## W SW

## CUSTOMER JOURNEY MAP

DATE 15 - 10 - 2022

TEAM ID PNT2022TMID13250

PROJECT NAME PLASMA DONOR APPLICATION

Searching, Registering, Requesting, Receiving Notification about details of the 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?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Searching an web application fully dedicated for Plasma donation  Patient who in need of plasma searching for various sources of plasma donors on any mediums.  Searching the required plasma type through the application  After discovers this application, patient goes through it and search for plasma donor be send to patient's communication medium.  After a through search for his/her required plasma type, he/her receives the detailed information of the plasma donor be send to patient's communication medium.	Register  Login  On initial stage of the application, it asks the user to register with details in order to proceed into the app.  After registering,User have to give credentials he given in the previous register stage.	Search for required plasma type  Requesting  Notification  User can search through the application to find the correct donor  Also User can able to make a request for plasma directly without search through the application.  After complete previous steps, notification be made to the user with info containing matched plasma donor.	Exiting the application  Prompt for review  Mriting & submitting review  One hour after the tour fnishes, an email and inapp notification prompt the tour participant for a review  The user writes a review and gives the tour a star rating out of 5	The histories of the completed donation appears on the user's profile with a few details about that donation.  Recommendations  Plasma needed and donation related pop-up recommendations showed to user on the website
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?	Initially user only interacts with the application, then after finding out donor, he/she have to talk to that donor.  User to use this application from any place  Interaction with things are devices such as mobile phones act as intermediate medium between user and database.	Registration section within the application  Application  Login process section with asked details within the application  application	User interacts with search overlay within the application  User interacts with request making section within the application  Interacts with the received notification on any medium that user using.	Interacts with exit process within the application and meet that plasma donor in person to get those needed plasma.  User's email (like Gmail)  "Leave a review" modal window within the profile on the website or app.	Successful donation section of the profile on the website, or Android app  Recommendations window within the website
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Help me to find right plasma donor  Help me to find the donor's location and details  Help me avoid unwanted obstacles on finding correct plasma donor	Help me to find donor initially by registering my details I provided at registration process	Help me to search through application in search of donor  Help me to made an request about the plasma type I needed.  Help me to get details of the donor such as location, contact details etc,	Help me leave the application with good feelings  Help me spread the word about a great services and feedback for one that was not so good	Help me to know about related donations and needy plasma
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Positive moment when finding out a donor who matches with patient's plasma type.  Positive Moment when realizing about the time it consumes when compared to other means of sources.  Having positive thought when this mode takes less amount of effort from patient's side when comparing with real life procedures.	Feel positive when complete the registration process in a secure way  Feel positive when successfully login into application	Feel hopeful when goes through the desired results.  Feel promising on getting a correct donor when made a request.  Feel very thankful after getting the details of the matched plasma donor.	User generally leave this application feeling thankful.	People like looking back on their past finished donations  Having recommendation window, it allows user to help others and also know about willing donors.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	User will surely feel something negative when the user interface of the application looks dull or unresponsive.  User will feel disappointment when the application having bugs and crashing oftenly.	Feel negative if there any problem comes when login OTP came lately	Feel negative when there was enough results when searching through the application  Feel negative when there any bug on requesting section  Feel disappointment when there was a failure in receiving notification.	Feel negative about the application when after meeting that donor in person actually had a wrong plasma type.  User describe leaving a review as an arduous process	
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Include best and responsive user interface.  Include mechanisms which make application bugless and fast in responsive when user requests data of the donor.	Include only most required details to register. Avoid unnecessary details for registration.  Include user authentication stages to make a secure way of login into the application.	Include mechanisms which make the searching process much more easier such as using a chatbot interface.  Include services which make the requesting process on a smooth way.  Include mechanisms to receive the notification on various mediums	Include services such as review system about the application.  How might we progressively disclose the full review so that each step feels more simple?  How might we totally eliminate this issue?	How might we help remember things they've done in the past?  How can we make this recommendation a more personalized one with user's data?