

## 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?

**Process ownership**  
Who is in the lead on this?

**Discovery**  
Why do they even start the journey?



Increase/decrease



**Registration**  
Why would they trust us?



Increase/decrease



**Onboarding and First Use**  
How can they feel successful?



Increase/decrease



**Sharing**  
Why would they invite others?



Increase/decrease



## 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?

