

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?



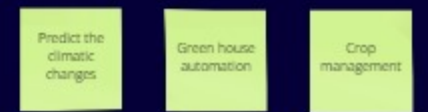
Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Increase profit	Improves Efficiency and economic gain Decreased Environmental impact Increase in agricultural productivity	More production Easily accessible Explore Various features in the product More effective	Provide food security in climate change scenario Achieve higher yields while reducing operating cost To share their experience of using the technology
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Increase in Quality and quantity of products Lack of Cross-Functionality Between GPS Systems	Waste Reduction Reduced resource input Reduces ecological footprint of farming	Increase in lifetime Data accuracy and availability Better cost management Iterates find difficult to understand the technology	Livestock management and monitoring Provides data on potential plant disease Manage fertilization and irrigation
Touchpoint What part of the service do they interact with?	Crop Production	Make work easy To explore new technology Food Security	Detect weather condition Reduce the emission of greenhouse gas Increase grower engagement through digital Reduced need for human labor	Elimination of human error Increased field work accuracy Optimized production schedules
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😟	😟	😟	🥳
Backstage				
Opportunities What could we improve or introduce?	Increase crop production by introducing various sensors	Controlling water and other natural resources	Increasing the amount of real time data on the crop	To make the farmers to be benifited
Process ownership Who is in the lead on this?	Product seller	Product maker	Farmer	Farmer

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?

