

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?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<div>clear shopping interface and looks for quality products</div>	<div>provide amazing customer service</div> <div>more confident in using the brand</div> <div>sharing positive reviews</div>	<div>Looks for free shipping, lower prices</div> <div>Convenience to use</div> <div>More product options and discounts</div> <div>Safety and find new brands</div>	<div>good reviews from other customers</div> <div>saves transportation expenses</div> <div>products are cheaper</div>
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>quality, variety of products</div> <div>design/aesthetics</div>	<div>choices over variety of products</div> <div>Personal recommendations</div> <div>Services to the customers</div>	<div>by fulfilling their expectations</div> <div>personalized experience</div> <div>satisfies their needs</div> <div>delivering products on time</div>	<div>finding new brands</div> <div>product with most important features</div> <div>shop at any time the customers want</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div>customer interaction by self-service resources, messaging apps, social engagement, etc.</div>	<div>Loyalty towards the customer</div> <div>socially responsible products</div> <div>Efficiency of the company</div>	<div>purchase items from their workplace</div> <div>Saves time and effort</div> <div>wide variety of products</div> <div>good discounts and lower price</div>	<div>Free shipping</div> <div>price comparisons</div> <div>safety of the customers</div>
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	<div>🐼</div>	<div>😠</div>	<div>😞</div>	<div>🥳</div>
Backstage				
<b>Opportunities</b> What could we improve or introduce?	<div>Increase/decrease a leading metric by</div>	<div>Increase/decrease a leading metric by</div>	<div>Increase/decrease a leading metric by</div>	<div>Increase/decrease a leading metric by</div>
<b>Process ownership</b> Who is in the lead on this?	<div>making the site easy to navigate</div>	<div>increasing quality of the product</div>	<div>increasing free shipping</div>	<div>avoiding late delivery</div>

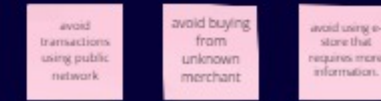
What changes for them?  
**Outcome**

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?

