**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.
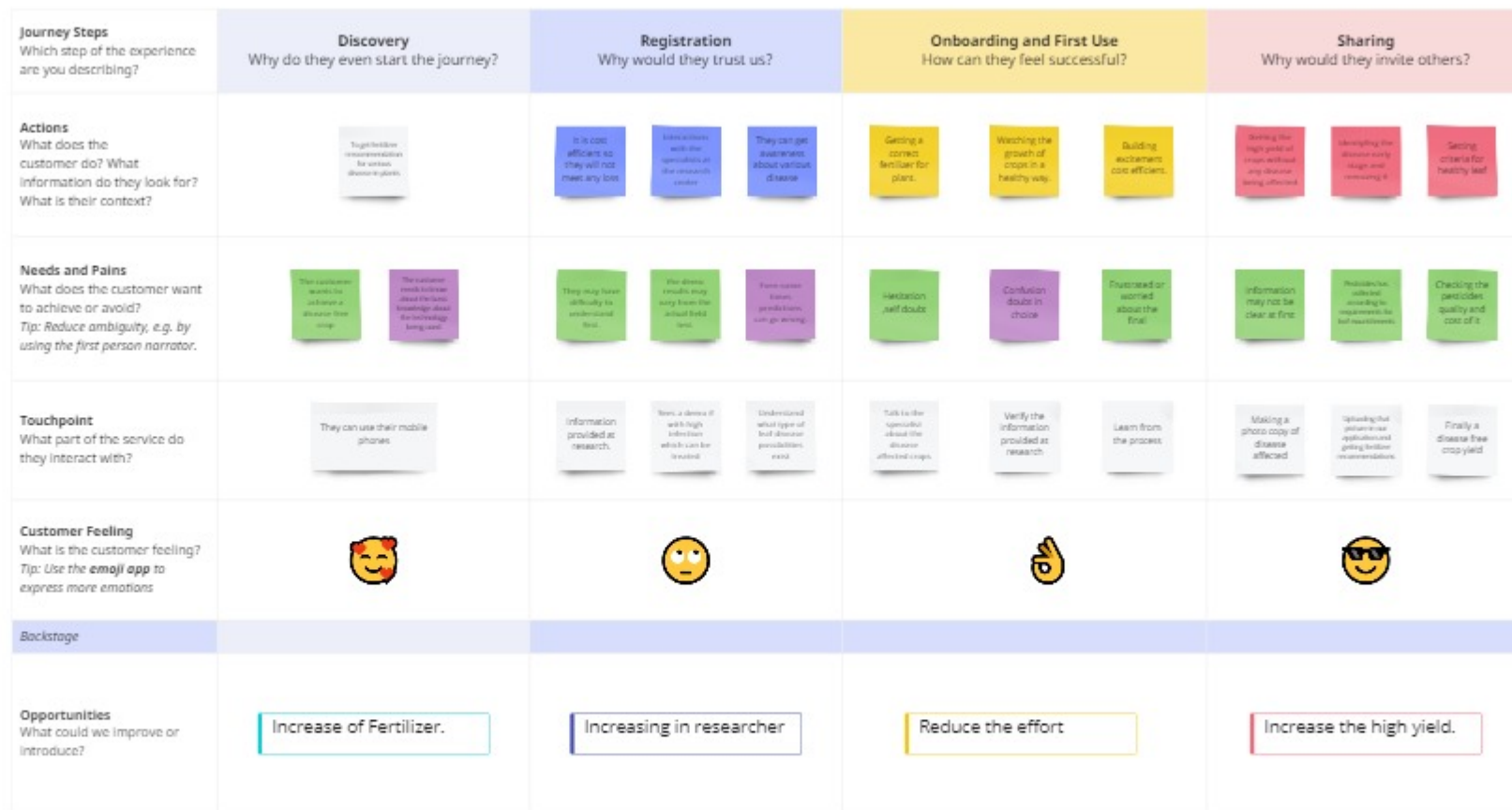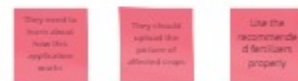
**What are their key goals and needs?**
- To get high yield.
- Should be cost efficient.
- Disease free crops.

**What do they struggle with most?**
- How the technology works?
- What if it goes wrong?
- What if the disease is un-identifiable?

**What tasks do they have?**
- They need to learn about how this application works
- They should upload the picture of affected crops
- Use the recommended fertilizers properly

| 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? | Target fertilizer recommendations for various disease in plants. | It is cost efficient so they will not meet any loss. / Interactions with the specialists at the research center. / They can get awareness about various disease. | Getting a correct fertilizer for plan. / Watching the growth of crops in a healthy way. / Building excitement cost efficient. | Getting the high yield of crops without any disease being affected. / Identifying the disease early stage and removing it. / Setting criteria for healthy leaf. |
| **Needs and Pains** — What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator. | The customer wants to achieve a disease free crop. / The customer needs to know about the best knowledge about the technology being used. | They may have difficulty to understand time. / Poor disease results may vary from the actual field time. / Poor certain losses predictions can go wrong. | Hesitation, self doubt. / Confusion doubts in choice. / Frustrated or worried about the final. | Information may not be clear at first. / Hesitation has selected according to requirements for test/investments. / Checking the pesticides quality and cost of it. |
| **Touchpoint** — What part of the service do they interact with? | They can use their mobile phones. | Information provided at research. / Tests a demo if with high infection which can be treated. / Understand what type of leaf disease possibilities exist. | Talk to the specialist about the disease affected crops. / Verify the information provided at research. / Learn from the process. | Making a photo copy of disease affected. / Uploading that picture our application and getting fertilizer recommendations. / Finally a disease free crop field. |
| **Customer Feeling** — What is the customer feeling? Tip: Use the emoji app to express more emotions | 🥰 | 🙄 | 👌 | 😎 |
| **Backstage** | | | | |
| **Opportunities** — What could we improve or introduce? | Increase of Fertilizer. | Increasing in researcher | Reduce the effort | Increase the high yield. |

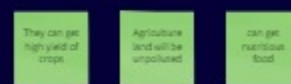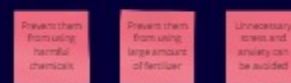**What changes for them?**

# 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 get high yield of crops.
- Agriculture land will be unpolluted.
- Can get nutritious food.

**What can they finally avoid doing?**
- Prevent them from using harmful chemicals.
- Prevent them from using large amount of fertilizer.
- Unnecessary losses and anxiety can be avoided.

**What changed in my environment?**
- Agriculture lands are disease free.
- Farmers are happy and less worried.
- Increase in crop yield.

miro