

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.

Customer Feeling

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

Backstage

Opportunities

What could we improve or introduce?

Touchpoint

What part of the service do they interact with?

Process ownership

Discovery
Why do they even start the journey?

Since they are tired of using old methods of protecting their crops from birds & animals (Electric fences, scarecrow) etc.

Need the fruitful technique to safeguard.

Being failed always from protecting his yield from birds & animals.



The farmers interact with their phones and the kit.

The farmer

Registration
Why would they trust us?

In order to work smart than working harder.

Hence to try their luck on new technologies

To go in a smart way via technology

Have tried all methods, at last, want to try this.



Since they need only their phones for the alarming alert.

The Farmer

Onboarding and First Use
How can they feel successful?

Once their crops are safeguarded as per the instructions given by the kit.

Getting alarming signal via phone in his comfort zone.

Had a very bad previous experiences.



All in the comfort with smart work.

The Farmers

Sharing
Why would they invite others?

They have a fruitful result without much strain.

Since he had a very good experience with the kit.

As a farmer, he should consider about others goodwill also.

So that other farmers also get comforted.

For the social cause of the future farmers.



For the betterment of others too. Since all are having mobiles with them.

The old and the upcoming farmers

What changes for them?

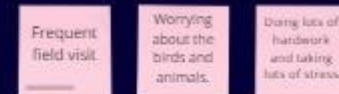
Outcome

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?

