

	Identify Need	Evaluate	Research/Test	Customer Acquisition	Customer Engagement
Buyer Action	The buyer evaluates and decides on the right provider to administer the solution that is to estimate the crop yield.	Crop yield estimation helps to understand food security and also explains why your tomatoes can cost more one year and then less the following year.	Buyer can test/demo of the solution before purchase.	Payment can be made in online mode using various payment platforms. There is free 1 month of service.	The project is basically to estimate crop yield using data analytics and hence the customer can use the resources to estimate the crop yield.
Buyer Goal	Find a potential solution for a need.	Determine if the solution will fulfill the need.	Determine if the solution is worth the price.	Use all features of solution immediately to meet need.	Make payments as required. Receive technical support and customer care as needed.
Company Action	Action will be taken during this stage of the buyer's journey. Help the customer to identify the needs of the customer.	Actions will be taken if there is any problem regarding the solutions that are made by the customer.	If the customer is not satisfied with the price, action will be taken regarding that matter.	Actions will be taken if the customer is facing any issue during the time of making payment.	Actions will be taken if there is any inconvenience in the technical support or customer care.
Current TouchPoints	The buyer can know about us from online through website SEO, Google search, LinkedIn, Industry publication.	The buyer can learn about the offering, pricing, features, etc., from blog, social publishing, webinars, FAQ and pricing web pages.	Resources a buyer can use to learn more about offering through product/service demo, trial, case studies, lead nurturing campaign, face to face meeting.	Buyer can complete the signup and enablement process through account creation pages and payment process.	The buyer can access and receives continued support over time with knowledgebase, resource library, technical support via phone and live chat and customer care phone support.
Learning and Opportunities for Improvement	Improve on-site SEO to drive more qualified web traffic.	Change messaging from tech focus to business focus.	Prepare personalized folder of service and company info for in person meeting.	Improve on-boarding instructions to enable customer to complete service install on their own.	Continue to resolve customer technical issue on first call.