Project Design Phase - II Customer Journey Map

SCENARIO Registering, Requesting Notification about the request Receiving	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?	Searching for plasma Through various medium Discovers our app Discovers our information Finds plasma donor information Finds the required plasma donor information Through our site	Register Patient finds the donor on the website Patient finds the donor information and makes a request	Search for required plasma Patient can view the available palsma information Patient makes a request by proving Their details Get notified Get notified Get notified by email	Exit the application Prompt for review Write and submit The review One hour after the tour fnishes, an email and inapp notification Prompt the tour participant for a review The user writes a review and gives the tour a star rating out of 5	History appears in the user profile The histories of the completed donation Appears on the user's Profile with a few details about that donation. Plasma needed and donation related pop-up recommendations showed to user on the website
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?	Initially patient Interacts with the App, finds and makes contact with the donor Users can access the app from any place The user can use any desktop or mobile which has access to internet and a browser	Registration form Which is used to collect the donor information Request form to Request for plasma	User interacts with search overlay within the application User interacts with request making section within the application Interacts with the received notification on any medium that user using.	Interacts with exit process in app and meet that plasma donor in person to get those needed plasma. User's email (like Gmail) window within the profile on the website or app.	Successful donation section of the profile on the website, or Android app Recommendations window within the website website
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me to find the right plasma donor Help me to contact with the donor Help me to avoid obstacles that prevent me from finding the right donor	Help me to find the donor by making a request Help me to login securily	Help me to search through application in search of donor Help me to make an request about the plasma type I needed. Help me to get The required deails Through notification	Help me leave the application with good feelings Help me spread the Word about the great services	Help me see what I've done before donations and needy plasma
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Positive moment when finding out a donor who matches with patient's plasma type. Positive moment when realizing about the time it consumes when compared to other means of sources.	Positive moment when The registration process is completed Successfully and securely Feeling positive when Successfully logged into the application	Feel hopeful when goes through the desired results Feel promising on getting a correct donor when made a request. Feel very thankful after getting the details of the matched plasma dono	User generally leave this application feeling thankful.	People like looking back on their past finished donations Having recommendation window, it allows user to help others and also know about willing donors.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The user will feel frustrated when the interface is not user friendly and it involves complex process User will feel disappointment when the application having bugs and crashing oftenly.	The user will feel frustrated when the Registraton process is not successfull The user will feel frustrated when they can't login	Feel negative when there was enough results when searching through the application Feel negative when there was a failure in receiving notification.	Feel negative about the application when after meeting that donor in person actually had a an arduous process wrong plasma type.	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Providing responsive And friendly user Interace. Reviewing the reducing the bugs faced and making the whole process simple	Get only necessary information from the Donor. Avoid irrelevant fields and make the process simple Authenticate and securely login the user	Include services which make the requesting process on a smooth way. Include mechanisms to receive the notification on various mediums	Include services such as review system about the application. How might we progressively disclose the full review so that each step feels more simple How might we progressively disclose the full review so that each step feels more simple	How might we help remember things they've done in the past How can we make this recommendation a more personalized one with user's data?