Game-Changer





Which step of \*he exgerience

*a re \*/nu* descri bing?

# Discovery

Why do they even start the journey? . Wh WOUId IN



**bring**

# Why woiuTd they invite others?

G am e ch an ger\* are neople \v no inirodri ce ncv

p ra ci'ce\* to rneir organ 'nation\*. They \vanc i n\* n”re oth ers to co-create and in n ovaie together.

* fhat are their key goals and needs\*



What do they strugp ie with most?





* fhat tasks do they have?

?. d .,.

customer do? \^/hac t’

i nformation do they loo k fa r\*

Winat is their context?

# Weed\*andPans Vmatdoestheuustomerwant





*Tip.- Reduce ambiguity, e.g. by using* Me fret person narrator.

Touch point



What part of the service do they *interact* with?



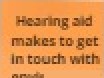
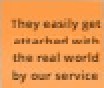




aiaay



w Customer Feeling



@

. Wlnat is the customer feeli ng ?

" 7fp- Use Me em@i ay ro

sprees more emor/orzs

*BeQatage*

Oppo rtunities

What co u.d 'are i mprcve or introduce?

Process ownership



’x\*Yho is in the Iea d on this'

