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	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Most of the hospital have details of plasma donor A receiver can check the available plasma donor in our website or app A recevier sees available plasma donor for their dates, city, and number of people	After deciding to donate plasma, they click the donate button One day before the doctor sent a reminder email to donor. The email emphasizes where and when to meet doctor for plasma donation.	Using their own means of transportation, the customer makes their way to the hospital location at the scheduled time. Donor meet the doctor The doctor brings the donor around the area, explaining the process Donating plasma in the given time of location	After the donation of plasma the customer intends to rest as they have given plasma One hour after the donor donate, an email and in- app notification prompt the donor for a review The donor writes a review and gives the hospital a star-rating out of 5	Share the experiance with others and tell them to do so The completed donor "past experiences" area of a donor profile with a few details of donation
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?	From social media from people and traditional advertisements Plasma donor booking section of the website, iOS app, or Android app Plasma receiver section of the website, iOS app, or Android app	Verification of donor overlay within the website, iOS app, or Android app donor email (software like Outlook or website like Gmail)	Through the mobile phones, PC and websites The locations of hospital and Direct interactions with the doctor.	Use of the mails after donating "Leave a review" modal window within the profile on the website, iOS app, or Android app	Reviewing them with the social media platform and in the feedback section If other donor interact with this past donor, they will know the process
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help receiver to get donor Help donor to know plasma donation process Help donor avoid seeing donation for the wrong dates, locations, or people	To let other people kmow the eligibility to donate plasma Help receiver to get matching plasma donor	To let them know the demand of plasma Help donor and receiver to feel happy and welcome Help donor to donate often	Help donor leave the hospital with good feelings They feel that they save the lives of people	To be able have the customer satisfaction scored
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	get the overview very easily	To feel happy that they may able to donate	Can contact helpline in order to know the full details of whats actually goin on	To be able to save a life makes the customer feel at ease	To let other people know the good things about donating plasma
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	To not know anything about donating in the first place and trying to donate makes it quite difficult for the user	Need to file more authentications as its related to a life of a person	As its asks for more data it may make the user to be afraid if the data can be hijacked	After donating the user may have the fear of side effects from donating	More follow up notification after donating
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	advertise it in social media	Easy account creation process for the customers to browse through the application	To be able to notify the recipient if the donor has unfortunate situations which makes them unable to donate plasma	To have proper customer srevice options	To have feedback section in order to know what the customer actually feels