Project Design Phase - II
Customer Journey Map

Date	15 October 2022
Team ID	PNT2022TMID04052
Project Name	Plasma Donor Application
Maximum Marks	4 Marks

PLASMA DONOR APPLICATION

Searching, Requesting, and donating plasma and plasma donor

	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?

Entice	Enter	Engage	Exit	Extend
Searching blood donors/Best place to donate blood	Donor Register in website	Plasma Donor can visit the nearest camp and donate the plasma	Affected people get cured	Donation history and reward/perks are visible in donors page
Visiting website or app	Recipient login into our system and search for donor	A patient will get plasma donor on time without delay	Donor get satisfied(Plasms donated to correct people)	Personalized Recommendations
Enter the blood group, age and address	Donor will get notified	Donor will donate plasma to people on time.	Review/Rating the application	Personalized Event/ camp offers
Search If any Donor available for the blood group	The contact information of Donor is shared with recepient	Peoples can participate in donation camps and other programs	Users attend various programs.	
Donor will notify when people need plasma				
Most Recipient discover donors by searching in our website	when a person is willing to donate plasma, he/she will register in application with blood group and address	People who are willing to donate plasma will visit nearest donation camp that are displayed in the website	Covid-19 affected peoples/ Plasma needed people gets plasma on right time and get cured.	Plasma donors can see the donation history and he/she can able to see the benefits/ rewards based on number of donations.
A Donor/Recipient navigates to the Donors section of our website or app	People who need plasma will fill the plasma needed form which contains information like blood group, address, date etc	Peoples who need plasma will easily find the donors without any delay	Users get satisfied that He/ she donate plasma in right place to right person.	User will get recommendations about the nearest donation camps.
The user types a address, date, and blood group of people who will need the plasma/willing to donate plasma	When a perfect match is find(same blood group and nearest location) a Email alert is sent to donor.	Donor will get notified about the plasma requester and donate plasma on-time	Users writes a review and gives the star-rating out of 5.	Users can participate to different programs and donations camps. The recommendations for programs and camp information given to users.
The recipient sees nearest plasma donors	The contact information and other details of the donor will be shared to the plasma requester.	Users can participate in different programs and donations camps. The program and camp information are shared with users.	Users can participate in different programs and donations camps.	
Email notification is send to Donor when a same blood group people needed plasma				

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?

Entice	Enter	Engage	Exit	Extend
Donor Registration section of the website, iOS app, or Android app	User login/register section of the website, iOS app, or Android app	Donors will visit the donation camps and donate plasma	Direct communication between donor and recipient	Completed experiences section of the profile on the website, iOS app, or Android app
Plasma Donor requesting section of the website, iOS app, or Android app	Listing available nearest donor list section of the website, iOS app, or Android app	Plasma donor will receive the correct destination so that recipient will get plasma	Donor donate plasma to recipient on correct time	Recommendations span across website, iOS app, or Android app
Donors list section of the website, iOS app, or Android app	Donor's email Technology- SendGrid or website like Gmail)	Direct interaction between donor and recipient.	"Leave a review" modal window within the profile on the website, iOS app, or Android app	Event/progams screen website, iOS app, or Android app
Donor Profile section of the website, iOS app, or Android app	Listing donor information section of the website, iOS app, or Android app	Users will participate in various events and programs.	Users will participate in various events and programs.	If other users interact with this person, they will see the reward/ certificates of donor
Other programs section of the website, iOS app, or Android app				

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

Entice	Enter	Engage	Exit	Extend
Help me to get plasma	Help me commit to donate plasma	Help me feel confident about where to go donate plasma	Help me to donate plasma with good feelings and no awkwardness	Help me see what I've done before
Help me where to donate plasma	Help me to log into the without getting delay	Help me feel good about my decision to donate plasma	Help me to share the app details to others.	Help me see what I could be doing next
Help me to get correct information	Help me to get notification when people need plasma	Help me to get donor in correct time		Help me see ways to enhance my health.
Help to to search the donor available near me.	Help me to get the plasma donor details.			

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice	Enter	Engage	Exit	Extend
It Saves time for people, so the become happy	Excitement about the benefits/perks	We've heard from several people that the emails alert were essential.	Donor feel proud that they saved a life of people.	People like looking back on their past donations
Patients will feel happy, when they get donors on correct time.	People will be happy when he seeing his appreciation/ recognizing.			We think people like these recommendations because they have an extremely high engagement rate
Patients will feel happy, when they get donors on correct time.				

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice	Enter	Engage	Exit	Extend
Donor sometimes can't able to donate due to long distance	People express a bit of fear while donating plasma	People expressed awkwardness about finding their donor	Recipient is unclear about whether the donor will donate plasma on-time.	Some people thought that the recommendation is not needed.
People sometimes forget to enter all the details			Users report feeling review fatigue.	Some people will give low review about the app.
Unfortunately, People will enter wrong information.			People describe leaving a review as an arduous process	

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice	Enter	Engage	Exit	Extend
Make it easier to donate plasma	Provide a simpler summary to avoid information overload	How might we extend the personal connection between donor and recipient	How might we give appreciation or benefits to donor?	How to encourage peoples to donate!
It is easier to get the plasma on-time	Encourage volunteer activities and participate in donation camps.	Give health tips to peoples.		How to organize the programs?