

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>REGISTER</div>	<div>ADD THEIR CREDENTIAL</div> <div>CONNECT THEIR GOOGLE ACCOUNT</div> <div>SET UP A PASSWORD</div>	<div>CHECKS ON DEVELOPING DETAILS</div> <div>ADDS A PROFILE PICTURE</div> <div>FEEDBACK AND TRAINING</div> <div>LEARN MORE</div>	<div>USER FRIENDLY</div> <div>USER EXPERIENCE IS GOOD</div> <div>SHARING IS CARING</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>HEALTH SCREENING</div> <div>BLOOD TEST</div>	<div>LESS EXPLOITATIO OF USER INFORMATION</div> <div>AVOID UNNECESSA RY ACCESS</div> <div>SIMPLE INTERFACE</div>	<div>RESOLUTION IMAGE</div> <div>INFO OUTPUT</div> <div>SEARCH HISTORY</div>	<div>2 20 min</div> <div>ENABLE TO SHARE AS A LINK</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div>LOGO</div>	<div>E-MAIL</div> <div>FREE TRIAL</div>	<div>ACCOUNT SETTINGS</div> <div>TRAINING INTERFACE →</div> <div>CAMERRA SETTINGS</div> <div>PROFILE SETTINGS</div>	<div>NEW DOCUMENT</div> <div>SHAIING SETTINGS</div>
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the <b>emoji app</b> to express more emotions</i>	<div>☹️</div>	<div>🙄</div>	<div>😊</div>	<div>👍</div>
Backstage				
<b>Opportunities</b> What could we improve or introduce?	<div>DECREASE LOADING</div>	<div>MINIMIZE DATA</div>	<div>RECOMMEND NEW</div>	<div>SHARE USER</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?

STORE PLASMA DETAILS

STORE PATIENT DETAILS

STORE STOCK DETAILS

What can they finally avoid doing?

NEED TO WORRY

CUSTOMER THOUGHTS

AFTER USING THIS RECIPT WON'T WORRY TO FIND DONOR

What changed in my environment?

USER FRIENDLY

EASILY REACHING

INCREASE IN AVAILABILIT Y