game-Changer

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?



What do they struggle with most?



What tasks do they have?

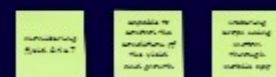


	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Research on the initial research state Research on the business logic Research on the business logic Research on the business logic	Research on the business logic Research on the business logic Research on the business logic	Research on the business logic Research on the business logic Research on the business logic Research on the business logic	Research on the business logic Research on the business logic Research on the business logic
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Research on the business logic Research on the business logic Research on the business logic	Research on the business logic Research on the business logic Research on the business logic	Research on the business logic Research on the business logic Research on the business logic Research on the business logic	Research on the business logic Research on the business logic Research on the business logic
Touchpoint What part of the service do they interact with?	Research on the business logic Research on the business logic Research on the business logic	Research on the business logic Research on the business logic Research on the business logic	Research on the business logic Research on the business logic Research on the business logic Research on the business logic	Research on the business logic Research on the business logic Research on the business logic
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	😞	😞	😊	😊
Backstage				
Opportunities What could we improve or introduce?	We propose an IoT system for agriculture which could resolve many real-time issues by increasing the quality and production	The solution for our project is the initiate Smart Farming using IoT which includes the involvement of sensors.	we work on Agri-IoT, a smart farming application, which	should concentrate more to give positive
Process ownership Who is in the lead on this?	Research Field leader	Research Field leader	Research Field leader	Research Field leader

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?



What can they finally avoid doing?



What changed in my environment?

