Customer experience Journey map

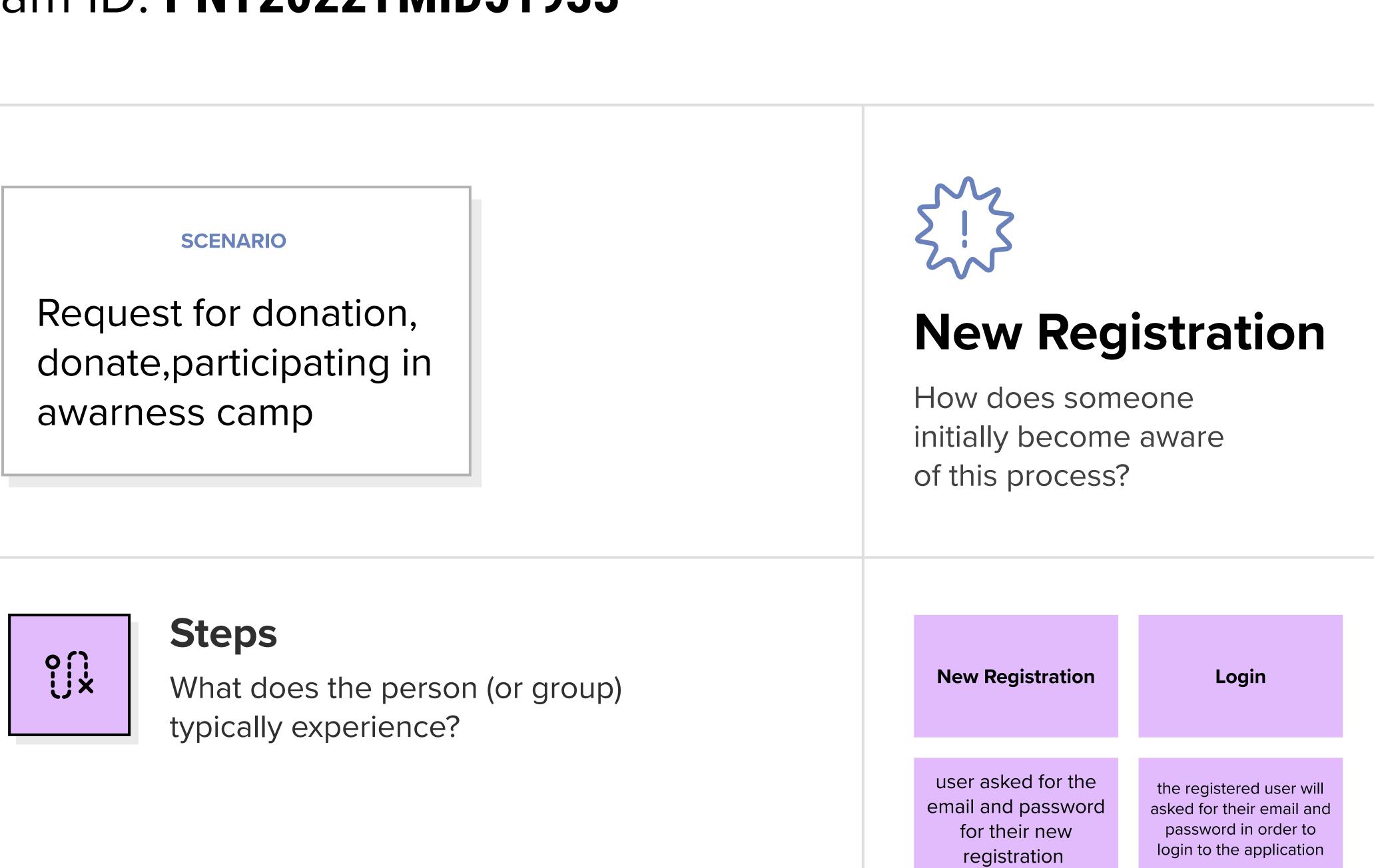
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

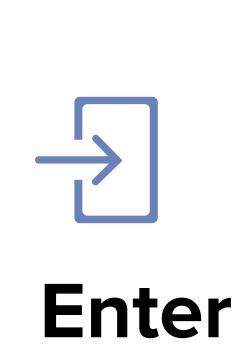
Created in partnership with

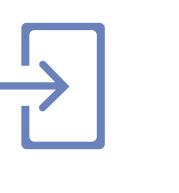


Team ID: PNT2022TMID51933

Project: Plasma Donor Application







What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?

