

## 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<br>Which step of the experience are you describing?   | Discovery<br>Why do they even start the journey? | Registration<br>Why would they trust us?   | Onboarding and First Use<br>How can they feel successful?                                 | Sharing<br>Why would they invite others?  |
|---|--|--|---|---|
| <b>Actions</b><br>What does the customer do? What information do they look for? What is their context?                                      | Discover   | Get to know people, Get to know people, Get to know people                       | Get to know people, Get to know people, Get to know people                                | Get to know people, Get to know people, Get to know people                          |
| <b>Needs and Pains</b><br>What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrative. | Need of...<br>Need of...                         | Problem, solution for...<br>Problem, solution for...<br>Problem, solution for... | Problem, solution for...<br>Problem, solution for...<br>Problem, solution for...          | Problem, solution for...<br>Problem, solution for...<br>Problem, solution for...    |
| <b>Touchpoint</b><br>What part of the service do they interact with?  | Service to customer                              | Product, solution for...<br>Security<br>Adding to...                             | Customer, Privacy<br>Checking, Customer...<br>Quick resolution of...<br>Helping, Business | Service, quality to...<br>Providing, service...<br>Deal with...<br>Problem, quality |
| <b>Customer Feeling</b><br>What is the customer feeling? Tip: Use the emoji app to express more emotions                                    | 😊  | 😊  | 😊   | 😊   |
| <b>Backstage</b>  |  |  |   |   |
| <b>Opportunities</b><br>What could we improve or introduce?   | Increase/decrease a leading metric by            | Increase/decrease a leading metric by  | Increase/decrease a leading metric by   | Increase/decrease a leading metric by   |
| <b>Process ownership</b><br>Who is in the lead on this?   | Customer   | Customer, team and other...<br>Customer, team and other...                       | Customer, team and other...<br>Customer, team and other...                                | Customer, team and other...<br>Customer, team and other...                          |

## 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?

