

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?
Actions What does the customer do? What information do they look for? What is their context?	Clear shopping interface and look for quality products	provide amazing customer service earn confident in using the brand sharing positive reviews	Looks for free shipping, lower prices Convenience to use More product options and discounts Safety and find new brand	Good reviews from other customers Saves transportation expenses Products are cheaper
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Quality & variety of products Design ethics	choices over variety of products Personal recommendations services to the customers	By fulfilling their expectations Personalized experience Satisfying their needs Delivering products on time	Finding new brands Product with most important features Shop at any time the customer wants
Touchpoint What part of the service do they interact with?	Customer interaction by test service	loyalty towards the customers Socially responsible products Efficiency of the company	Purchase items from their workspace Saves time and efforts Wide variety of products Good discounts and lower price	Free shipping Price comparisons Safety of the customers
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😊	😞	😞	😞
Backstage				
Opportunities What could we improve or introduce?	Increase/decrease a	Increase/decrease a	Increase/decrease a	Increase/decrease a
Process ownership Who is in the lead on this?	making the site easy to navigate	increasing the quality of products	increasing free shipping	Avoiding late delivery

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?

