

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.

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?

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

What do people typically experience as the process finishes?



Extend

What happens after the experience is over?

attending, and rating a local city tour

Steps

SCENARIO

Browsing, booking,

What does the person (or group) typically experience?

Most of the hospital have details of plasma donor

A recevier sees A receiver can available plasma donor for their check the available plasma donor in our website or app number of people

After deciding to donate plasma, they click the donate button

One day before the doctor sent a reminder email to donor. The email emphasizes where and when to meet doctor for plasma donation.

Using their own means of their way to the hospital location at the scheduled time.

Donor meet the doctor

The doctor brings the donor around the area, explaining the process

Donating plasma in the given time of location

After the donation of plasma the customer intends to rest as they have given plasma

One hour after the donor donate, an email and in- app notification prompt the donor for a review

The donor writes a review and gives the hospital a starrating out of 5

Share the experiance with others and tell them to do so

The completed donor "past experiences" area of a donor profile with a few details of donation

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?

From social media from people and traditional advertisements

Plasma donor Plasma receiver booking section section of the of the website, website, iOS iOS app, or app, or Android Android app app

Verification of donor overlay within the website, iOS app, or Android app

donor email (software like Outlook or website like Gmail)

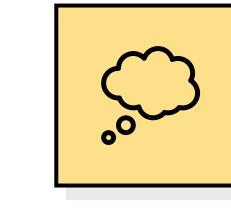
Through the mobile phones, PC and websites

The locations of hospital and Direct interactions with the doctor. Use of the mails after donating

"Leave a review" modal window within the profile on the website, iOS app, or Android app

Reviewing them with the social media platform and in the feedback section

If other donor interact with this past donor, they will know the process



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help receiver to get donor

Help donor to know plasma donation process

Help donor avoid seeing donation for the wrong dates, locations, or people

To let other
Help receiver people kmow to get the eligibility matching plasma donor

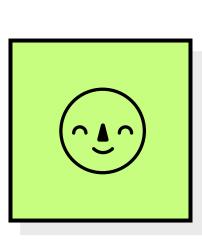
To let them Help donor know the and receiver to feel happy demand of and welcome plasma

Help donor to donate often

Help donor leave the hospital with good feelings

they save the lives of people

To be able have the customer satisfaction scored



Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? get the overview very easily

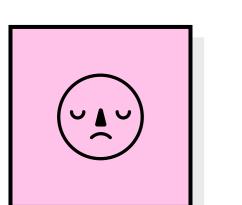
To feel happy that they may able to donate

to donate

Can contact helpline in order to know the full details of whats actually goin on

To be able to save a life makes the customer feel at ease

To let other people know the good things about donating plasma



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

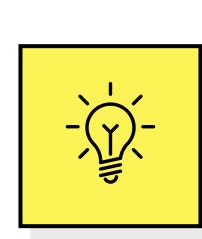
To not know anything about donating in the first place and trying to donate makes it quite difficult for the user

Need to file more authentications as its related to a life of a

As its asks for more data it may make the user to be afraid if the data can be hijacked

After donating the user may have the fear of side effects from donating

More follow notification donating



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

advertise it in social media

Easy account creation process for the customers to browse through the application To be able to notify the recipient if the donor has unfortunate situations which makes them unable to donate plasma

To have proper customer srevice options

feedback section in order to know what the customer actually feels

To have