	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 the 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?	Getting the awareness about the app through others. Social Media The most effective way of reaching the targeted audience.	Creating awareness on plasma donation. Exploring more plasma in near plasma donation and other features.	Helping the patients by notifying the donors at the right time.	User friendly User Interface.	Feedback Emails
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?	Social media and traditional advertisement To solve the function of the customer would say that their families and friends are the trusted source of referrals. Usage of social media will help us to promote products, build customer relationship, enhance the business growth.	Through Website and Application. Social media and traditional advertisement	Location and mobility constraints	<ail after="" donating.<="" notification="" td=""><td>Service at anytime.</td></ail>	Service at anytime.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me for plasma clean Plasmapheresis.	Help me for User friendly. Help me with platelets which undergoes organ transplants and cancer treatment.	Updating them with the demand of plasma.	Help me out with plasma and save many people lives.	Creating awareness among the people about plasma donation.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Delightful for donating plasma. Motivating others to donate plasma.	Happy to donate plasma for others. Transfusion center's integrity and Trust	Customer helpline will be provided, where they can resolve their queries.	Able to save people's life makes the donor feels happy.	Positive changes / feedback about plasma donation.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Not having enough awareness about how to use this application Lack of knowledge on plasma donation	Availability of network connection & bandwidth Need to increase the authentication of the application in order to maintain the person's data.	Data integrity, Authentication, and Data threat.	Fear of donating and rumours about the side effects.	Follow up notifications after plasma donation.
How might we make each step better? What ideas do we have? What have others suggested?	Google Ad's and Amazon product ads. LinkedIn marketing and Email marketing.	Easy to access through the application and browse for donors. Bridging the gap between donors and hospitals / blood banks.	Notify the patients if the donor couldn't donate plasma because of any emergency situation.	24*7 Customer Service	Feedback section after the plasma donation on how the customer feels.