

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?

- To make the world a better place
- To challenge a status quo
- To make the world a better place

What do they struggle with most?

- Overcoming the status quo
- Non-acceptance of new ideas
- Setting up the right environment

What tasks do they have?

- To achieve a purpose in life
- To make the best use of their skills
- To make the best use of their skills

Journey Steps	Discovery	Registration	Onboarding and First Use	Sharing
Which step of the experience are you describing?	Why do they even start the journey?	Why would they trust us?	How can they feel successful?	Why would they invite others?
Actions	To make the user's experience efficient	To make the user's experience efficient	To make the user's experience efficient	To make the user's experience efficient
Needs and Pains	To make the user's experience efficient	To make the user's experience efficient	To make the user's experience efficient	To make the user's experience efficient
Touchpoint	To make the user's experience efficient	To make the user's experience efficient	To make the user's experience efficient	To make the user's experience efficient
Customer Feeling	To make the user's experience efficient	To make the user's experience efficient	To make the user's experience efficient	To make the user's experience efficient
Background				
Opportunities	Increase/decrease	Increase/decrease	Increase/decrease	Increase/decrease
Process ownership	Admin	People	Admin	People

Outcomes

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

- To provide a better experience
- To provide a better experience
- To provide a better experience

What can they finally avoid doing?

- To provide a better experience
- To provide a better experience
- To provide a better experience

What changed in my environment?

- To provide a better experience
- To provide a better experience
- To provide a better experience