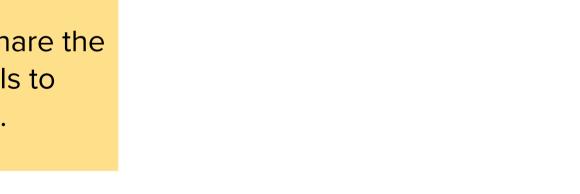
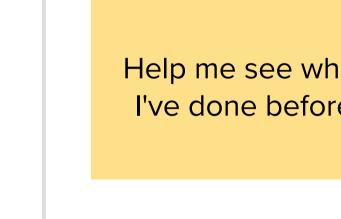
Project Design Phase - II Customer Journey Map

Date	15 October 2022
Team ID	PNT2022TMID46383
Project Name	Plasma Donor Application
Maximum Marks	



Searching, Requesting, and donating plasma and plasma donor	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?			
Steps What does the person (or group) typically experience?	Searching blood donors/Best place to donate blood Most Recipient discover donors by searching in our website	Visiting website or app A Donor/Recipient navigates to the Donors section of our website or app	address	Search If any Donor available for the blood group The recipient sees nearest plasma donors	Donor will notify when people need plasma Email notification is send to Donor when a same blood group people needed plasma	Donor Register in website when a person willing to donate plasma, he/she will register in application with blood group and address	Recipient login into our system and search for donor People who need plasma will fill the plasma needed form which contains information like blood group, address, date etc	Donor will get notified When a perfect match is find(same blood group and nearest location) a Email alert is sent to donor.		Plasma Donor can visit the nearest camp and donate the plasma People who are willing to donate plasma will visit nearest donation camp that are displayed in the website	A patient will get plasma donor on time without delay Peoples who need plasma will easily find the donors without any delay	Donor will donate plasma to people on time. Donor will get notified about the plasma requester and donate plasma on-time	Peoples can participate in donation camps and other programs Users can participate in different programs and donations camps. The program and camp information are shared with users.	Affected people get cured Covid-19 affected peoples/ Plasma needed people gets plasma on right time and get cured.	Donor get satisfied(Plasms donated to correct people) Users get satisfied that He/ she donate plasma in right place to right person.	app Users wri
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?	Donor Registration section of the website, iOS app, or Android app	Plasma Donor requesting section of the website, iOS app, or Android app	Donors list section of the website, iOS app, or Android app	Donor Profile section of the website, iOS app, or Android app	Other programs section of the website, iOS app, or Android app	User login/register section of the website, iOS app, or Android app	Listing available nearest donor list section of the website, iOS app, or Android app	Donor's email Technology- SendGrid or website like Gmail)	Listing donor information section of the website, iOS app, or Android app	Donors will visit the donation camps and donate plasma	Plasma donor will receive the correct destination so that recipient will get plasma	between donor and	Users will participate in various events and programs.	Direct communication between donor and recipient	Donor donate plasma to recipient on correct time	"Leave a r window w on the we or An
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me to get plasma	Help me where to donate plasma	Help me to get correct information	Help to to search the donor available near me.		Help me commit to donate plasma	Help me to log into the without getting delay	Help me to get notification when people need plasma	Help me to get the plasma donor details.	Help me feel confident about where to go donate plasma	Help me feel good about my decision to donate plasma	o Help me to get donor in correct tir		Help me to donate plasma with good feelings and no awkwardness	Help me to share the app details to others.	





If other users interact

will see the reward/

certificates of donor

Extend

and reward/perks are visible in donors

page

Users can participate in different programs and donations camps.

What happens after the

Plasma donors can see the donation history and he/she can able to see the benefits/ rewards based on number of donations.

User will get recommendations about the nearest donation camps.

experience is over?

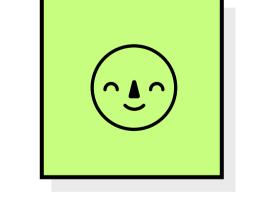
Completed experiences section of the profle on the website, iOS app, or Android app

Recommendations
span across website, iOS app, or Android app

Event/progams
screen website, iOS app, or Android app

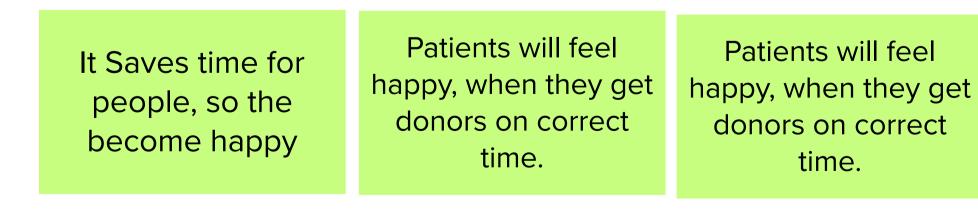
app

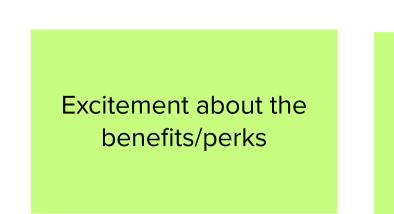
Users can participate in different programs and donations camps. The recommendations for programs and camp information given to users.



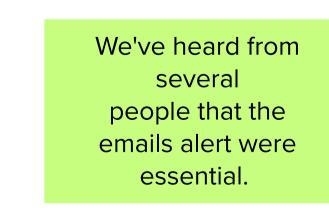
Positive moments

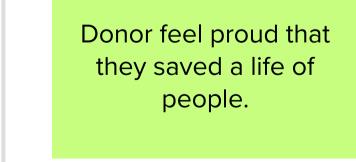
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

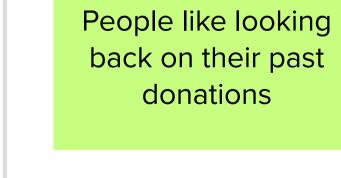




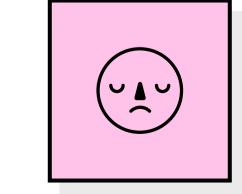






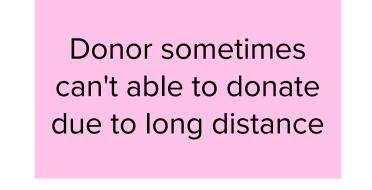


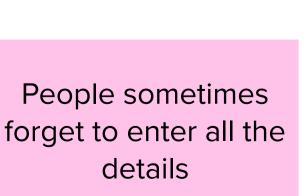
We think people like these recommendations because they have an extremely high engagement rate

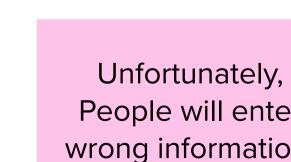


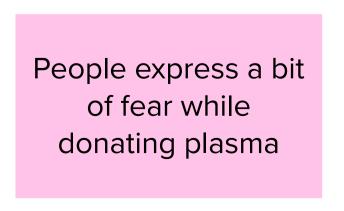
Negative moments

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

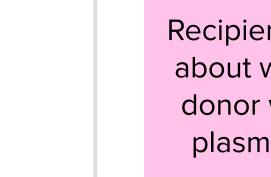


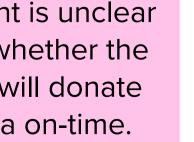












People describe leaving a review as an arduous process Users report feeling review fatigue.

Some people thought that the recommendation is not needed.

Some people will give low review about the app.



Areas of opportunity

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

