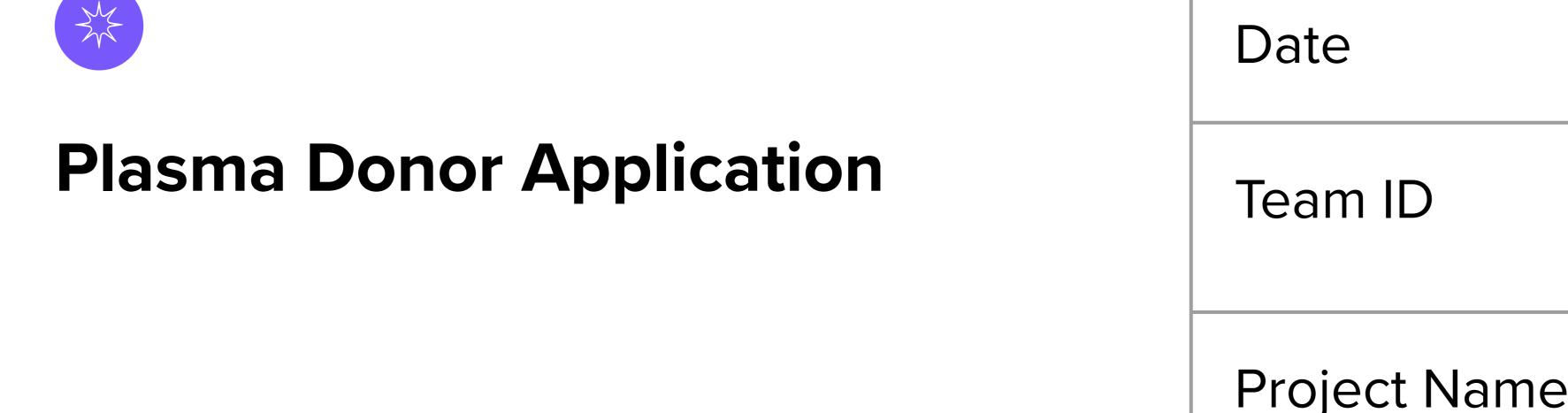


Customer Experience Journey Map

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



Date	15 October, 2022
Team ID	PNT2022TMID12996
Project Name	Plasma Donor Application

	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?	Word of Mouth Advertise In the beginning, first adopters of the app can refer other people to use the app Usage of the app	Register Login New users (donors and patients) can register on the app by entering details Returning users can login with their existing credentials	Enter constraints Find Locate Request Using location services, they can find the compatible donors They can find the nearest one They can place a request for plasma, this will notify the donor through email	Communication Review Share Users can be prompted to review the app to increase credibility and application Users can be prompted to review the app to increase credibility and popularity Users can be prompted to share the app to people they know	Patients and donors can see their respective history of donations
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?	This application can be accessed from anywhere The application can be accessed on a smartphone	Registration page where user enters their details Login page where user enters username and password	Filter and Search option on the application Request post creation using alert option Profile or listing of the donor donors Email notification to donors	Feedback query form Sharing options for patients to use	Profile view of donor
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	User should not be afraid of trying to use the application User should be able to find a suitable donor without huge amounts of work There shouldn't be any obstacles throughout the process	Concise input forms with necessary information for help Secure the information being provided in the app by the user	Help the patient identify the most compatible donor Help find a donor who is close in location to the patient Help notify and initiate contact with the donor	Share the benefits of using this application Raise social awareness of plasma donation	Help me see what I have done before
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Patients can be hopeful to find a donor without spending money Time efficient Patients will realise this is the fastest mode of contact with donors	Secure Easy Secure information transmission and storage to the Cloud Easily understandable forms for input by users	Peace of Mind Content Easily achieve desired results of donors Patient is able to contact the donor directly	Patient is thankful for the streamlined process	User appreciates the ease of having a unified platform for donation
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	User might feel the application will not satisfy their needs as it is a new release	Registration might not be streamlined It may feel like the app modules are not integrated well enough	Donor may not be reachable Donor may not respond immediately and user will have negative feelings	Review Users might not fill the review or feedback	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Advertise the platform for wider adoption of app Testimonials collection from users who were benefited using the application	User authentication to maintain credibility of platform	Fast UI/UX experience for user to feel positive about the process	Review the application, donor for user induced credibility	