

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?

Their primary goal is to live independently  
 All they want to communicate with the people normally without any assistance  
 They want to be treated equally like other people

What do they struggle with most?

To communicate in the real world  
 Living independently without anyone's support  
 They can't watch movies

What tasks do they have?

Their prime task is to convey the information which should be understandable by others  
 They have to take more efforts in executing a simple task when compared to normal people  
 They have to communicate with the real world with high difficulty

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?	They look for the better solutions to overcome the barriers	Our product and services been approved completely by the organisation They have to experience our services for a trial	They feel very successful after experiencing our service first time Our simple way of approaching barriers impress a customer Easy way of accessing all features in our services	Because of their own good experience about our service they invited others too To make them specially abled people life easier by getting our excellent services
<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>	They want to live independently with other people Reduced ambiguity of conveying information to the normal people	Providing continuous support and service They trust us based on customers review Have a positive feedback	With help of our services the dependency on others get reduced They feel very happy because their paying get reduced Our service reduce the difference gap between normal people and the specially able to people	They invited similar people to reduce their life complexity by using our product and services By using our services to reduce the dependency on others and the specially able to people Our service drastically improve the life quality of specially abled people
<b>Touchpoint</b> What part of the service do they interact with?	They do interact with us via website and customer care support	By contacting existing customers feedback By using our trial free service for certain period	By feeling their hearing ability By able to respond others quickly Living without others help	They easily get attached with the real world by our service Hearing aid makes to get in touch with environment
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😨	😞	😞	😞
<b>Backstage</b>				
<b>Opportunities</b> What could we improve or introduce?	Decrease the burden of specially abled people	They can be able to communicate with normal people	By feeling to live independently	To reduce the life complexity
<b>Process ownership</b> Who is in the lead on this?	New Customers who want to live without others help	Existing customers who are experiencing our service	customers who can communicate with normal people	People who fulfilled their needs

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?

They can live independently  
 They can easily communicate with normal people  
 They can work in any field

What can they finally avoid doing?

They avoid to use difficult steps to express their message  
 They avoid to live with others help  
 They don't need to learn new languages

What changed in my environment?

Anyone can do their work as their  
 People can respond others quickly  
 No difference between normal and specially abled people