## Game-Changer

*This is the journey of a*

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.
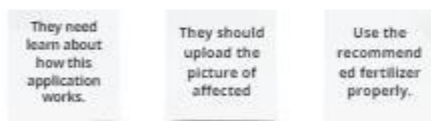
**What are their key goals and needs?**

- 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 in unidentifiable?

**What tasks do they have?**

- They need learn about how this application works.
- They should upload the picture of affected
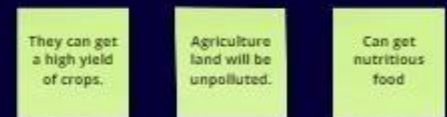- Use the recommended fertilizer properly.

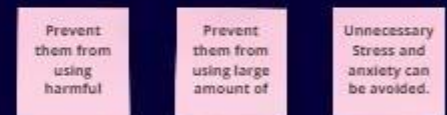| Journey Steps<br>Which step of the experience are you describing? | Discovery<br>Why do they even start the journey? | Registration<br>Why would they trust us? | Onboarding and First Use<br>How can they feel successful? | Sharing<br>Why would they invite others? |
|---|---|---|---|---|
| **Actions**<br>What does the customer do? What information do they look for? What is their context? | To get fertilizer Recommendation for various disease in plants. | It is cost efficient ,so they'll not meet any loses. / Interactions with the specialists at the research centre. / They can get awareness about various | Getting a correct fertilizer for plant / Watching the growth of crops in a healthy way / Building excitement, cost efficient. | Getting 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**<br>What does the customer want to achieve or avoid?<br>*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 first. / The demo results may vary from the actual field test. / Even sometimes prediction can go wrong. | Hesitation, self-doubt. / Confusion doubt in choice. / Frustrated or worried about the final | Information may not be clear at first. / Pesticides has to selected according to requirements for leaf nourishment. / Checking the pesticide quality and the cost of it. |
| **Touchpoint**<br>What part of the service do they interact with? | They can use their mobile phones. | Information provided at research. / Sees a demo leaf with high infection which can be treated. / Understand what type of leaf disease possibilities exist. | Verify the information provided at research. / Talk to the specialist about disease affected crops. / Learning from the process. | Making a photocopy of disease affected / Uploading that picture in our application and getting fertilizer recommendation / Finally a disease free crop yield. |
| **Customer Feeling**<br>What is the customer feeling?<br>*Tip: Use the emoji app to express more emotions* | 🤩 | 🤔 | 👍 | 🥳 |
| *Backstage* | | | | |
| **Opportunities**<br>What could we improve or introduce? | Increase of Fertilizer | Increase in researcher | Reduce the effort | Increase in High yield. |

### Outcome

*What changes for them?*

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

**What can they finally avoid doing?**

- Prevent them from using harmful
- Prevent them from using large amount of
- Unnecessary Stress 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.