












CUSTOMER JOURNEY MAP

Date	10 October 2022
Team ID	PNT2022TMID22368
Project Name	Plasma Donor Application
Marks	4 Marks

	 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 this 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?	Visit the website Search for the Donor Check the details of the Donor Check whether the plasma matches the Donor Availability of the Donor at the nearby location Confirmation of the plasma donation must be received Email Confirmation	Keep track of Donor Updating the tracking through Email Meet the Donor Certificate of plasma donation Feedback of the recipient Exit from the app	Details of the donation appears in the app profile Reminder through E mail Personalized Suggestions		
 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?	Donor can see and share app on the website Search for the Donor Check the details of the Donor Check whether the plasma matches the Donor Availability of the Donor at the nearby location Confirmation of the plasma donation must be received Email Confirmation	Keep track of Donor Updating the tracking through Email Meet the Donor Certificate of plasma donation Feedback of the recipient Exit from the app	Details of the donation appears in the app profile Reminder through E mail Personalized Suggestions		
 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 plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor	Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor Help me to find the plasma donor