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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product

**TIP**



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| or service. In the **Steps** row, document the step-by-step pr  typically experiences, then add detail to each of the other | | | ocess someone  rows.  **Entice**  How does someone initially become aware of this process? | **Enter**  What do people experience as they begin the process? | As you add steps to the experience, move each these “Five Es” the left or right depending on the scenario you are documenting.  **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? |  |
|  | **SCENARIO**  **Browsing, booking, attending, and rating a local city tour** |  |
| **Steps**  What does the person (or group) typically experience? | | | **A receiver can** A recevier sees  **Most of the hospital** available plasma **have details of check the available** donor for their **plasma donor plasma donor in** dates, city, and  **our website or app** number of  people | **One day before the**  **After deciding to doctor sent a**  **donate plasma, they reminder email to**  **donor. The email**  **click the donate emphasizes where**  **button and when to meet doctor for plasma**  **donation.** | **Using their own**  **means of** The doctor  **transportation, the Donor meet** brings the donor **Donating**  **customer makes the doctor** around the area, **plasma in the**  **their way to the** explaining the **given time of**  **hospital location at**  **the scheduled time.** process **location** | **After the donation** One hour after the The donor **of plasma the** donor donate, an writes a review **customer intends** email and in- app and gives the  notification hospital a star-  **to rest as they** prompt the donor rating out of 5  **have given plasma** for a review | **Share the** The completed  **experiance** donor "past  **with others** experiences" area of a donor profile  **and tell them** with a few details  **to do so** 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** Plasma donor  **media from** booking section Plasma receiver  **people and** of the website, section of the  website, iOS  **traditional** iOS app, or app, or Android  **advertisements** Android app app | Verification of donor email  donor overlay (software like  within the website, Outlook or  or iOS app, website like  Android app Gmail) | **Through the** The locations  **mobile phones,** of hospital and  **PC and** Direct  **websites** interactions  with the doctor. | “Leave a review”  **Use of the** modal window  **mails after** within the profile on the website,  **donating** iOS app, or  Android app | **Reviewing them** If other donor **with the social** interact with **media platform** this past donor,  **and in the** they will know  **feedback section** the process |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | | | Help donor avoid seeing  **Help receiver to get** Help donor to donation for the  **donor** know plasma wrong dates,  donation process locations, or people | **To let other** Help receiver  **people kmow** to get  **the eligibility** matching  **to donate**  **plasma** plasma donor | **To let them** Help donor  **know the** and receiver  **demand of** to feel happy Help donor to  **plasma** and welcome donate often | **Help donor** They feel that  **leave the** they save the  **hospital with** lives of  **good** people  **feelings** | **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** |