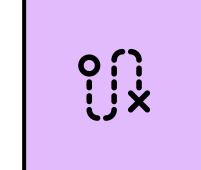


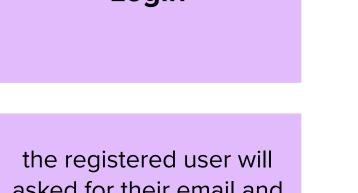
What do people typically experience as the process finishes?



Extend

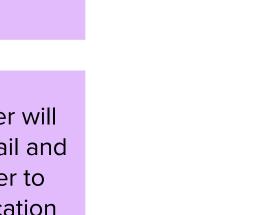
What happens after the experience is over?

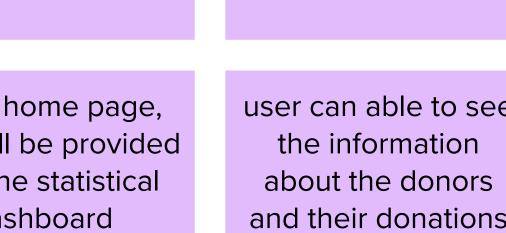


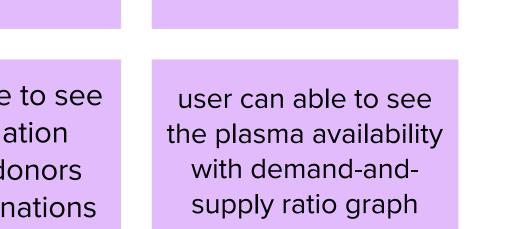


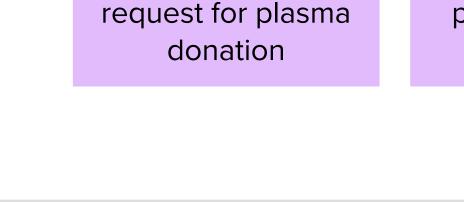
it consists of the form fields which requires users information to register with.

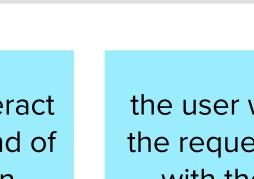
the user enter all their required details in the form and submit

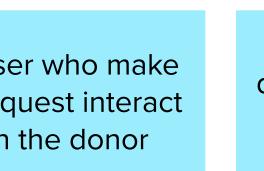


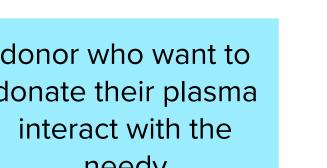


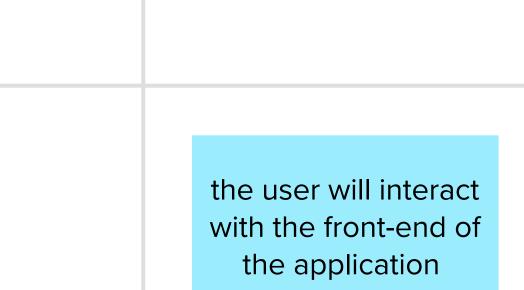


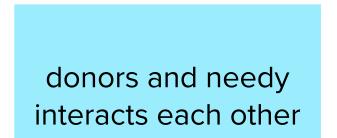


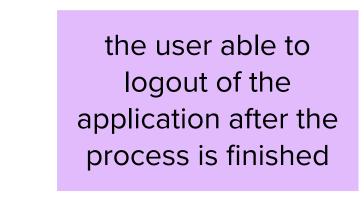


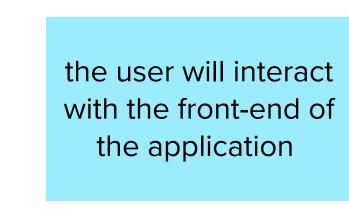


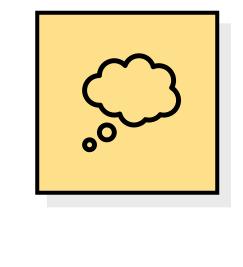












Goals & motivations

Interactions

primary goal or motivation? ("Help me..." or "Help me avoid...")

