






## Project Design Phase-II Customer Journey Map

|               |                                     |
|---------------|-------------------------------------|
| Date          | 09 October 2022                     |
| Team ID       | PNT2022TMID21097                    |
| Project Name  | Project – Plasma Donor Applications |
| Maximum Marks | 4 Marks                             |

### Diagram:

| PHASES                   | Motivation  | Information gathering  | Analyzes various Ways   | Choose the most efficient ways  | Plasma Donation   |
|--------------------------|---|--|---|---|---|
| <b>Actions</b>           | wants to increase the availability of blood donor.                                  | wants to choose an efficient method to reach the donor                                     | Available ways like contact through call or text or email.                          | Call and text to donor is efficient than email notification                           | After reach through efficient way   |
| <b>Touchpoints</b>       | The recipient <u>feel</u> excited   | After implementation, the <u>recipient no</u> need to worry much about the plasma donation | The recipient <u>amuse</u> by various ways available to reach donor                 | After using this recipient won't worry to find donor                                  | After find the efficient way then, recipient uses it.                                 |
| <b>Customer Feeling</b>  |  |         |  |  |  |
| <b>Customer Thoughts</b> | Recipient thought, it helps to find better donor easily                             | Recipient thought, it will lead more information required for registration                 | Recipient thinks alternate ways <u>will available</u>                               | The donor selection will be easy and comfortable <b>for them</b>                      | Recipient thinks that platform will be userfriendly                                   |
| <b>Opportunities</b>     | The recipient gets the better plasma donor  | The <u>recipient knows</u> about the way of reaching donor                                 | The recipient will be aware about other ways  | The recipient comes to know which way is best one                                     | The recipient will enjoy the donor  |