

Project Design Phase – II

Customer journey map

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|----------------------|---------------------------------|
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| Team ID | PNT2022TMID39818 |
| Project Name | Plasma Donar Application |
| Maximum Marks | |



Customer journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with
Product School

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

| SCENARIO Browsing, booking, attending, and rating a local city tour | Entice How does someone initially become aware of this process? | Enter What do people experience as they begin the process? | Engage In the core moments in the process, what happens? | Exit What do people typically experience as the process finishes? | Extend What happens after the experience is over? |
|--|---|---|--|--|---|
| Steps What does the person (or group) typically experience? | Customer visit the website/Application Register/Create an account View the interface of the Application | Register for donation Request for the plasma | Customer do register for donation Customer check for the plasma availability Create awareness of the application | Leave the webpage Close the Application | After experiencing our tour friends visitors, the customer can share interaction with their friends |
| Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use? | Customer view the User Interface Interact with the chatbot View the Contact options | Analyze the features Thought about the using of the features | Register the details Request for the need | | Through recommendation, application user count will be increased |
| Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | To use the application | Aim to do registration successfully | Increase website visitors .app feature Increase customer service satisfaction using chatbot | Help me to find a clear and correct result Able to provide the food Feedback | encourage others to use this application |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | User find time to access website/ application at anytime | User feel free to access website at anytime | Spending a time on good work | People while leaving the application feels motivated and inspired Customer can happy to write their reviews | Increase the Interest towards the Customers |
| Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | People sometimes enter the wrong personal informations | People ignore most of the notifications. | Customer hesitate to enter their medical history. | Customer feel leaving a review as a difficult process | Customer find time will be waste during giving feedback |
| Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | Could we able to view the donation details? | Can a customer able to update the details? | The customers can able to use the chatbot wisely The donor can book the slot for donation | The recipient can able to get the plasma as soon as the availability of the plasma | The donor will have certain period of time to clear the plasma again |

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