## this is the journey of a

# Game-Changer

Game changers aer people who introduce new pratices to their organziatons.they want inspire other

#### 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 unidentiflable?

#### What tasks do they have?

They need learn about how this application works.

They should upload the picture of affected

Use the recommended fertilizer property.

Journey steps Which step of the exprience are you describing	<b>Discovery</b> Why do they even start the joureny?	Registration  Why would they trust us?	Onboarding and first use  How can they feel	Sharing Why would they invite others?	What changes for them?  Outcome  Describe how the life and environment of the customer once they used the product or service.
			successful?		
Action What does the coustomer do? What information do they look for ? What is their context?	To get fertilizer recomendation for various disease in plants	It is cost efficient,so they'll not meet any loses  Inter actions with the specialists at the reserch centre  They can get awarness about various	Geetting a correct the growth fertilizer for plant way  Watching Building excitement cost healthy way  Building excitement excitement cost efficient	Getting high yield of crops disease early stage and removing it.  Setting criteria for healthy leaf.	What are they able to do now?  They can get a high yield of crop.  Agriculture land will be unpolluted  Can get nutitious food
Needs and pains What does the customer want to achive or avoid? Tip:Reduce ambiguity,e.g by using the first person narrator	The customer needs to know about the basic knowledge about the technology being useful	They may have difficulty to understand first  The demo result 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 be selected according to the requirements for leaf nourishment  Checking the pesticide quality and the cost of it	What can they finally aviod doing?  Prevent them from using large amount of inorganic harmful  Prevent them from using large amount of inorganic fertilizers  Unnecessary stress and anxiety can be avoided
Touchpoint 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 treasted.  Understand what type of leaf disease possibilities exits.	verify the information provided at research  Talk to the specialist about disease affected crops  Learing from the process	Making a photocopy of disease affected  Uploading that picture in our application and getting fertilizer recommedation  Finally a disease free crop yield	What changed in my environment  Agriculture lands are happy and less worried  Increase in rop yield
Customer Feeling What is the customer feelings? express more emotions					
Backstage					
Opportunities What could we improve or introduce?	Increase of fertilizer	Increase in researcher	Reduce the effort	Increase in high yield	