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

What are their key goals and needs?

To categoris birds & wild animult

What do they struggle with most?

Destructio n of yield by birds.

of field by wild arrimats.

hand work and has uutput.

What tasks do they have?

They have to keep their receivables.

Place the file: In the Fall. charged.

Fallow the imendantishts.

Journey Steps

Actions

Which step of the experience are you describing?

Discovery

Why do they even start the journey?

Since they are tired of using

Registration

Why would they trust us?

In order to work mart than working

harder.

Hence to try their luck on new technologies

Onboarding and First Use How can they feel successful?

They have a fruitful result without much strain.

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

Sharing

Why would they invite others?

lince he had a ven good experience with the kit.

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

What can they finally avoid doing?

Frequent field visit.

service.

birds and animals.

What changes for them? Outcome

Describe how the life and environment of the

customer changes once they used the product or

handwork and taking luts of stress

What changed in my environment?

What are they able to do now?

Haard worl to smart work

patching sip with the technology

Role model for young and future farmers.

What does the old methods of protecting customer do? What their crops from birds & information do they look for? animals (Electric fences. the farmer faring for What is their context? from every future scarecrow) etc. farmers. aspect. Needs and Pains Need the What does the customer want. fruitful Ants of to achieve or avoid?

technique to safeguard.

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

To go in a smart way via technology Have tried all methods, at last, want to try this.

Getting alarming signal via phone in his comfort zone.

Had a very bad previous experiences.

So that other farmers also get comforted.

For the social cause of the future farmers.

Customer Feeling

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

Tip: Reduce ambiguity, e.g. by

using the first person narrator.

Backstage

Opportunities

What could we improve or introduce?

Increase/decrease a leading metric by improving X or introducing Y.

Increase/decrease a leading metric by improving X or introducing V.

Increase/decrease a leading metric by improving X or introducing Y:

The Farmers

Increase/decrease a leading metric by improving X or introducing Y.

Touchpoint

What part of the service do they interact with?

Process ownership

their phones

Since they need only their phones for the alarming alert.

All in the comfort with smart work.

When the farmers get the alarm in their phone itself for the threat.

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

> The old and the uncoming formore

The farmers interact with

and the kit.

The former