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?

- Customer satisfaction
- Responding quickly

What do they struggle with most?

- Proper allocation of staff
- Security

What tasks do they have?

- Listen carefully to the queries
- Provide service on time

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?	Outcome
Actions — What does the customer do? What information do they look for? What is their context?	Queries	Data is more secure . / Deals with problems quickly / Data privacy	Low price / Time efficient / Can solve the problem easily. / Responding people	Allocating agent / Live chatbox / Tracking of services	
Needs and Pains — What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Lack of strategy / Slow software	Proper solution for a problem. / Providing service on time / Unnecessary of long process	Email notification / Fiteration based on details. / Clean ui interface / Need to repurchase often	Allocating agent / User feedback / Solve the problem in short time	
Touchpoint — What part of the service do they interact with?	Service at anytime	Proper allocation of staffs / Security / Asking for rating	Customer privacy / Checking customer limits / Quick resolution of problem / Maintaining database	Listen carefully to the queries / Providing service details / Deals with problem quickly	
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/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?	Customers	Customers data's are more secure so they can trust us more.	To be a successful a customer must know a great deal about this process.		

miro