

Game-Changer

Game-changers are people who introduce new practices to their organizations. They learn, inspire others, do it a number and introduce together.

What are their key goals and needs?

They have a vision of the future. They are not just looking for a solution, they are looking for a way to create a better future. They are looking for a way to create a better future.

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What are they struggling with most?

They are struggling with most. They are struggling with most. They are struggling with most. They are struggling with most. They are struggling with most.

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What ideas do they have?

don't hunting
do train
boring and
moments and
anything

LOW COST OR
PRICE

Kalyani E

Journey Steps

Which step of the experience
are you targeting?

Discovery

Why do they even start the journey?

Registration

Why should they trust us?

Onboarding and First Use

How can they feel successful?

Crops in farms are many times
ruined by local animals like
buffaloes, cows, goats, birds etc.
This leads to huge losses for the
farmer. Due to over population,
it causes a deforestation this
results in shortage of food, water
and shelter in rural areas.

Actions

What does the
customer do? What
information do they look for?
What is their problem?

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During night time
the light will be on
and the message
will be sent to the
farmer.

The LED display the presence of
animal and crop
readings. The LED display is used
for sending a message to the
farmer about the situation.

Needs and Pains

What does the customer want to achieve or avoid?

Tip: Reduce ambiguity, e.g. by using the first person narrator

Touchpoint

What part of the service do they interact with?

Customer Feeling

What is the customer feeling?

*Tip: Use the **emoji app** to express more emotions*

Backstage

Opportunities

What could we improve or introduce?

Process ownership

Who is in the lead on this?

Efficient general crop assessment (assessing pests), more progress in implementing new solutions and evaluation of feedback to avoid any misleading services for these products

Warning of animals and other organisms in the field of interest, application practices and technology hampered by high costs and unpredictability in the case of rain and flooding

Development of specific services and assessment of farmers' needs and demands related to a specific group (smallholder farmers) and their needs in relation to the existing services. Delivery of services will also be supported by a dedicated program for smallholder farmers

With a lot of farmer (20000+) user stories, farmers share their experiences and suggestions and to be able to have a more complete understanding of their needs

Ministry of Agriculture is also an important stakeholder, because the conditions of farming is changing, different programs for insurance plans and the current plan

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Crops in farms are many times ravaged by local animals like buffaloes, cows, goats, birds etc. This leads to heavy losses for the farmer

The problem of pests and diseases in crops is a big issue for farmers and it is a big problem for the government. The government is trying to solve this problem by providing services to farmers and it is a big issue for the government

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Increase/decrease a leading metric

Increase/decrease a leading metric by

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Increase/decrease

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