



CUSTOMER JOURNEY MAP

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| Date | 03 NOVEMBER 2022 |
| Team ID | PNT2022TMID03002 |
| Project Name | Project – PLASMA DONOR APPLICATION |

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| <div><div>SCENARIO</div><div>Searching, Registering, Requesting, Receiving Notification about details of the plasma donor</div></div> | <div><div>Entice</div><div>How does someone initially become aware of this process?</div></div> | <div><div>Enter</div><div>What do people experience as they begin the process?</div></div> | <div><div>Engage</div><div>In the core moments in the process, what happens?</div></div> | <div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div> | <div><div>Extend</div><div>What happens after the experience is over?</div></div> |
| <div><div>Steps</div><div>What does the person (or group) typically experience?</div></div> | <div><div>Searching an web application fully dedicated for Plasma donation</div><div>Discover the plasma donor's information</div><div>Patent who in need of plasma searching for various sources of plasma donors on any mediums.</div><div>After discovers this application, patient goes through it and search for plasma donors details.</div><div>After a through search for his/her required plasma type, he/her receives the detailed information of the plasma donor he send to patient's communication medium.</div></div> | <div><div>Register</div><div>Login</div><div>On initial stage of the application, it asks the user to register with details in order to proceed into the app.</div><div>After registering, User have to give credentials he given in the previous register stage.</div></div> | <div><div>Search for required plasma type</div><div>Requesting</div><div>Notification</div><div>User can search through the application to find the correct donor</div><div>Also User can able to make a request for plasma directly without search through the application.</div><div>After complete previous steps, notification be made to the user with info containing matched plasma donor .</div></div> | <div><div>Exiting the application</div><div>Prompt for review</div><div>Writing & submitting review</div><div>After getting the notification, user can exit the application.</div><div>One hour after the tour finishes, an email and inapp notification prompt the tour participant for a review</div><div>The user writes a review and gives the tour a star rating out of 5</div></div> | <div><div>History appears in the user profile</div><div>Recommendations</div><div>The histories of the completed donation appears on the user's profile with a few details about that donation.</div><div>Plasma needed and donation related pop-up recommendations showed to user on the website</div></div> |
| <div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div></div> | <div><div>Initially user only interacts with the application, then after finding out donor, he/she have to talk to that donor.</div><div>User to use this application from any place</div><div>Interaction with things are devices such as mobile phones act as intermediate medium between user and database.</div></div> | <div><div>Registration section within the application</div><div>Login process section with asked details within the application</div></div> | <div><div>User interacts with search overlay within the application</div><div>User interacts with request making section within the application</div><div>Interacts with the received notification on any medium that user using.</div></div> | <div><div>Interacts with exit process within the application and meet that plasma donor in person to get those needed plasma.</div><div>User's email (like Gmail)</div><div>"Leave a review" modal window within the profile on the website or app.</div></div> | <div><div>Successful donation section of the profile on the website, or Android app</div><div>Recommendations window within the website</div></div> |
| <div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div> | <div><div>Help me to find right plasma donor</div><div>Help me to find the donor's location and details</div><div>Help me avoid unwanted obstacles on finding correct plasma donor</div></div> | <div><div>Help me to find donor initially by registering my details</div><div>Help me to login securely with my details I provided at registration process</div></div> | <div><div>Help me to search through application in search of donor</div><div>Help me to made an request about the plasma type I needed.</div><div>Help me to get details of the donor such as location, contact details etc...</div></div> | <div><div>Helo me leave the annihilation with good feelings</div><div>Help me spread the word about a great services and feedback for one that was not so good</div></div> | <div><div>Help me see what I've done before</div><div>Help me to know about related donations and needy plasma</div></div> |
| <div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div> | <div><div>Positive moment when finding out a donor who matches with patient's plasma's type</div><div>Positive Moment when realizing about the time it consumes when compared to other means of sources.</div><div>Having positive thought when this mode takes less amount of effort from patient's side when comparing with real life procedures.</div></div> | <div><div>Feel positive when complete the registration process in a secure way</div><div>Feel positive when successfully login into application</div></div> | <div><div>Feel hopeful when goes through the desired results.</div><div>Feel promising on getting a correct donor when made a details of the matched plasma donor.</div><div>Feel very thankful after getting the details of the matched plasma donor.</div></div> | <div><div>User generally leave this application feeling thankful.</div></div> | <div><div>People like looking back on their past finished donations</div><div>Having recommendation window, it allows user to help others and also know about willing donors.</div></div> |
| <div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div> | <div><div>User will surely feel something negative when the user interface of the application looks dull or unresponsive.</div><div>User will feel disappointment when the application having bugs and crashing oftenly.</div></div> | <div><div>Feel negative if there any problem comes when registering</div><div>User feel irritated when login OTP came lately</div></div> | <div><div>Feel negative when there was enough results when searching through the application</div><div>Feel nesative when there was no hit on requesting section</div><div>Feel disappointment when there was a failure in receiving notification.</div></div> | <div><div>Feel negative about the application when after meeting that donor in person actually had a wrong plasma type.</div><div>User describe leavine a review as an arduous process</div></div> | |
| <div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div> | <div><div>Include best and responsive user interface.</div><div>Include mechanisms which make application bugless and fast in responsive when user requests data of the donor.</div></div> | <div><div>Include only most required details to register. Avoid unnecessary details for registration.</div><div>Include user authentication stages to make a secure way of login into the application.</div></div> | <div><div>Include mechanisms which make the searchine process much more easier such as using a chatbot interface.</div><div>Include services which make the requesting process on a smooth way.</div><div>Include mechanisms to receive the notification on various mediums</div></div> | <div><div>Include services such as review system about the application.</div><div>How might we progressively disclose the full review so that each step feels more simple?</div><div>How might we totally eliminate this issue?</div></div> | <div><div>How might we help remember things they've done in the past?</div><div>How can we make this recommendation a more personalized one with user's data?</div></div> |