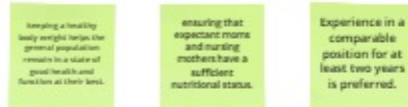


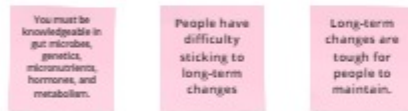
This is the journey of a
Game-Changer

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

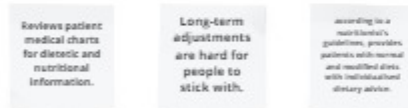
What are their key goals and needs?



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?	<div>They identify the dietary requirements of the patients, evaluate risk factors, and create menus and meals.</div>	<div>Share uplifting comments and endorsements</div> <div>Be truthful and open-minded.</div> <div>Ask for and act on feedback.</div>	<div>they initially seem difficult to explore for context.</div> <div>Finding their needs is difficult in the</div> <div>It's tough to follow the instructions on the Nuturion app.</div> <div>when they succeed in the first stage and obtain the necessary one, they feel happy.</div>	<div>because they are comfortable and trouble-free when used for the first time.</div> <div>The user interface is fairly simple to use.</div> <div>There is no lag when using this tool, and the diet plans are quite easy to understand.</div>
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>	<div>those brought on by infections and inadequate intake compared to needs</div> <div>those brought on by infections and insufficient intake in relation to needs</div>	<div>Process pain points, Financial pain points</div> <div>Support pain points</div> <div>Nutrition apps can help make life easier for individuals who need to track their food intake for health reasons.</div>	<div>people must first know the steps to take in order to put on or lose weight.</div> <div>when they began to follow the health diet, they experienced discomfort.</div> <div>it is challenging for an ignorant individual to understand the diet</div> <div>understanding the diet strategy based on weight increase or decrease</div>	<div>These nutrition applications are easier to grasp, less painful, and require less learning than other applications.</div> <div>less pain while using the interface of the nutrition application.</div> <div>excellent diet plan reduce pains of the customer</div>
Touchpoint What part of the service do they interact with?	<div>The primary aspect of service throughout service delivery is interaction.</div>	<div>customer service</div> <div>toll free number</div> <div>Nutrition Services Care Team</div>	<div>customer service</div> <div>nutrition service care team</div> <div>feedback form</div> <div>toll free number</div>	<div>Use social media, such as Whatsapp, Facebook, Instagram, Telegram, etc. to invite people.</div> <div>employing advertising, marketing, and other methods to invite individuals</div> <div>Through the dissemination of information about the application to additional individuals</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	<div>🐼</div>	<div>😞</div>	<div>😞</div>	<div>🤪</div>
Backstage				
Opportunities What could we improve or introduce?	<div>Increase/Modern firms have a wide range of alternatives for improving the customer journey, including employing social media, an omnichannel</div>	<div>List your nutrition business on professional directories. Create your Google Business listing.</div>	<div>Give new customers a rundown of the guidelines and how to utilise the numeric application.</div>	<div>boosting the chance of attracting more customers while</div>
Process ownership Who is in the lead on this?	<div>The Chief Executive Officer (CEO) is ultimately responsible for the customer experience a business provides, but they have too many other obligations to take the lead on its strategy, so it frequently falls to the Chief Marketing Officer (CMO) or, to a lesser extent, the COO (Chief Operating Officer).</div>	<div>The chief executive officer (CEO) is ultimately in charge of the customer experience a business provides, but they have too many other responsibilities to take the lead on its strategy, so it frequently falls to the chief marketing officer (CMO) or, to a lesser extent, the chief operating officer.</div>	<div>The main responsibility of onboarding specialists employed by HR is to assist new hires in adjusting to the workplace environment, work schedule, required tools and processes, and of course, the work itself.</div>	<div>The only individual in charge of a process is the process owner. They are responsible for creating a process that is both efficient and efficient, utilizing the appropriate personnel, financial resources, and technological resources to run the process, and producing successful results as necessary for the organization.</div>

What changes for them?

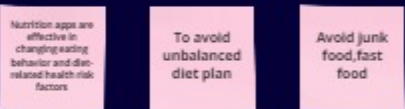
Outcome

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?

