

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 wit





Project Phase -II

Customer journey

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Team ID	PNT2022TMID29588
Project Name	Project - Plasma Donor Application

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	when needs plasma When trys to help the patient in need of plasma	User friendly Registration Interface	Donor Information Donor Information at the right time Camps/ donote in the required location(Hospitals)	when the process fnishes,the user gets more knowledge about plasma donation Knowledge about how to Receive / donate plasma	helping the people in by refering the wed application feels satisfied in saving the others life
	getting suggestions from those who beneftted from the app,camps,pamplets The user can directly search in the app and get the needed info	Get help by searching via different ways like needed region,needed type,when do you need Different ways of searching	The needy user at the time can get required info about plasma availability according to their specifc needs. At the same time, the ones who are willing to donate plasma can also help receivers through this app At the same time, the ones who are willing to donate plasma can also help receivers through this app	Part of the plasma community Once the user gets into the circle of the app,they will become a part of the plasma community ,whether he gets help or does hel	Motivates others to donate the plasma Feedback about the process
Interactions What interactions do they have at each step along the way?	People: Plasma Donors People: Patients in need of plasma	Thing:Chatbots in web app to contact Places: Donor info and receipient info from camps	People: Connecting with blood banks in time People: Volunteers through the app Places: Camps,sessions	People : Camp volunteers,blood bank workers,Health workers	Feedback
 People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	Places: Donor Camps/ in the required hospitals Thing: Web application	Person: Volunteers, Doctors, banks	Chatbots in web app to contact Thing: resources available in app		
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help Society Get Help at correct time	get blood/plasma donation at right time from blood banks without wasting time get knowledge about plasma donation	If a user is in need of help,they get the correct help at the right time according to their requisites (the needed amount,needed time,needed type) If a user wants to donate plasma,they get right instructions of do's and dont's about the donation Helps as a volunteer (as a bridge between receivers and donors	Successfully donate plasma Successfully get help from banks	Become part of the community
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	As a part of a community which creates awareness A person who is aware of problems arising cause of plasma shortness	Getting more knowledge about plasma donations More awareness about such medical conditions	satisfcation of giving donation and helping others Getting best help while in need	Motivated about being a part of time without wandering for help Satisfaction of helping others Satisfaction of helping others	Motivating others to be a part of it
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Less initial When needed type isn't avail at time	Fear about Initial fear while authenticity of entering a digital website world	When time gets long while waiting for help Frustration when needed plasma or blood isn't available at that time	Negative feedback if user's need isn't satisfed	Add more community so that availability will be present
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Plasma can be collected through volunteers in person Update then and now	Easy Registration Verifying every details of blood banks and donor	Less time for helping a receiver(i.e adding more donors to the Assistance to users for their smooth communication Accurate statistics about availability	Getting feedback from users to develop the app Giving more info about the website which attracts the user	Developing the website based on user feedback