What interactions do they have at

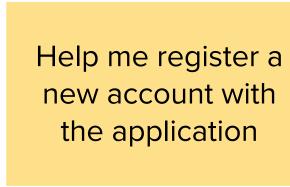
People: Who do they see or talk to?

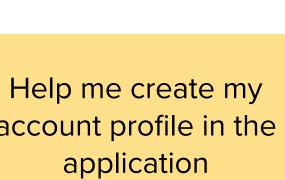
Things: What digital touchpoints or

physical objects would they use?

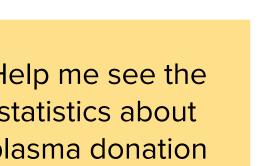
each step along the way?

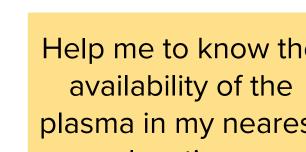
Places: Where are they?

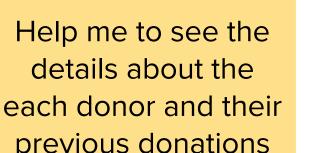


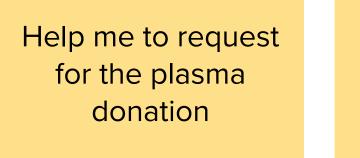


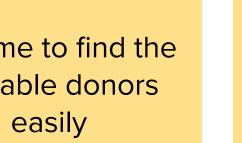


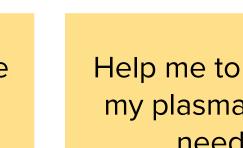




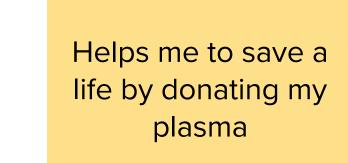


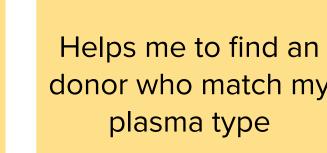


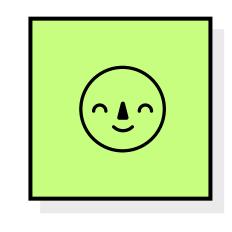






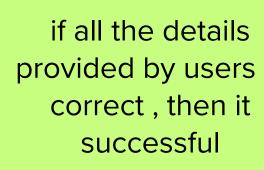


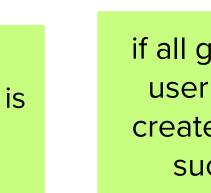


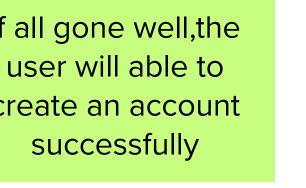


Positive moments

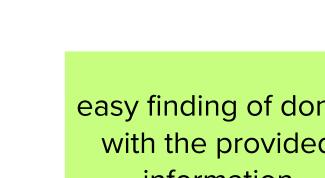
find enjoyable, productive, fun, motivating, delightful, or exciting?

