Game-Changer

This is the journey of a

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 improve the crop yield in any region
- To improve Quality of food
- To maximise productivity and Profits

What do they struggle with most?

- Money management
- External damage of properties
- Different climate changes

What tasks do they have?

- Distributed ideas and insights and reviews
- Maintaining clean and neat Database
- Identifying problems on reason for probs

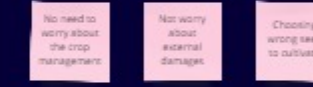| Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Creating Awareness between people about Data Analytics in agri	To Explore about existing resources / Increase crop integrity / Helps in making the R&D decisions to influence future crop yield	go through the videos for using the Dashboard / Explore them a various visualization / Understand the insights from the visualization / Go through the tutorials	open source data / Improved food safety and quality and productivity / Making people aware of Digital Farming
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	better forecasting on harvesting needs / avoid possible losses and damages and money	Increased yielding in existing filed / Ensure the crops are in good conditions / opportunity to sell products directly	Food safety Ensurance / Accurate prediction ++ the yield / climate change unpredictability is a major challenge / Helps to pick Desirable crop	Interactive Dashboard / opinions of more people helps to improve / Estimation++ Accuracy ++
Touchpoint What part of the service do they interact with?	better communication and interaction more investment for research / market for research	Interaction done mostly on survey of fields / more Interaction with customer without brokers' / Interaction between farmers and land map sectors	better strategic plans to ++ profits / Increased the scalability of crops / better use of DB from the Surveys / Helps with Ever growing population	Monitoring the health of crops / Sharing the harvest details to improve the DB / Sharing their insights to other farmers to improve the Community
Customer Feeling What is the customer feeling? *Tip: Use the emoji app to express more emotions*	🤗	👍	👏	🥳
Backstage				
Opportunities What could we improve or introduce?	Increase the crop value	Increase the consumer	1.The User-Interface can be improved. 2.Updating the DB at	Update the policies to improves food safety
Process ownership Who is in the lead on this?	Small and marginal farmers in India, who for 86.3% of farmers in India	Data Analytics and Web-developers	Creators of DB and Web/App developers	Farmers and Consumers

Outcome

What changes for them?

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 are able to choose a desirable crop for particular season or region
- They can take better management and financial decisions
- They can achieve more productivity

What can they finally avoid doing?

- No need to worry about the crop management
- Not worry about external damages
- Choosing wrong seed to cultivate

What changed in my environment?

- A new style of cultivation helps the crop yield
- Improved direct selling of products
- Results are more efficient and innovative

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