

Customer experience 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.

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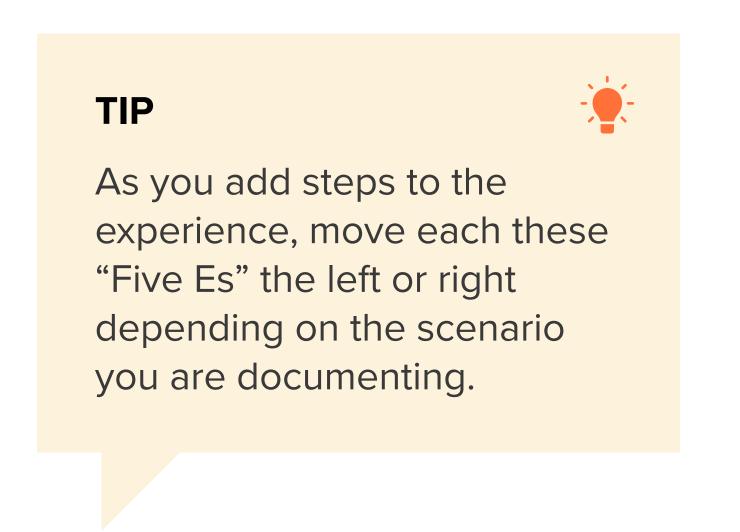
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Project Design Phase-II Customer Journey Map

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.

Date	21 October 2022
Team ID	PNT2022TMID06713
Project Name	Plasma Donor Application
Maximum Marks	4 Marks



Searching for donors (patients) and donating (receiving) plasma	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?	Social Media Promotional Posts Users discover the application via promotional and awareness posts on social media Suggestions from the society People around the us such as their friends and well-wishers suggest our application	application The donor/patient visits the plasma donor web Registers to the application as a donor/patient	Enters details Browse Donors list (patients) The donors and patients enter their medical and contact information Browse Donors list (patients) The patient can browse through the list of available donors The patient can browse through the list of available donors (positive or new donors)	(patients) (donors) Contact the patient Donate plasma The donors with the ed on The patient submits a request for plasma The donors with the matching blood contact the patient donate the required amount of plasma to	Check Do's and Don'ts The donor interacts with the chatbot to know the do's and don'ts after plasma donation Recom application Rate the plasma donor website on external platforms Based experience recomment known application Rate the plasma donor website on external platforms
Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	Home feed page of popular social media applications People nearby user location	The homepage of the web application The sign up page of the web application	Detail registration page of the web application Donors list page of the web application Donors list page of the web application	provider application USCIS MODIIC acvice the hespital	Chatbot in the web application External review platform such as Trustpilot Trustpilot In perso phonemessag profile
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me make a application to society Help me find a good application to contact patients and donate plasma	Help me find a user friendly donor application Help me register myself as a donor in the application	Help me enter my details so that patients can find me easily Help me search the list of donors right do	nania in nania in nania in nania in naniani	Help me resolve my plasma donation related queries Help me rate the application so that others can trust and use it Help me rate the application so that others can trust and use it
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?		It is pleasant to see an easy to use application Eager to register as a donor and save lives	Happy to see there are a lot of people ready to donate plasma Finds it easy list of mat dono		Users feel confident about what they have to do after donating/ receiving plasma Users who found the application helpful will confidently recommend it to others
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		People may feel hesitant to register as a plasma donor	There might be fake or spam donor profiles	Worries that the request alert may not be sent to donors on time	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Create dedicated social media handles for the application	Embed plasma donation awareness media in the homepage Provide links to external sources regarding the benefits of plasma donation	Require donor to upload proper medical report and manually verify it	Inform patients about the quick email alert feature post request submission Update donor's contribution in their profile after donation is completed	Thank users for using our application Display such user reviews in the application homepage to increase credibility

