

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 safeguard crops from birds & wild animals.
- To confront the farmer from every aspect.
- To encourage farming for future farmers.

What do they struggle with most?

- Destruction of yield by birds.
- Destruction of field by wild animals.
- Lots of hard work and less output.

What tasks do they have?

- They have to keep their mobiles charged.
- Place the kit in the field.
- Follow the instructions.

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 What does the customer do? What information do they look for? What is their context?	Since they are tired of using old methods of protecting their crops from birds & animals (Electric fences, scarecrow) etc.	In order to work smart than working harder. Hence to try their luck on new technologies	Once their crops are safeguarded as per the instructions given by the kit. They have a fruitful result without much strain.	Since he had a very good experience with the kit. As a farmer, he should consider about others goodwill also.
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>	Need the fruitful technique to safeguard. Being failed always from protecting his yield from birds & animals.	To go in a smart way via technology Have tried all methods, at last, want to try this.	Getting alarming signal via phone in his comfort zone. Had a very bad previous experiences.	So that other farmers also get comforted. For the social cause of the future farmers.
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😊	😊	😞	😊
Backstage				
Opportunities What could we improve or introduce?	Increase/decrease a leading metric by improving X or introducing Y.	Increase/decrease a leading metric by improving X or introducing Y.	Increase/decrease a leading metric by improving X or introducing Y.	Increase/decrease a leading metric by improving X or introducing Y.
Touchpoint What part of the service do they interact with?	The farmers interact with their phones and the kit.	Since they need only their phones for the alarming alert.	All in the comfort with smart work. When the farmers get the alarm in their phone itself for the threat.	For the betterment of others too. Since all are having mobiles with them.
Process ownership	The farmer	The Farmer	The Farmers	The old and the upcoming farmers

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?

- They can simply kit as their home and safeguard their crops.
- They no need to visit their fields frequently.
- They can have a peaceful sleep.

What can they finally avoid doing?

- Frequent field visit.
- Worrying about the birds and animals.
- Doing lots of hardwork and taking lots of stress.

What changed in my environment?

- Haard work to smart work
- patching up with the technology
- Role model for young and future farmers.