

## Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

Product School

Share template feedb

SCENARIO

Browsing, booking, attending, and rating a

local city tour

**Entice Exit** Extend **Enter** Engage How does someone What do people In the core moments initially become aware typically experience experience as they in the process, what as the process finishes? of this process? begin the process? Steps BROWSE FOR DONORS PLASMA DONORS VISIT WEBSITE OR REGISTRATION REQUEST ALERT What does the person (or group) typically experience? The user can receive The request from the user hits the respective blood banks which are within the range Getting the quantity
of plasma needed
by the hospital

App searchers for
Blood banks within
a certain range If the app/website will continue on searching until it finds a repspective blood bank the plasma using any required plasma from the rquested Bloodbank which receives can modes of transportation register in the application to make use of the service in need of plasma from the respective blood banks goes through the app/website Interactions The user will get a registration form

This app is designed for the hospital management/blood What interactions do they have at The user The donor Getting plasma The user enters each step along the way? form the blood interacts with where they enter their details dcumentation the donor bank People: Who do they see or talk to? the user within a range Places: Where are they? Things: What digital touchpoints or physical objects would they use? Goals & motivations Searching all Connecting Services to be At each step, what is a person's donors with available primary goal or motivation? provided for details of new user ("Help me..." or "Help me avoid...") users donors the user **Positive moments** Connects with Fast response Covers every Fast service number of donors within a the range process is free What steps does a typical person from trusted find enjoyable, productive, fun, motivating, delightful, or exciting? donors donors Negative moments Unavailability of donors Duration of What steps does a typical person time to list the find frustrating, confusing, angering, donors costly, or time-consuming? Areas of opportunity better? What ideas do we have? What have others suggested?