

Project Design Phase – II

Customer journey map

Date	06 October 2022
Team ID	PNT2022TMID08266
Project Name	Plasma Donor Application
Maximum Marks	4 Marks

18

<div>SCENARIO</div> <p>Browsing, booking, attending, and rating a local city tour</p>	<div>Entice</div> <p>How does someone initially become aware of this process?</p>	<div>Enter</div> <p>What do people experience as they begin the process?</p>	<div>Engage</div> <p>In the core moments in the process, what happens?</p>	<div>Exit</div> <p>What do people typically experience as the process finishes?</p>	<div>Extend</div> <p>What happens after the experience is over?</p>
<div>Steps</div> <p>What does the person (or group) typically experience?</p>	<div>Customer visit the website/Application</div> <div>Register/Orate an account</div> <div>View the interface of the Application</div>	<div>Register for donation</div> <div>Request for the plasma</div>	<div>Customer do register for donation</div> <div>Customer check for the plasma availability</div> <div>Create awareness of the application</div>	<div>Leave the webpage</div> <div>Close the Application</div>	<div>After experiencing our user friendly website, the customer can share information with their friends.</div>
<div>Interactions</div> <p>What interactions do they have at each step along the way?</p> <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? 	<div>Customer view the User Interface</div> <div>Interact with the chatbot</div> <div>View the Contact options</div>	<div>Analyze the features</div> <div>Thought about the using of the features</div>	<div>Register the details</div> <div>Request for the need</div>		<div>Through recommendation, application user count will be increased</div>
<div>Goals & motivations</div> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div>To use the application</div>	<div>Aim to do registration successfully</div>	<div>Increase website visitors .app feature</div> <div>Increase customer service satisfaction using chatbot</div>	<div>Help me to find a clear and correct result</div> <div>Able to provide the Good Feedback</div>	<div>encourage others to use this application</div>
<div>Positive moments</div> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div>User feel free to access website/ application at anytime</div>	<div>User feel free to access website at anytime</div>	<div>Spending a time on good work</div>	<div>People while leaving the application feels motivated and inspired</div> <div>Customer was happy to write their reviews</div>	<div>Increase the Interest towards the Customers</div>
<div>Negative moments</div> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div>People sometimes enter the wrong personal informations</div>	<div>People ignore most of the notifications.</div>	<div>Customer hesitate to enter their medical history.</div>	<div>Customer feel leaving a review as a difficult process</div>	<div>Customer find time will be waste during giving feedback</div>
<div>Areas of opportunity</div> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<div>Could we able to view the donation details?</div>	<div>Can a customer able to update the details?</div>	<div>The customers can able to use the chatbot wisely</div> <div>The donor can book the slot for donation</div>	<div>The recipient can able to get the plasma as soon as the availability of the plasma</div>	<div>The donor will have certain period of time to donate the plasma again</div>