

**Project Design Phase-II**  
**Customer Journey Map**

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Project Name	Project – Plasma Donar Application
Maximum Marks	

# Customer Journey Map:

Template



## Customer 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.

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### Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

**TIP**  
As you add steps to the experience, move each these "live edit" the left or right, depending on the scenario you are documenting.

SCENARIO Browsing, booking, attending, and rating a local city tour	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?
<b>Steps</b> What does the person (or group) typically experience?	Customer visit the website/Application Register/Create an account View the interface of the Application	Register for donation Request for the plasma	Customer do register for donation Customer check for the plasma availability Create awareness of the application	Leave the webpage Close the Application	After recommending our friend visits, the customer can share information with their friends
<b>Interactions</b> 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?	Customer view the User Interface Interact with the chatbot View the Contact options	Analyze the features Thought about the using of the features	Register the details Request for the need		Through recommendation, application our count will be increased
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	To use the application	Aim to do registration successfully	Increase website visitors app features Increase customer service satisfaction using chatbot	Help was to find a clear and correct result Able to provide the Good Feedback	encourage others to use this application
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	User find free to access website/application at anytime	User find free to access website at anytime	Spending a time on good work	People while leaving the application feels motivated and inspired Customer user happy to write their reviews	Increase the interest towards the Customers
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People sometimes enter the wrong personal informations	People ignore most of the notifications.	Customer hesitate to enter their medical history.	Customer find leaving a review as a difficult process	Customer find their will be worse during giving feedback
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Could we able to view the donation details?	Can a customer able to update the details?	The customers can able to use the chatbot wisely The donor can book the slot for donation	The recipient can able to get the plasma as soon as the availability of the plasma The donor can book the slot for donation	The donor will have certain period of time to donate the plasma again