

Project Design Phase-II












Customer Journey Map Template

Date	03 October 2022
Team ID	PNT2022TMID30734
Project Name	Plasma Donor Application
Maximum Marks	4 Marks

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Document an existing experience

Narrow your focus to a specific site or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences. Then add details to each of the other rows.

	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>How do people enter the process? Explain the process?</div>	<div>Engage</div> <div>What can someone do in this process, what happens?</div>	<div>Exit</div> <div>Where do people typically end up? What is the process to leave?</div>	<div>Extend</div> <div>What happens after the user leaves the site?</div>	
<div>Steps</div> <div>What steps are part of the overall process someone goes through?</div>	<div>By getting information from social media or by seeing the advertisement in the social media</div>	<div>Search for a application in order to see what they can do</div>	<div>Conducts research on how the donation happens</div> <div>Downloads the application and makes an account with registration and login details through</div>	<div>Sees if its worth trying to donate plasma</div> <div>Donating plasma in the given time of location</div>	<div>After the donation of plasma the customer returns to track as they have given plasma</div>	<div>Share the experience with others and tell them to do so</div>
<div>Interactions</div> <div>What interactions take place between the user and the product?<ul style="list-style-type: none">People who are they are related to?People who are they are?Things that digital technology or a product feature could help with?</div>	<div>From social media from people and traditional advertisements</div>	<div>Through the website and application</div>	<div>Through the mobile phones, PC and websites</div>	<div>Use of the mails after donating</div>	<div>Reviewing them with the social media platform and in the feedback section</div>	
<div>Goals & motivations</div> <div>A user's expectations or a person's primary goal or motivation for why they are using the product.</div>	<div>To increase the awareness of the plasma donating</div>	<div>To let other people know the eligibility to donate plasma</div>	<div>To let them know the demand of plasma</div>	<div>Try to evolve accordingly from the users point of view</div>	<div>To be able have the customer satisfaction scored</div>	
<div>Positive moments</div> <div>What steps from a user's process are enjoyable, productive, fun, motivating, or a "wow" factor?</div>	<div>By having the convenience of what's actually happening in the donation process makes the user to have assurance</div>	<div>To feel happy that they may be able to donate</div>	<div>Can contact helpline in order to know the full details of what actually goes on</div>	<div>To be able to save a life makes the customer feel at ease</div>	<div>To let other people know the good things about donating plasma</div>	
<div>Negative moments</div> <div>What steps from a user's process are frustrating, confusing, boring, or difficult to complete?</div>	<div>To not know anything about donating in the first place and trying to donate makes it quite difficult for the user</div>	<div>Need to fill more authentications as its related to a life of a person</div>	<div>As its safe for more data it may make the user to be afraid if the data can be leaked</div>	<div>After donating the user may have the fear of side effects from donating</div>	<div>More follow up notification after donating</div>	
<div>Areas of opportunity</div> <div>How could we make our idea better? What ideas do we have? What have others suggested?</div>	<div>To promote in the google advertisements and websites</div>	<div>Easy account creation process for the customers to increase through the application</div>	<div>To be able to notify the recipient if the donor has authorized situations which make them more likely to donate plasma</div>	<div>To have proper customer service options</div>	<div>To have feedback section in order to know what the customer actually feels</div>	

Tip
You can add details to the process as you go along. For example, you can add details to the process as you go along.