

## 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?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	They want to be a Donor	it is internet based Highly Secureable Quick plasma availability	By using the app as default by good feedback by supporting it by rating	for improving our field for more data base for more donors
<b>Needs and Pains</b> What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Needs high database needs high security	Registration error Profile management privacy management	by solving their problems by providing good services by managing security level	they get server error difficult to share the app link expires
<b>Touchpoint</b> What part of the service do they interact with?	Communicated on by server chat box	by advertisement by sharing the application by Doctor consultation	Simple application user friendly useful while compare offline donation	useful for sharing helping minded increasing donor level
<b>Customer Feeling</b> What is the customer feeling? Tip: Use the <b>emoji app</b> to express more emotions	😊	😄	😞	😊
Backstage				
<b>Opportunities</b> What could we improve or introduce?	Increase/decrease	Increase/decrease	Increase/decrease	Increase/decrease
<b>Process ownership</b> Who is in the lead on this?				

What changes for them?

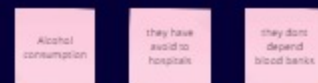
## Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?



What can they finally avoid doing?



What changed in my environment?

