

Project Design Phase-II

Customer Journey

Date	03 October 2022
Team ID	PNT2022TMID27090
Project Name	Project - Plasma Donor Application

Plasma Donor Application:

Template

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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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?

<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>When needs plasma</div> <div>When someone in need of donating and receiving plasma</div> <div>Social media</div> <div>Through magazine/brand/family and advertisement</div>	<div>User Interface</div> <div>Get introduced to the web application</div> <div>Registration</div> <div>Be a part of application by logging in to the application</div> <div>Email Verification</div> <div>Account is sent immediately to confirm their registration in the web application</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <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>Am i eligible for plasma donation?</div> <div>How frequently can I donate plasma</div> <div>What happens if any mistake's made?</div>	<div>Donors and recipients will have different forms to register</div> <div>Hospitals and blood banks can provide their information</div>
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me to get donor with exact match</div> <div>Help me avoid from fake informations</div> <div>Help me to understand the process</div> <div>Help me by creating interactive websites</div>	<div>Help me to start the process</div> <div>To get OTP for the further process</div> <div>Help me to feel confident by finishing the registration</div> <div>Help me to know what to do next</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Motivating the donors by providing certificates</div> <div>Rating a person to be a part of social awareness</div> <div>Delighted of saving one's life</div>	<div>Needs are arranged by using the website</div> <div>Easily accessible to know about donors and recipient</div> <div>Helps to know about nearest available blood center</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>What happens if any mistake's made?</div> <div>A lot of sites aren't Genuine?</div> <div>Don't know where to start</div>	<div>Fake information</div>
<div>Areas of opportunity</div>	<div>Plan's on social media's take time to reach a wider audience</div> <div>Donor health screening.</div> <div>How frequently can I donate plasma?</div>	<div>Social websites</div>

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

