












Project Design Phase - II  
Customer Journey Map

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Project Name	Plasma Donor Application
Maximum Marks	



PLASMA DONOR APPLICATION

<div>Searching, Requesting, and donating plasma and plasma donor</div>	<div><b>Entice</b> How does someone initially become aware of this process?</div>	<div><b>Enter</b> What do people experience as they begin the process?</div>	<div><b>Engage</b> In the core moments in the process, what happens?</div>	<div><b>Exit</b> What do people typically experience as the process finishes?</div>	<div><b>Extend</b> What happens after the experience is over?</div>
<div><b>Steps</b> What does the person (or group) typically experience?</div>	<div><div>Searching blood donors/Best place to donate blood</div><div>Most Recipient discover donors by searching in our website</div><div>Visiting website or app</div><div>A Donor/Recipient navigates to the Donors section of our website or app</div><div>Enter the blood group, age and address</div><div>The user types a address, date, and blood group of people who will need the plasma/willing to donate plasma</div><div>Search If any Donor available for the blood group</div><div>The recipient sees nearest plasma donors</div><div>Donor will notify when people need plasma</div><div>Email notification is send to Donor when a same blood group people needed plasma</div></div>	<div><div>Donor Register in website</div><div>when a person willing to donate plasma, he/she will register in application with blood group and address</div><div>Recipient login into our system and search for donor</div><div>People who need plasma will fill the plasma needed form which contains information like blood group, address, date etc</div><div>Donor will get notified</div><div>When a perfect match is findsame blood group and nearest location) a Email alert is sent to donor.</div><div>The contact information of Donor is shared with recipient</div><div>The contact information and other details of the donor will be shared to the plasma requester.</div></div>	<div><div>Plasma Donor can visit the nearest camp and donate the plasma</div><div>People who are willing to donate plasma will visit nearest donation camp that are displayed in the website</div><div>A patient will get plasma donor on time without delay</div><div>Peoples who need plasma will easily find the donors without any delay</div><div>Donor will donate plasma to people on time.</div><div>Donor will get notified about the plasma requester and donate plasma on-time</div><div>Peoples can participate in donation camps and other programs</div><div>Users can participate in different programs and donations camps. The program and camp information are shared with users.</div></div>	<div><div>Affected people get cured</div><div>Covid-19 affected peoples/ Plasma needed people gets plasma on right time and get cured.</div><div>Donor get satisfied(Plasms donated to correct people)</div><div>Users get satisfied that He/she donate plasma in right place to right person.</div><div>Review/Rating the application</div><div>Users writes a review and gives the star rating out of 5.</div><div>Users attend various programs.</div><div>Users can participate in different programs and donations camps.</div></div>	<div><div>Donation history and reward/perks are visible in donors page</div><div>Plasma donors can see the donation history and he/she can able to see the benefits/rewards based on number of donations.</div><div>Personalized Recommendations</div><div>User will get recommendations about the nearest donation camps.</div><div>Personalized Event/camp offers</div><div>Users can participate in different programs and donations camps. The recommendations for programs and camps information given to users.</div></div>
<div><b>Interactions</b> What interactions do they have at each step along the way?<ul style="list-style-type: none"><li>People: Who do they see or talk to?</li><li>Places: Where are they?</li></ul>Things: What digital touchpoints or physical objects would they use?</div>	<div><div>Donor Registration section of the website, iOS app, or Android app</div><div>Plasma Donor requesting section of the website, iOS app, or Android app</div><div>Donors list section of the website, iOS app, or Android app</div><div>Donor Profile section of the website, iOS app, or Android app</div><div>Other programs section of the website, iOS app, or Android app</div></div>	<div><div>User login/register section of the website, iOS app, or Android app</div><div>Listing available nearest donor list section of the website, iOS app, or Android app</div><div>Donor's email Technology-SendGrid or website like Gmail)</div><div>Listing donor information section of the website, iOS app, or Android app</div></div>	<div><div>Donors will visit the donation camps and donate plasma</div><div>Plasma donor will receive the correct destination so that recipient will get plasma</div><div>Direct interaction between donor and recipient.</div><div>Users will participate in various events and programs.</div></div>	<div><div>Direct communication between donor and recipient</div><div>Donor donate plasma to recipient on correct time</div><div>"Leave a review" modal window within the profile on the website, iOS app, or Android app</div><div>Users will participate in various events and programs.</div></div>	<div><div>Completed experiences section of the profile on the website, iOS app, or Android app</div><div>If other users interact with this person, they will see the reward/certificates of donor</div><div>Recommendations span across website, iOS app, or Android app</div><div>Event/ programs screen website, iOS app, or Android app</div></div>
<div><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><div>Help me to get plasma</div><div>Help me where to donate plasma</div><div>Help me to get correct information</div><div>Help to to search the donor available near me.</div></div>	<div><div>Help me commit to donate plasma</div><div>Help me to log into the without getting delay</div><div>Help me to get notification when people need plasma</div><div>Help me to get the plasma donor details.</div></div>	<div><div>Help me feel confident about where to go donate plasma</div><div>Help me feel good about my decision to donate plasma</div><div>Help me to get donor in correct time</div></div>	<div><div>Help me to donate plasma with good feelings and no awkwardness</div><div>Help me to share the app details to others.</div></div>	<div><div>Help me see what I've done before</div><div>Help me see what I could be doing next</div><div>Help me see ways to enhance my health.</div></div>
<div><b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>It Saves time for people, so the become happy</div><div>Patients will feel happy, when they get donors on correct time.</div><div>Patients will feel happy, when they get donors on correct time.</div></div>	<div><div>Excitement about the benefits/perks</div><div>People will be happy when he seeing his appreciations/recognizing.</div></div>	<div><div>We've heard from several people that the emails alert were essential.</div></div>	<div><div>Donor feel proud that they saved a life of people.</div></div>	<div><div>People like looking back on their past donations</div><div>We think people like these recommendations because they have an extremely high engagement rate</div></div>
<div><b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div>Donor sometimes can't able to donate due to long distance</div><div>People sometimes forget to enter all the details</div><div>Unfortunately, People will enter wrong information.</div></div>	<div><div>People express a bit of fear while donating plasma</div></div>	<div><div>People expressed awkwardness about finding their donor</div></div>	<div><div>Recipient is unclear about whether the donor will donate plasma on-time.</div><div>Users report feeling review fatigue.</div><div>People describe leaving a review as an arduous process</div></div>	<div><div>Some people thought that the recommendation is not needed.</div><div>Some people will give low review about the app.</div></div>
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Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Make it easier to donate plasma

It is easier to get the plasma on-time

Provide a simpler summary to avoid information overload

Encourage volunteer activities and participate in donation camps.

How might we extend the personal connection between donor and recipient

Give health tips to peoples.

How might we give appreciation or benefits to donor?

How to encourage peoples to donate?

How to organize the programs?