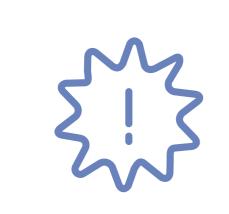
CUSTOMER JOURNEY

Plasma Donor Application

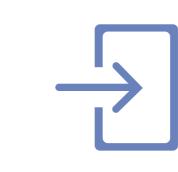
SCENARIO

Browsing, booking, attending, and rating a local city tour



Entice

How does someone initially become aware of this process?



Enter

What do people experience as they begin the process?

click the donate



Engage

In the core moments in the process, what happens?



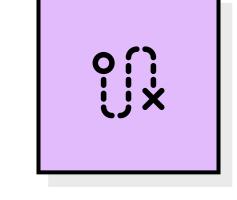
Exit

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?



know about plasma donations through

awareness campaign

Visit Website

and finds more about

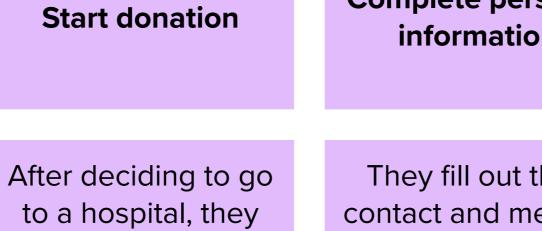
plasma donation

Browse nearby The donor types a city

and date to see what

for donations

hospitals are availabl





their selections and

info, then they confirm

and the slot is booked!

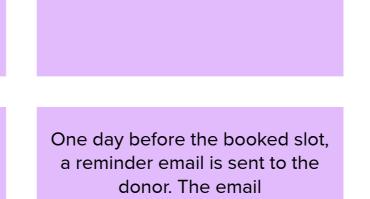


An email

immediately

sends to confirm

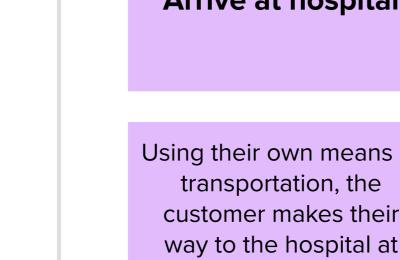
their slot

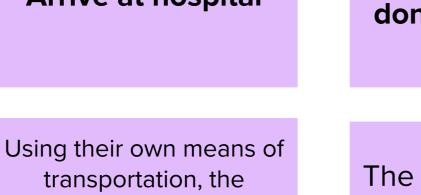


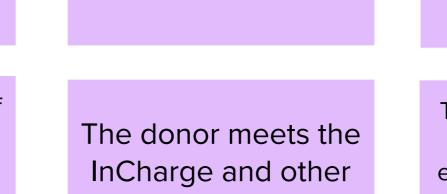
phasizes where and when t

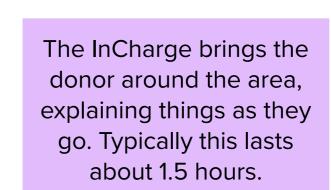
arrive, and what to bring (if

applicable).

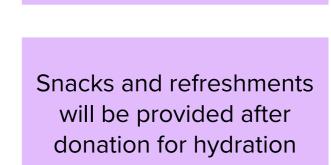




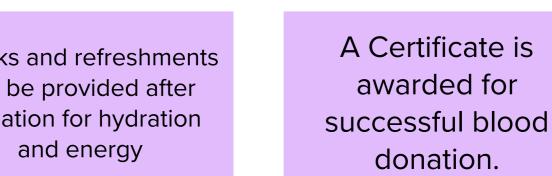




Donate plasma



Get hydrated and



Ask the donor to review about the plasma donation process and the hospital

Next date eligible to

After donation, the place, date is updated in the

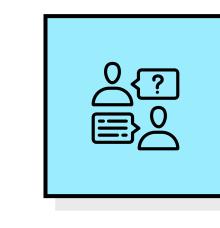
app. An option to upload and store certificate is

there

There must be minimum of 90 days

before blood can be

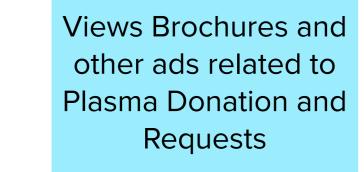
donated the next time.



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?



User interacts with the front end

the app and enters

The user interacts with the front-end of

The user interacts with the front-end to view mail

The donor looks for the donation sign or InCharge, often from a distance as the walk closer

the scheduled time

The user interacts with the doctor and the person in need of plasma

The donor may interact with other donors and the InCharge

The donor may interact with hospital staff and other volunteers

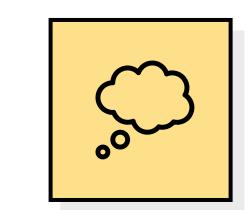
The user interacts with the doctor and the person in need of plasma

Collect Certificate

The user interacts with the front-end to use the application

The user interacts with the front-end to use the application

The user interacts with the front-end to use the application



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") about plasma donation

Take me through the plasma donation

Show me the lists of available hospitals accepting donations

Donate plasma

Provide accurate info to check eligibility among other things

Remind me a day before donation so that I don't forget

confident about where to go

Help me feel good about my decision to donate and to feel welcome

Help me donate plasma hassle-fee

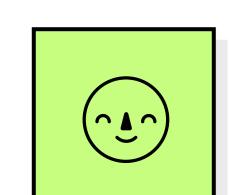
Help me not faint after the donation process

Help me make a memory and feel proud of this donation

Help me to give my suggestions about this website and the process

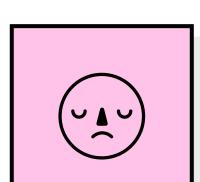
Help me make a record of this donation for future references

Help me remember not to donate for at least 90 days after last donation



Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Donation

Likes the clean UI and ease of use

Likes that all nearby hospitals available for donation are displayed

Feels positive about deciding to donate

Feels excited about booking a slot for blood donation

Falls in love with proper email confirmations and reminders

after talking with the doctor and the

A sense of Satisfaction after finishind the donation

Happy that they are being provided with water and refreshments

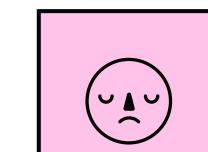
Feeling Proud after getting the certificate for donation

their reviews are taken into consideration

Feeling valued as

donor has proof of donation for future use

Falls in love with app as they know when they will be eligible to donate next



Users may find it Finds it cumbersome frustrating filling out all the information required for donation

Nervous while and have to pass through all the traffic