Customer Journey Map (plasma donor application)

Stages	Motivation	information Gathering	Analyze ways	Choose efficient ways	Plasma Donation
Actions	to increase the availability of plasma donor	wants to choose an efficient method to reach the donor	avalible ways to contact the donor most likely throug call or email	call and text to donor is efficient than email notification	after reach through efficient way
Touchpoints	The Recipient feels excited	after implimentation the recipient no longer needs to worry about the plasma donation	Is your business easy to work with?	after using this method, recipient wont worry to find donor	after finding the efficint way then recipient uses it
Customer thoughts	Recipient thought, it helps to find better donor easily	Recipient thought it will lead more information required for registration	recipient thinks alternate ways will be avalible	the donor selection will be easy and confortable for them	Recipient thinks that platform will be user friendly
oppurtunities	the recipient gets the better plasma	the recipient knows about the way of reaching the donor	the recipient will be aware about other ways	the recipient comes to know which way is best one	the recipient will get his plasma donated by the donor

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