



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?

1.EATS VARIED,COLOURFUL,NUTRITIONALLY DENSE FOODS.

2.ENGAGE IN REGULAR PHYSICAL ACTIVITY AND EXERCISE.

3.EAT MINDFULLY.

4.PLAN AHEAD.

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?	MAKE CONCERT PLAN.	GUIDING HEALTHIER PATH & STRESSLESS WORKOUT	DECREASING VISUALLY & HEALTHY HABITS	EXECUTABLE PLANS. & COMPLRTING TIMETABLE
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>	TEMPTING JUNK FOOD & RESTRICTION TO SUGARS.	ALARMING AND NOTIFICATION	PERFECT TIMETABLE. REGULAR HABITS.	2 20 min PAINLESS EFFECTIVENESS
Touchpoint What part of the service do they interact with?	SOCIAL MEDIA	ELECTRONIC DEVICES.	APPS	ELECTRONIC APPLIANCES.
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😬	😬	😬	😬
Backstage				

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?

1.IMPROVEMENT IN BLOOD PRESSURE.

2.BLOOD CIRCULATIONS..

3.BLOOD SUGAR LEVELS.