




<p>SCENARIO</p> <p>Browsing, booking, attending, and rating a local city tour</p>	<p></p> <p>Entice</p> <p>How does someone initially become aware of this process?</p>	<p></p> <p>Enter</p> <p>What do people experience as they begin the process?</p>	<p></p> <p>Engage</p> <p>In the core moments in the process, what happens?</p>	<p>Exit</p> <p>What do people typically experience as the process finishes?</p>	<p>Extend</p> <p>What happens after the experience is over?</p>
<p>STEPS</p> <p>What does the person (or group) typically experience?</p>	<p>Most of the hospital have details of plasma donor</p> <p>A receiver can check the available plasma donor in our website or app</p> <p>A receiver sees available plasma donor for their dates, city, and number of people</p>	<p>After deciding to donate plasma, they click the donate button</p> <p>One day before the doctor sent a reminder email to donor. The email emphasizes where and when to meet doctor for plasma donation.</p>	<p>Using their own means of transportation, the customer makes their way to the hospital location at the scheduled time.</p> <p>Donor meet the doctor</p> <p>The doctor brings the donor around the area, explaining the process</p> <p>Donating plasma in the given time of location</p>	<p>After the donation of plasma the customer intends to rest as they have given plasma</p> <p>One hour after the donor donate, an email and in-app notification prompt the donor for a review</p> <p>The donor writes a review and gives the hospital a star-rating out of 5</p>	<p>Share the experience with others and tell them to do so</p> <p>The completed donor "past experiences" area of a donor profile with a few details of donation</p>
<p>INTERACTIONS</p> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	<p>From social media from people and traditional advertisements</p> <p>Plasma donor booking section of the website, iOS app, or Android app</p> <p>Plasma receiver section of the website, iOS app, or Android app</p>	<p>Verification of donor overlay within the website, iOS app, or Android app</p> <p>donor email (software like Outlook or website like Gmail)</p>	<p>Through the mobile phones, PC and websites</p> <p>The locations of hospital and Direct interactions with the doctor.</p>	<p>Use of the mails after donating</p> <p>"Leave a review" modal window within the profile on the website, iOS app, or Android app</p>	<p>Reviewing them with the social media platform and in the feedback section</p> <p>If other donor interact with this past donor, they will know the process</p>
<p>GOALS & MOTIVATIONS</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Help receiver to get donor</p> <p>Help donor to know plasma donation process</p> <p>Help donor avoid seeing donation for the wrong dates, locations, or people</p>	<p>To let other people know the eligibility to donate plasma</p> <p>Help receiver to get matching plasma donor</p>	<p>To let them know the demand of plasma</p> <p>Help donor and receiver to feel happy and welcome</p> <p>Help donor to donate often</p>	<p>Help donor leave the hospital with good feelings</p> <p>They feel that they save the lives of people</p>	<p>To be able have the customer satisfaction scored</p>
<p>POSITIVE MOMENTS</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>get the overview very easily</p>	<p>To feel happy that they may able to donate</p>	<p>Can contact helpline in order to know the full details of whats actually goin on</p>	<p>To be able to save a life makes the customer feel at ease</p>	<p>To let other people know the good things about donating plasma</p>
<p>NEGATIVE MOMENTS</p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>To not know anything about donating in the first place and trying to donate makes it quite difficult for the user</p>	<p>Need to file more authentications as its related to a life of a person</p>	<p>As its asks for more data it may make the user to be afraid if the data can be hijacked</p>	<p>After donating the user may have the fear of side effects from donating</p>	<p>More follow up notification after donating</p>
<p>AREAS OF OPPORTUNITY</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>advertise it in social media</p>	<p>Easy account creation process for the customers to browse through the application</p>	<p>To be able to notify the recipient if the donor has unfortunate situations which makes them unable to donate plasma</p>	<p>To have proper customer service options</p>	<p>To have feedback section in order to know what the customer actually feels</p>