

Customer Journey Map

	Identify Need	Evaluate	Research	Customer Acquisition	Customer Engagement
Buyer Action	The customer evaluates and analyses on the product to estimate the returns from farming process after using the product.	It is helpful in understanding the food availability and the security of food.	Giving the customer a demo or trial access to the product.	Providing the customers free 3 months access and then charging automatically after the demo.	The crop yield can be measured by the customer after using the Smart farming method using IOT.
Buyer Goal	To get the meaningful solution and a effective one.	Determine if the solution will fulfil the need.	Check if the solution is worth the price point.	Use all the options available to solve the problem.	Proper Customer support regarding the technicalities as well the usability .
Company Action	The customer should get clear idea how the product solves their problems.	A solution itself can have problems and actions will be taken to solve that problems.	Customer is not satisfied by the price then action should be taken on it.	While payment problem occurs then we should help the customer regarding it.	Immediate actions must be taken if there is any inconvenience in the support system.
Current Touchpoints	Improving the Ads and also SEO in the google search, Linked-in, through news papers also.	Customer can learn about the offers, benefits, all the features through the FAQ, Webinars...etc.	Resources a customer can use to learn about the product through the demo.	Account creation and Payment process	Good and user-friendly KB articles should be provided.KB: Knowledge base.
Learning and opportunities for Improvement	Increase the SEO to create a good awareness	Focus on the Business.	Prepare relevant folder of service and company INFO for meetings taking place In-Person.	Service/Product installation should be handled with care and relevant instructions should be provided.	Give a meaningful First response and always provide help to the issues ASAP.