



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?	Starts To work Remotely With Team	Connect Social Account Verify Otp Confirm The Account	Enter Car Data Submit Form See The Outcome Explore Car Performance Information	Open Form Feedback Share
<b>Needs and Pains</b> What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Collaborate Visually We are rarely to Collaborate	How this can help me get my job done I don't give up and Personal data No Worry about having to pay for trying	I don't Waste time to Reading Manuals I get Inspired By How Others Do It	I can Start Creating Right away I Can Work With Others
<b>Touchpoint</b> What part of the service do they interact with?	Friends Recommendation	Registration Form Email Message	Form Submission	Whatsapp Email
<b>Customer Feeling</b> What is the customer feeling? Tip: Use the <i>emoji app</i> to express more emotions	😬	😞	😞	😬
Backstage				
<b>Opportunities</b> What could we improve or introduce?	Increase/decrease	Increase/decrease	Increase/decrease	Increase/decrease
<b>Process ownership</b> Who is in the lead on this?	Pavithran S	Pavithran S	Pavithran S	Pavithran S

What changes for them?

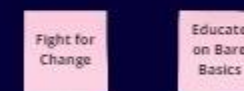
## Outcome

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?

