

Project Design Phase - II

Customer Journey Map

Date	12 October 2022
Project Name	Plasma Donor Application
Maximum Marks	

Customer Journey Map:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Starts to register for plasma donation Checks the availability of plasma donors Knows about plasma donation	Search for plasma donors by blood groups Explore the web application Finds nearby Plasma Donation Centre.	Fast fixing of bugs Explore the aesthetic UI Design Clear instruction
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Fear of donating plasma Fear of data leakage	Helpful to get proper information Less man power Donors can avoid last minute stress and tension.	Helpful for Donors, Seekers and Donation centres. Safer and user-friendly.
Touchpoint What part of the service do they interact with?	Customer Feedback Provides contact option and ways of healthy lifestyle by certified medical practitioners.	Donors will get a date and time slot assigned for donation in a nearby centre. There will be no bias among the available donors. As soon as the request is made, the list of available donors is shown.	Simple and clear Interface. Open source and chatbot for answering FAQs.
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions.</i>			
Backstage			
Opportunities What could we improve or introduce?	Make android and IOS application	Try to improve our accuracy	Try to increase our process speed.
Process ownership Who is in the lead on this?	User & Developer	User & Developer	User & Admin

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