

## Customer Journey map

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### Customer Journey Map for Agricultural Technology Solution

#### 1. Awareness:

- **Goal:** Create awareness about the agricultural technology solution.
- **Customer Actions:**
  - Sees advertisements on social media, websites, and agricultural forums.
  - Reads blog posts, articles, and case studies.
  - Attends industry webinars and agricultural expos.
- **Touchpoints:**
  - Social media platforms (Facebook, Instagram, LinkedIn).
  - Websites and blogs.
  - Webinars and industry events.
- **Emotions:** Curiosity, interest, initial skepticism.

#### 2. Consideration:

- **Goal:** Provide detailed information to help customers evaluate the solution.
- **Customer Actions:**
  - Researches the product online.
  - Reads reviews and testimonials.
  - Requests a demo or trial.
  - Compares with competitors.
- **Touchpoints:**
  - Product website.
  - Customer reviews and testimonials.
  - Demo or trial sign-up pages.
- **Emotions:** Excitement, evaluation, comparison.

### **3. Decision:**

- **Goal:** Encourage customers to make a purchase decision.
- **Customer Actions:**
  - Engages with sales representatives.
  - Evaluates pricing and payment options.
  - Receives personalized recommendations.
  - Makes a purchase decision.
- **Touchpoints:**
  - Sales team interactions (calls, emails, live chats).
  - Pricing and payment information.
  - Online purchase platform or sales portal.
- **Emotions:** Confidence, reassurance, anticipation.

### **4. Onboarding:**

- **Goal:** Ensure smooth implementation and setup of the solution.
- **Customer Actions:**
  - Receives onboarding materials and training.
  - Installs and sets up the solution.
  - Attends training sessions or webinars.
  - Connects with customer support for assistance.
- **Touchpoints:**
  - Onboarding emails and guides.
  - Training sessions (online or in-person).
  - Customer support (phone, email, chat).
- **Emotions:** Satisfaction, learning, adjustment.

## 5. Usage:

- **Goal:** Facilitate effective usage and maximize the solution's value.
- **Customer Actions:**
  - Regularly uses the solution for farming activities.
  - Monitors performance and outcomes.
  - Participates in user communities and forums.
  - Seeks ongoing support and resources.
- **Touchpoints:**
  - Product dashboard and user interface.
  - User communities and forums.
  - Customer support (phone, email, chat).
- **Emotions:** Empowerment, efficiency, productivity.

## 6. Advocacy

- **Goal:** Encourage satisfied customers to become advocates.
- **Customer Actions:**
  - Shares positive experiences and results.
  - Writes reviews and testimonials.
  - Refers others to the solution.
  - Participates in case studies and success stories.
- **Touchpoints:**
  - Social media platforms.
  - Review and testimonial platforms.
  - Referral programs.