CUSTOMER JOURNEY MAP- PLASMA DONOR APPLICATION

Anyone in need of plasma can browse and search for donors with their appropriate contact details.	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	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?
Steps What does the person (or group) typically experience?	While searching for Plasma donors online When a donor is ready to donate Blood but unaware of the required person's contact details. It is comparatively tough to get the contact details of a Plasma donor online. The correct place where and when the blood is needed will be sometimes unknown to the donor. While contacting the donors one can confirm their location so that the time taken for them to reach could be roughly calculated.	If the user of the web application is a new user they need to Register first. The registration process is common for all the new users. One can register by providing all their contact details and other information. Also a password can be set for their account. Once the user registers successfully they can login to their account by entering the username and password correctly. The user can login and view the stats page which contains the number of donors available on the web page and further proceed.	If the user is a recipient they can send a request which notifies all the donors of the same blood group as mentioned by the recipient. Both the recipient and the donor would come to know about the availability of the units of blood that can be made use of. If the user is a donor and ready to donate they can click on the donate option so that the stats into would be updated. This step is beneficial for both the users as well.	After the user completes their action the would be redirected to the home page. The actions that could be done by the users is over and since they will be redirected to the home page.	All the information entered by the user will be stored. These details would be updated frequently and be used whenever required. After a recipient sends a request all the donors of similar blood group through a email alert. This email alert let the donors to know about the need of blood at a particular place along with the contact details.
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?	The patient interacts with donor when they find the required plasma donor through request. Users interact through browsers that can be run on all smartphones and laptops.	The patient gets an email interaction from donor when they find the required plasma group.	The application can be irresponsive due to system defects.	When the patient does get the desired blood group the request is submitted and a request sent message is displayed. When the donor donates the blood upon a request a message response sent is displayed.	Patient can interact with the donor upon the request being processed.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	As donor, person need exact idea of who are in need of blood and their contact details As patient, one needs to now the donor details and status of availability As donor, who have rare blood should be given some special priority about the status As patient, they can able to update the how much quantity they for an individual seperately	The user should believe that our application's usability and performance are satisfactory. Login and authentications must be done easily where a uneducate can use it in their smart phones User need an immediate query solver in an emergency which solved by our chatbot	The connection between donor and benefiter can be build easily. It should not be complicated Information about blood status should be updated correctly in time	There are no requirements for recommending this application to others as you exit. Unwanted adds are not included in this application while user wants to exit	Many people got benefited with this. where plasma donors can't be find manually. There is no assurance that a rare blood group plasma will be readily available in blood banks
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is easy to access and use the application. It does not require much user details except contact details so it is safe to use. It does not require much steps to contact with a donor and it is free of cost.	We can get the contact details of the donor instantly to contact them directly The user interface is very simple and understandable A donor gets notified immediately when there is a need for plasma Chat bot is available for the users to interact in case of any queries or issues.	A confirmation message is sent from the donor to the recipient Each blood units and the number of donors available are listed. User gets the contact number of the donor and then they can contact the donors directly	Once the success page is reached we can either logout or return back to the home page	The requested blood is found and delivered to the user. Within a short period of time the donor and the receipient get benefitted.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	It takes time to search for this particular web application among all others. Phishing websites maybe present on the web which can mislead.	There is a chance of filling the contact details incorrectly. There might be a delay in receiving the confirmation message.	Sometimes the chatbot works slowly Navigating from one page to another takes time maybe due to poor network The notification sent to the donor may get delayed.	There is no option to exit the web application directly. If the stats is needed to be checked once again user has to login There is no review system.so customer can't share their experience or suggestion	Phishing websites maybe present on the web which can mislead. Phishing websites maybe present on the web sites maybe present on the web which can mislead.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	The number of donors ready to donate can be increased through awareness. International donors can be supported if the required plasma is not available.	Registration can be made more validated by allowing the user to include any government verified ID proof. The number of donors ready to donate can be increased through awareness.	The number of donors ready to donate can be increased through awareness. The number of donors ready to donate can be increased through awareness.	A toll-free number can be provided, available 24/7 to help the patients and donors with their query. The number of donors ready to donate can be increased through awareness.	The number of donors ready to donate can be increased through awareness. The number of donors ready to donate can be increased through awareness.