

<b>Journey Steps</b> Which step of the experience are you describing?	<b>Discovery</b> Why do they even start the journey?	<b>Registration</b> Why would they trust us?	<b>Onboarding and First Use</b> How can they feel successful?	<b>Sharing</b> Why would they invite others?	<i>What changes for them?</i> <b>Outcome</b>	
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<div>Through social media</div>	<div>user has specific controls</div> <div>unauthorized user</div> <div>incase of issue, get support from help desk</div>	<div>Fast redirection from one page to another</div> <div>proper information about blood donation camp</div> <div>suggestion to improve the quality</div>	<div>Reward</div> <div>Recognition</div> <div>linking customer feedback</div>	Maintaining blood donation history	Displaying e-plasma bank
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Through high rated review</div> <div>Innovation purchase moment</div>	<div>social proof in the form of testimonials, review, star rating and real time statistics</div> <div>Redudancy and friction in process</div> <div>Increase sales conversion</div>	<div>secure user authentication</div> <div>checking the availability of blood</div> <div>user satisfaction over the blood health</div>	<div>Through pro active customer service</div> <div>avoid fake informaton from other user</div>	<div>first priority given to pregnant ladies</div> <div>Age filtering in accordance to priority</div> <div>Have interaction with donars team</div>	
<b>Touchpoint</b> What part of the service do they interact with?	<div>Brand promise</div>	<div>cultivating brand loyalty</div> <div>Improve customer retention</div>	<div>easy and simple usage of website</div> <div>user can fetch the donor information easily through the website</div>	<div>interaction through data visualization dashboard</div> <div>interaction with donor</div> <div>bridging between donor and patients</div>	<div>Blood matching mechanism</div>	<div>Earning badges</div>
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the <b>emoji app</b> to express more emotions</i>	<div>consumer experience</div>	<div>Offer Immensive experience</div>	<div>user friendly application</div>	<div>Improvement achieved through feedback</div>	<div>Improve customer retention</div>	<div>customer loyalty program</div> <div>miro</div>