

This is the journey of a

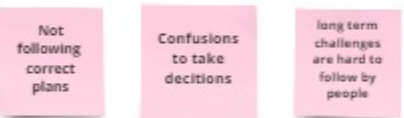
Game-Changer

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

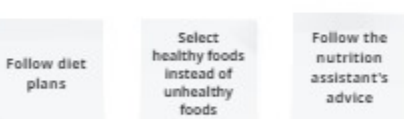
What are their key goals and needs?



What do they struggle with most?



What tasks do they have?



Journey Steps
Which step of the experience are you describing?

Actions
What does the customer do? What information do they look for? What is their context?

Needs and Pains
What does the customer want to achieve or avoid?
Tip: Reduce ambiguity, e.g. by using the first person narrator.

Touchpoint
What part of the service do they interact with?

Customer Feeling
What is the customer feeling?
Tip: Use the emoji app to express more emotions

Backstage

Opportunities
What could we improve or introduce?

Discovery
Why do they even start the journey?

To become healthy

Customer need health advise

Customer can't visit doctors daily

Customer use this service as a web application



Registration
Why would they trust us?

Register via google account

Set password

Be truthful and open minded

Nutrition assistant help individuals who need food suggestion

It is free to use

E-mail

Nutrition service care



Onboarding and First Use
How can they feel successful?

Follow the instruction in nutrition app

It is easy to use

Click learn more option

people can't see the changes in beginning

When they began to follow health diets

Show detailed information of a food

Provide chat bot

feedback from user

Account settings



Sharing
Why would they invite others?

To help others to improve their health

It is easy to use

Sharing is caring

Interactive interface

Enable to share app as a link

It has a excellent diet plans

Advertising, marketing and other methods to invite individuals

Use Whatsapp, Facebook, twitter to share

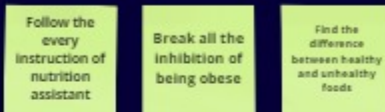


What changes for them?

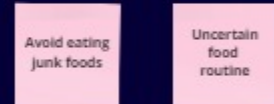
Outcome

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?

