Date	10-11-2022
Team ID	PNT2022TMID18018
Project Name	Smart Farmer-IOT Enabled Smart Farming Application
Maximum marks	2 Marks

Customer Journey Map :

	Identify Need	Evaluate	Research	Customer Acquisition	Customer Engagement
Buyer Action	After utilising the product, the client examines and analyses it to determine the product's expected returns from the farming process.	Understanding food supply and security is made easier by this.	Granting the customer access to a product demo or trial version.	Access for the first three months is free, after which time charges are applied automatically.	The consumer can measure the crop production via IOT after adopting smart farming techniques.
Buyer Goal	To obtain an appropriate and practical answer.	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 buyer should understand precisely how the product resolves their issues.	There may be issues with a solution, and steps will be done to address those issues.	If the customer is unhappy with the pricing, something should be done about it.	If there is an issue with the payment, we should assist the consumer.	In the event that the support system is inconvenient in any way, immediate action must be made.
Current Touchpoints	Improving the ads and SEO on Linked In, Google, and through news publications.	Through the FAQ, Webinars, etc., customers may learn about the deals, advantages, and all the features.	Resources a customer can use to learn about the product through thedemo.	Account creation and Payment process	There should be helpful and approachable KB articles available. Knowledge base, or KB.

Learning and opportunities for Improvement	Boost SEO efforts to raise awareness.	Focus on the Business.	For meetings that will take place in person, prepare the necessary folder of service and corporate information.	Care should be taken during service/product installation, and pertinent instructions should be given.	Always respond in a meaningful way and offer assistance to problems as soon as possible.