

This is the journey of a Game-Changer

Game changers are people who introduce new practices to their organisations. 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?



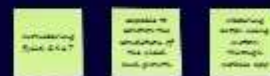
	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Research the market and the customer's needs for the solution. Find out what they are looking for and what they are struggling with.	Research the market and the customer's needs for the solution. Find out what they are looking for and what they are struggling with.	Research the market and the customer's needs for the solution. Find out what they are looking for and what they are struggling with.	Research the market and the customer's needs for the solution. Find out what they are looking for and what they are struggling with.
Needs and Pains What does the customer want to achieve or avoid? For: Reduce ambiguity, e.g. by using the first person narrative.	Research the market and the customer's needs for the solution. Find out what they are looking for and what they are struggling with.	Research the market and the customer's needs for the solution. Find out what they are looking for and what they are struggling with.	Research the market and the customer's needs for the solution. Find out what they are looking for and what they are struggling with.	Research the market and the customer's needs for the solution. Find out what they are looking for and what they are struggling with.
Touchpoint What part of the service do they interact with?	Research the market and the customer's needs for the solution. Find out what they are looking for and what they are struggling with.	Research the market and the customer's needs for the solution. Find out what they are looking for and what they are struggling with.	Research the market and the customer's needs for the solution. Find out what they are looking for and what they are struggling with.	Research the market and the customer's needs for the solution. Find out what they are looking for and what they are struggling with.
Customer Feeling What is the customer feeling? For: Use the emoji app to express more problems.	Research the market and the customer's needs for the solution. Find out what they are looking for and what they are struggling with.	Research the market and the customer's needs for the solution. Find out what they are looking for and what they are struggling with.	Research the market and the customer's needs for the solution. Find out what they are looking for and what they are struggling with.	Research the market and the customer's needs for the solution. Find out what they are looking for and what they are struggling with.
Baseline				
Opportunities What could we improve or introduce?	We propose an IoT system for agriculture which could reduce many real-time issues by increasing the quality and production management which enables the farmers to access huge amounts of results from the real-time data from the crop field.	The solution for our project is the online Smart Farming using IoT which includes the implementation of sensors, data gathering techniques, and finally the software application for monitoring and warning the crops.	We work on AgriIoT, a smart farming application, which supports various heterogeneous sensor data streams in real-time.	Should concentrate more to give positive outcome.
Process ownership Who is in the lead on this?	Research Field Leader	Research Field Leader	Research Field Leader	Research Field Leader

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?

