

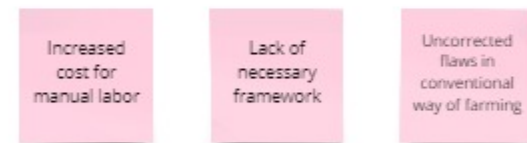
This is the journey of a  
**Game-Changer**

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

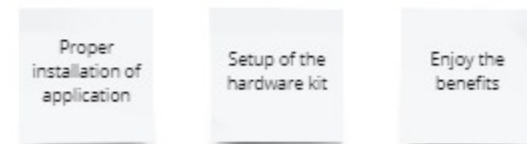
What are their key goals and needs?







What do they struggle with most?



What tasks do they have?



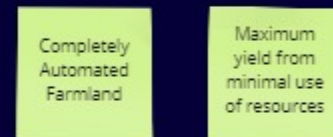
Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
<b>Actions</b> What does the customer look for ?	Implementation of Smart Farming	Simple Interface Multilingual Application Pay-as-you-go Model	Interactive Application Easy Installation and set-up Step-by-Step Instructions and Guidelines 24/7 Help Centre	App Referral scheme Refer and earn Advanced features in the app
<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>	Automation in farmland More yield at reduced cost	Identifying suitable Cropping & Irrigation pattern Weather forecasts to minimise losses Monitoring farmland 24/7	Increased profit Minimal Use of resources Fully automated system Easy Monitoring of Farm land and livestock from anywhere.	Successfully established precision agriculture
<b>Touchpoint</b> What part of the service do they interact with?	Smart Farmer Application	User friendly Interface Well Secured application	Customer Feedback centre Help Desk	Social media referrals Referrals from customer feedback Email referrals
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the <b>emoji app</b> to express more emotions</i>				
<b>Backstage</b>				
<b>Opportunities</b> What could we improve or introduce?	Influencer marketing and awareness campaign to increase popularity of the app	In-person demo on hardware implementation and app installation	Introducing NPS to the Helpdesk	Advancement in reference scheme and subscription model

What changes for them?

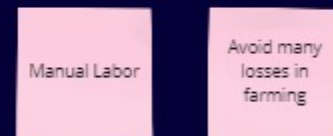
## Outcome

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?

