

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?

ENCOURAGE
TEAM MATES
TO WORK

COME UP
WITH NEW
IDEAS

GOOD
OUTCOMES
WITH ALL
ESSENTIALS

What do they struggle with most?

TEAM
THINKING
ABOUT
DEVELOPING
APPROACH

COMPATIBILITY PROBLEMS

LACK OF
RESOURCE
AND TIME

What tasks do they have?

FRAMING
THE HINTS
AND IDEAS

SUPPORTING
TEAM

TESTING
OUTCOME

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?	IMPROVES EVERY INDIVIDUALS KNOWLEDGE	PROVIDE INCH-PERFECT INFORMATION USER DETAILS KEPT PRIVATE NO NEED TO PURCHASE	CREATE ACCOUNT WATCH THE NEWS DOWNLOAD FOR OFFLINE PURPOSE ENJOY THE HANDY ENVIRONMENT	TRUST-WORTHY CONVENIENT TO USE
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>	NETWORK TRAFFIC ISSUES ADS DISPLAY	PAID PROMOTION OFFLINE NEWS CONTENTS FILTER CONTENT BASED ON DATES	JOB OPPORTUNITY DETAILS VOICE ASSISTANCE UPDATE AND SUPPORT ON TIME	POST COMMENTS WORLD NEWS
Touchpoint What part of the service do they interact with?	ALL IN ONE APP	OFFER WALLS ACCURATE WEATHER FORECAST TECH GADGET NEWS	SCROLLING NEWS IN CAROUSEL WALLPAPERS CONTENT IN ALL LANGUAGES TRANSPORT TIMINGS AND AVAILABILITY	LISTEN TO PODCAST SHARING OPTIONS DAILY HOROSCOPE
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	🤔	😊	😇	😴
<i>Backstage</i>				
Opportunities What could we improve or introduce?	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by
Process ownership Who is in the lead on this?	CREATING HANDY SITE	GETTING CUSTOMER REVIEWS	IMPROVING QUALITY	TRIGGER TO WORK FASTER

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?

CONVENIENT TO USE
FILTER CONTENTS
USER CAN BROWSE PAST EVENTS

What can they finally avoid doing?

DONT NEED TO TRANSLATE LANGUAGES
DONT NEED TO SAVE WATCHED CONTENT
DONT NEED TO THINK ABOUT PRIVACY

What changed in my environment?

FREE OF COST
AVAILABLE IN MULTI LANGUAGES