

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?



What do they struggle with most?



What tasks do they have?



| 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? | Item of product and price | To get quality product profitable price | product quality low price Discount good customer service | For getting satisfied For getting discount For good service |
| 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> | Buy quality product getting outdated product | Discount low quality | good service Arguing Corrects price Barging | satisfaction discount Quality |
| Touchpoint What part of the service do they interact with? | attendants | suppliers billing | Managers Quality service Transport | management advertisement |
| 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 the ■ ■ ■ | Increase the sale, ■ ■ ■ | Reduce the effort ■ ■ ■ | increase the sale ■ ■ ■ |
| Process ownership Who is in the lead on this? | Quality manager | Manager | Delivery service | Attendants |

