#### PROJECT PHASE II

#### PLASMA DONAR APPLICATION

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# CUSTOMER JOURNEY



- CONSIDERATION
- **APPLICATION**
- **PREPARATION**
- **ACTIVATION**

### AWARENESS

Messages

Enquring via calls

Circulate messages via social media

#### CONSIDERATION

Enquring Plasma bank

Friends referals

Notify others

Enquring hospitals

#### **APPLICATION**

Secure

Use GPS to track location

Reduce donar searching time

User friendly

#### PREPARATION:

To give a better experience to the user by improving a security purpose . And by improving the service through the online

It helps the receipents time for searching the plasma donar.



## ACTIVATION:

In this modern world the improvement of networking is well developed in between the peoples .



# THANK YOU...

