## Project Design Phase - II Customer Journey Map

Team ID: PNT2022TMID21852

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 donor information  Finds plasma donor information  Finds the required plasma donor information Through our site	Register Request  Donor registers 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  Get notified  Fatient makes a request by proving Their details	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 wth the donor  Initially patient 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.  "Leave a review" modal 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
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 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 wrong plasma type.  User describe leaving a review as an arduous process	
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 totally eliminate this issue?	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?