

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.

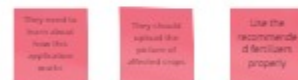
What are their key goals and needs?



What do they struggle with most?



What tasks do they have?



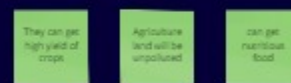
Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<div>They follow recommendations for various diseases in plants.</div>	<div>It is cost efficient as they will not meet any loss.</div> <div>Interactions with the specialists at the research center.</div> <div>They can get awareness about various disease.</div>	<div>Getting a correct fertilizer for plants.</div> <div>Watching the growth of crops in a healthy way.</div> <div>Building excitement cost efficient.</div>	<div>Getting the high yield of crops without any disease being affected.</div> <div>Identifying the disease early stage and removing it.</div> <div>Setting criteria for healthy seed.</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>The customer wants to achieve a disease free crop.</div> <div>The customer needs to know about the facts, knowledge about the technology being used.</div>	<div>They may have difficulty to understand text.</div> <div>The disease results may vary from the actual field test.</div> <div>From some known problems, predictions can go wrong.</div>	<div>Hesitation, self doubt.</div> <div>Confusion, doubt in choice.</div> <div>Frustrated or worried about the final.</div>	<div>Information may not be clear at first.</div> <div>Hesitation, worried, needing to requirements to full requirements.</div> <div>Checking the pesticides quality and cost of it.</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div>They can use their mobile phones.</div>	<div>Information provided at research.</div> <div>Here a demo if with high infection which can be avoided.</div> <div>Understanding what type of best disease prevention, avoid.</div>	<div>Talk to the specialist about the disease affected crops.</div> <div>Verify the information provided at research.</div> <div>Learn from the process.</div>	<div>Making a photo copy of disease affected.</div> <div>Spreading the information application and getting better recommendations.</div> <div>Finally a disease free crop yield.</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>Increase of</div>	<div>Increasing in</div>	<div>Reduce the effort</div>	<div>Increase the high</div>

What changes for them?

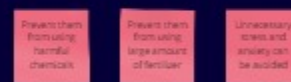
## Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?



What can they finally avoid doing?



What changed in my environment?

