




Project Design Phase-2

Customer journey Map

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| Team ID | PNT2022TMID01683 |
| Project Name | Project - Plasma Donor Application |
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| Journey Steps Which step of the experience are you describing? | Discovery Why do they even start the journey? | Onboarding and First Use How can they feel successful? | Sharing Why would they invite others? |
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| Actions What does the customer do? What information do they look for? What is their context? | Starts to register for plasma donation Checks the availability of plasma donors Knows about plasma donation | Search for plasma donors by blood groups Explore the web application Finds nearby Plasma Donation Centre. | Fast fixing of bugs Explore the aesthetic UI Design Clear instruction |
| Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i> | Fear of donating plasma Fear of data leakage | Helpful to get proper information Less man power Donors can avoid last minute stress and tension. | Helpful for Donors, Seekers and Donation centres. Safer and user-friendly. |
| Touchpoint What part of the service do they interact with? | Customer Feedback Provides contact option and ways of healthy lifestyle by certified medical practitioners. | Donors will get a date and time slot assigned for donation in a nearby centre. There will be no bias among the available donors. As soon as the request is made, the list of available donors is shown. | Simple and clear Interface. Open source and chatbot for answering FAQs. |
| Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i> |  |  |  |
| Backstage | | | |
| Opportunities What could we improve or introduce? | Make android and iOS application | Try to improve our accuracy | Try to increase our process speed. |
| Process ownership Who is in the lead on this? | User & Developer | User & Developer | User & Admin |

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