Project Design Phase-II

Customer Journey Map

Date	22 Oct 2022
Team Id	PNT2022TMID33146
Project Name	Plasma Donor Application
Maximum Mark	4

PHASES	Motivation	Information gathering	Analyzes various Ways	Choose the most efficient ways	Plasma Donation
Actions	wants to increase the availability of blood donor.	wants to choose an efficient method to reach the donor	Available ways like contact through call or text or email.	Call and text to donor is efficient than email notification	After reach through efficient way
Touchpoints	The recipient feel excited	After implementation, the recipient no need to worry much about the plasma donation	The recipient amuse by various ways available to reach donor	After using this recipient won't worry to find donor	After find the efficient way then, recipient uses it.
Customer Feeling	🙂	😵	🙂	🙂	🙂
Customer Thoughts	Recipient thought, it helps to find better donor easily	Recipient thought, it will lead more information required for registration	Recipient thinks alternate ways will available	The donor selection will be easy and comfortable for them	Recipient thinks that platform will be userfriendly
Opportunities	The recipient gets the better plasma donor	The recipient knows about the way of reaching donor	The recipient will be aware about other ways	The recipient comes to know which way is best one	The recipient will enjoy the donor