



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 with real people rather than relying on your hunches or assumptions.












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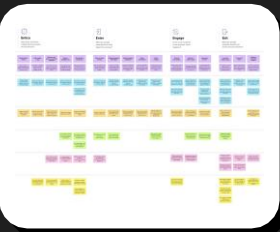
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Plasma Donor Application

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.

	<div>Entice How does someone initially become aware of this process?</div>	<div>Enter What do people experience as they begin the process?</div>	<div>Engage In the core moments in the process, what happens?</div>	<div>Exit What do people typically experience as the process finishes?</div>	<div>Extend What happens after the experience is over?</div>
<div>Steps What does the person (or group) typically experience?</div>	<div><div>Visit website Or App</div><div>Choose a site and Register</div><div>Using our Plasma Donor Application</div><div>A user visit our website or app to book or donate Plasma</div><div>View details regarding the procedure</div><div>User gives his/her personal details, Blood Group, Gender, age</div><div>The user sees available Donor/Recipient for their dates</div><div>User navigates our website or app</div></div>	<div><div>Start to choose Donator/ Request</div><div>Register to Donator/ Request Plasma</div><div>Confirm Registration</div><div>Email confirmation</div><div>After deciding they click the Register/ Request button</div><div>They fill out their Personal Information, Blood Group, Gender, Certificate Donor continue</div><div>They see a summary of what they've done their info right, the ID, the Registration</div><div>An email immediately sends to confirm their Registration, and provide details about where and when to meet their guide</div></div>	<div><div>Arrive at Camp location</div><div>Using their own transportation, the User makes their way to the location. The User meets the guide and other people who have Requested Plasma</div><div>Meet the Donor/Recipient</div><div>User meet the guide and other people who have Requested Plasma</div><div>Experience the Donor (Requesting)</div><div>Donor will Experience their Plasma Donation</div></div>	<div><div>Leave the Site</div><div>The Users will Send their feedback and Logout our website</div><div>Prompt for review</div><div>An hour later, the user will get an email for Review of our site.</div><div>Writing & submitting review</div><div>The User writes a review and gives the tour a star-rating out of 5.</div></div>	<div><div>Plasma appears in the user profile</div><div>The Donor will receive the Certificate for donating Plasma</div><div>Personalized recommendations</div><div>Notifications regarding Plasma donation</div></div>
<div>Interactions What interactions do they have at each step along the way?<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>	<div><div>User Can see our Chatbot</div><div>User can see our application interface</div><div>User Can see our Sign-up, Sign-up Form</div></div>	<div><div>User will use our Personal Registration Form</div><div>User can interact with our chat bot</div><div>User will use Our Plasma Requesting Form</div><div>Using Our Plasma Donor Application</div></div>	<div><div>User will use the available plasma donors</div><div>User will fill the plasma request Form</div><div>User will Chat with our Chat bot</div><div>User will Register the plasma donation</div><div>User will Confirm his/her donat's via chat bot</div><div>Chatbot to answer frequently asked questions</div></div>	<div><div>User can get his/her plasma register confirmation</div><div>User can get his/her Plasma availability through Email confirmation</div><div>Chat system between the donor and patient</div></div>	<div><div>Certificate for donating plasma</div><div>GPS Tracking Nearby Donors.</div><div>Sign out Our application</div><div>Provide the information through email.</div><div>Notification to the donor when a request is posted.</div><div>The users' location of their location is used through the application</div></div>
<div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><div>Donating plasma helps save and may save the lives of thousands of people around the world</div><div>plasma donation helps patients who need plasma and may brother again to improve or save their lives</div><div>Maintaining blood pressure and circulation.</div><div>Supporting blood vessels from collapsing or clogging.</div></div>	<div><div>Redistributing water where your body needs it.</div><div>plasma donation helps patients who need plasma and may brother again to improve or save their lives</div><div>This system can be used to help people who are in need of plasma for Plasma</div><div>Maintaining blood pressure.</div><div>Save the lives of thousands of people around the world.</div></div>	<div><div>People who are donating plasma can help save lives and may save the lives of thousands of people around the world.</div><div>People who are donating plasma can help save lives and may brother again to improve or save their lives.</div><div>People who are donating plasma can help save lives and may brother again to improve or save their lives.</div><div>People who are donating plasma can help save lives and may brother again to improve or save their lives.</div></div>	<div><div>User will use the available plasma donors</div><div>User will fill the plasma request Form</div><div>User will Chat with our Chat bot</div><div>User will Register the plasma donation</div><div>User will Confirm his/her donat's via chat bot</div><div>Chatbot to answer frequently asked questions</div></div>	<div><div>User can get his/her plasma register confirmation</div><div>User can get his/her Plasma availability through Email confirmation</div><div>Chat system between the donor and patient</div></div>
<div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>While entering the website/app a Recipient will feel happy to donate Plasma</div><div>While entering the website/app a Recipient will think about receiving the Plasma</div><div>An user may also have mixed feelings of questions regarding registration</div></div>	<div><div>They will feel happy after seeing our website/app's interface</div><div>The user will be satisfied for clearing their doubts after seeing the Chatbot.</div><div>The user will go through all the details of the site/ app</div><div>Here a User can be a giver as well as a borrower</div></div>	<div><div>People love our website/app itself, we have a 98% satisfaction rating</div><div>Our guidelines are really useful to the users.</div><div>Giving Plasma make user pride</div></div>	<div><div>An user will have the satisfaction for donating/requesting Plasma</div><div>Users generally leaves the feeling of getting an experience and be inspired</div></div>	<div><div>We have who have been donating plasma and have been happy to do so.</div><div>There will be proud feed in every user's mind for donating the Plasma</div><div>The Recipients will be happy for receiving their required Plasma</div></div>
<div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div>The user will fear whether they will get a Plasma Donor or Not</div><div>Several user express the "negative moments" as they browse</div></div>	<div><div>User may be frustrated while entering into the website/app to Donate Plasma</div><div>Registration about Donating Plasma ("I hope this will be worth it")</div></div>	<div><div>User may get frustrated about the confirmation or notification delay</div><div>User may fear about their mental and physical health</div><div>Recipient may get angry if there is an hour of delay in the website/app</div></div>	<div><div>We may have very low revenue rates which can really frustrate the user</div><div>User may describe leaving a review as an arduous process</div></div>	<div><div>Some user may experience any health issues</div><div>Some users may not find the donor / or their required blood group</div></div>
<div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>Provide a simpler summary to avoid information overload</div><div>If you don't follow this path, you may not be able to see the next step. It's a bit confusing.</div><div>Provide a simpler summary to avoid information overload</div></div>	<div><div>Show highlights or common phrases from reviews</div><div>Make it easier to work with the Plasma Donor app/website</div></div>	<div><div>How we can appreciate the user for their donation?</div><div>How we can appreciate the user for their donation?</div></div>	<div><div>How we can appreciate the user for their donation?</div><div>How we can appreciate the user for their donation?</div></div>	<div><div>How we can appreciate the user for their donation?</div><div>How we can appreciate the user for their donation?</div></div>



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