

Game-Changer

Game changers are people who introduce new practices to their organizations. They want rapid attention to create and introduce together.

What are their key goals and needs?

To provide an effective experience
To provide a high level of customer satisfaction

What do they struggle with most?

Providing a high level of customer satisfaction
Providing a high level of customer satisfaction

What tasks do they have?

Providing a high level of customer satisfaction
Providing a high level of customer satisfaction

Journey Steps Which step of the experience are you describing?	PHASES	STEPS	FEELINGS	RAIN POINTS & OPPORTUNITIES
Actions When does the customer need to know? What information do they look for? When is their customer?	Discovering the product	Discovering the product Discovering the product Discovering the product	The product is not what I expected The product is not what I expected The product is not what I expected	Discovering the product Discovering the product Discovering the product
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g., by using the first person singular.	Discovering the product	Discovering the product Discovering the product Discovering the product	The product is not what I expected The product is not what I expected The product is not what I expected	Discovering the product Discovering the product Discovering the product
Touchpoints What part of the service do they interact with?	Discovering the product	Discovering the product Discovering the product Discovering the product	The product is not what I expected The product is not what I expected The product is not what I expected	Discovering the product Discovering the product Discovering the product
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotion.	Discovering the product	Discovering the product Discovering the product Discovering the product	The product is not what I expected The product is not what I expected The product is not what I expected	Discovering the product Discovering the product Discovering the product
Barriers	Discovering the product	Discovering the product Discovering the product Discovering the product	The product is not what I expected The product is not what I expected The product is not what I expected	Discovering the product Discovering the product Discovering the product

