

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?




To make the farming easier  
 Increase resilience to climate change  
 To increase productivity and income

What do they struggle with most?

Farmers need to spend more time in their field  
 Adopt to learn new technologies  
 Cope with climate change, Soil erosion

What tasks do they have?

Supervising the farm labour  
 Monitor soil and crop condition  
 Watering and maintaining the crops

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?	Customers need resource made of agriculture to ease their work	Better results to enhance productivity Ease of work and flexible to users	When they get optimum results When there is no negative impacts	When they get positive outcome and effective results
<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>	To gain good yield Sense of satisfaction To reduce labor pay	To achieve their target in an effective method	To get proper guidance from application	They will get satisfaction when they share a good thing with others.
<b>Touchpoint</b> What part of the service do they interact with?	Friends, ads recommended on social media and playstore	When their issues are getting resolved gradually and raise in productivity	When they receive positive comments from others and qualitative yields	Easy to access even the users doesn't know any technology.
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				

## 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?

They can monitor their farm from  
 climate can be predictable in efficient  
 they can adopt and work with technology

What can they finally avoid doing?

They can avoid doing manual work  
 They can avoid pay to their farm labour

What changed in my environment?

Good quality crops  
 Better water management  
 Reduces negative impacts on environment