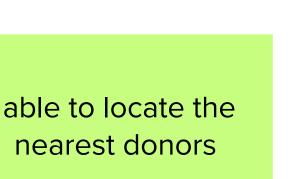


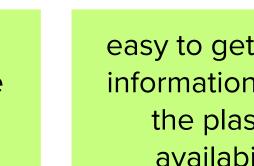




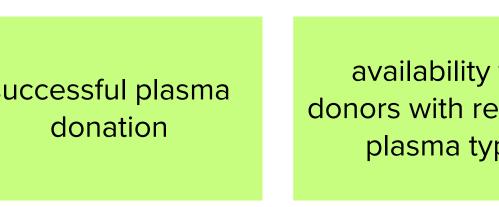


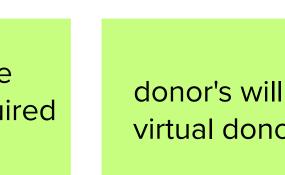


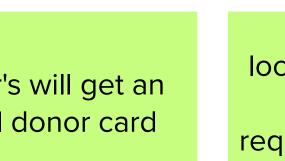


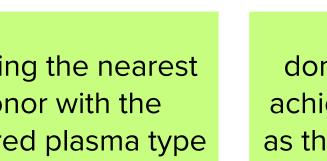


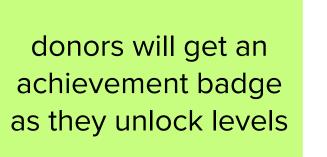


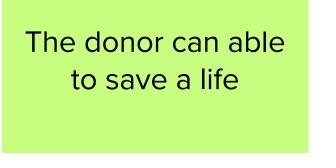




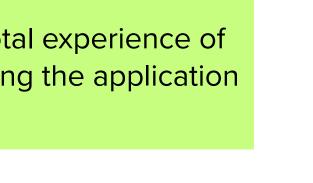


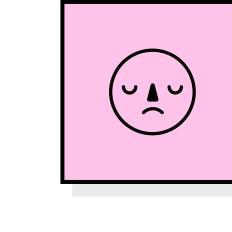




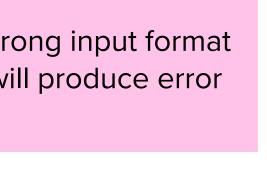


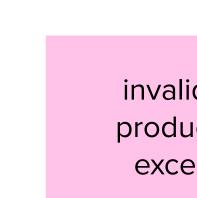


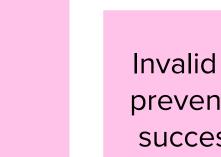


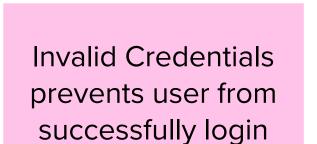


find frustrating, confusing, angering, costly, or time-consuming?

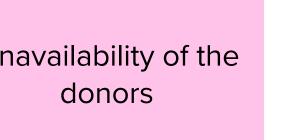


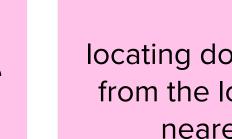


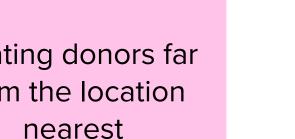


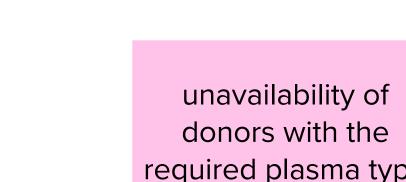


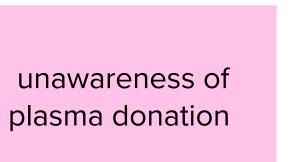




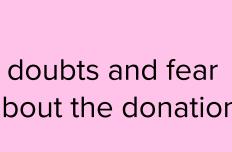


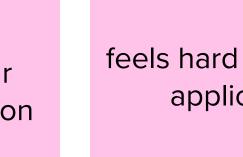


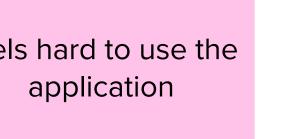


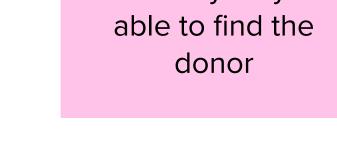


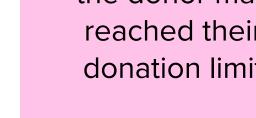




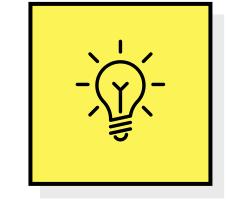












Areas of opportunity

better? What ideas do we have? What have others suggested?

