Project design phase - II Customer Journey Map

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	Date	23 OCTOBER 2022			
	Team ID	PNT2022TMID20051			
	Project Name	Project - Plasma Donor Application			
	Maximum Marks	4 Marks			

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Plasma Donor Application	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?	Searching for blood donors and place to donate blood Recipient can discover donors by searching in our Application/Website Recommendations from experienced users Recommend through Hospitals Friends etc. Search If any Donor is available or not when people need blood group The user can directly search in the app and get the needed info	Donor Register in website Recipient login into our system and search for donor The contact information of Donor is shared will register in application with recepient When a person willing to donate plasma, he/she will register in application with blood group and address People who need plasma will fill the plasma needed form which contains information like blood group, address, date etc When a perfect match is find(same blood group and nearest location) a Email alert is sent to donor. The contact information and other details of the donor will be shared to the plasma requester.	Locations of plasma donation camps People can participate in donation camps and other programs Plasma Donor can visit the nearest camp and donate the plasma Donor will get notified about the plasma requester and donate plasma on time Plasma Donor can visit the nearest camp and donate the plasma Peoples who need plasma will easiely find the donars without any delay	The recipient receives the needed plasma Affected people will get cured Donor get satisfied as they help	can give feedback in the playstore Giving feedback always helps others in knowing about the app recommend the website/Application to others who are in need of donors
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?	People: Health workers like doctors,nurses Places: Donor Camps,Hospitals Thing: Web application, Android Applications	Donor's email TechnologySendGrid or website like Gmail) User login/register section of the website, iOS app, or Android app Listing donor information section of the website, iOS app, or Android app	Direct interaction between donor and recipient Donors will visit the donation camps and donate plasma Plasma donor will receive the correct destination so that recipient will get plasma	Leave a review modal window within the profile on the website or android application Volunteers	Customer care Interations between donors and recipient
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help people who are in need of plasma Help the Society information about plasma	Help me commit to donate plasma Help me to get notification when people need plasma	Help me to get donor in correct time Help me feel confident on where to get the plasma Help me feel good about my decision to donate plasma	Help me to donate plasma with good feelings and no awkwardness Help me to share app details to others	Help to get donor in correct time Help the needy at rough teams Become part of the community
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Patients will feel happy when they get donor at correct at time Patients will feel happy when they get donor at correct at time It is exciting to be a part of social awareness	Excitement about the benefits/perks People will be happy when he seeing his appreciations/ recognizing.	Delighted to help the society Satisfied about the donation	It is excited to be a part of social awareness Movivated about receiving donor appreciation certificate	Satisfed about helping others Satisfed about helping others
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	When needed blood group isn't available at the time people sometimes people sometimes can't able to donate due to long distance	People express a bit of fear while donating plasma	Time consuming when we have to wait in queue to donate plasma	People describe leaving a review as an arduous process	Some people will give bad feedback about the App/ Website. Time consuming when we have to reach the donation camp
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Plasma can collected in person by the team / volunteers Statistics about the availability of plasma can be updated every now and then It is easier to get the plasma on-time	Provide a simpler summary to avoid information overload donation camps. Encourage volunteer activities and participate in donation camps.	How can we extend the personal connection between donor and recipient Providing health tips to users	How might we give appreciation or benefits to donor	Giving more info about the website How to organize the programs?