












Document an existing experience

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

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	 Entice How does someone initially become aware of this process?	 Enter What do people experience as they begin the process?	 Engage In the process, what happens?	 Exit What do people typically experience as the process finishes?								
 Scenario Browning, booking, attending, and selling a local city tour												
 Steps What does the person (or group) typically experience?	Most of the hospital have details of plasma donor	A receiver can check the available plasma donor in our website or app	A receiver sees matching donors done to treat their disease, city and number of people	After deciding to donate plasma, they click the donate button	One day before the donor sent a reminder email to donate. The email emphasizes where and when to meet donor for plasma donation.	Using their own means of transportation, the customer makes their way to the hospital location at the scheduled time.	Donor meet the doctor	The doctor brings the donor around the area explaining the process.	Donating plasma in the given time of location	After the donation of plasma the customer intends to rest as they have given plasma.	One hour after the donor donate, an email and in-app notification prompt the donor for a review.	The donor writes a review and gives the hospital a rating out of 5.
 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?	From social media from people and traditional advertisements	Plasma donor booking section of the website, iOS app, or Android app	Plasma receiver section of the website, iOS app, or Android app	Verification of donor identity within the website, iOS app, or Android app	donor email (software like Outlook or website like Gmail)	Through the mobile phones, PC and websites		The locations of hospital and direct interactions with the doctor.		Use of the mails after donating		"Leave a review" modal in-apps within the profile on the website, iOS app, or Android app
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me," or "Help me avoid...")	Help receiver to get donor	Help donor to know plasma donation process	Help donor avoid waiting donation for the wrong dates, locations, or people	To let other people know the eligibility to donate plasma	Help receiver to get matching plasma donor	To let them know the demand of plasma	Help donor and receiver to feel happy and welcome	Help donor to donate often		Help donor leave the hospital with good feelings	They feel that they save the lives of people	
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	get the overview very easily			To feel happy that they may be able to donate		Can contact helpline in order to know the full details of what's actually going on			To be able to save a life makes the customer feel at ease			
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	To not know anything about donating in the first place and trying to donate makes it quite difficult for the user			Need to file more authentications as its related to a life of a person		As its risks for more data it may make the user to be afraid if the data can be hijacked			After donating the user may have the fear of side effects from donating			
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	advertise it in social media			Easy account creation process for the customers to browse through the application		To be able to notify the recipient if the donor has unfortunate situations which makes them unable to donate plasma			To have proper customer service options			

TIP
As you add ideas to the experience, move each theme "True" for the left or right depending on how relevant you the documenting.