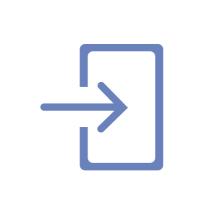
SCENARIO Browsing, booking, **Entice** attending, and rating a local city tour How does someone initially become aware of this process? Most of the hospital Steps have details of A recevier sees plasma donor What does the person (or group) typically experience? A receiver can check the available plasma donor in our website or app Plasma donor booking section Interactions From social media from people and of the website What interactions do they have at iOS app, or Android app each step along the way? People: Who do they see or talk to? Plasma receiver section of the Places: Where are they? app or Android app Things: What digital touchpoints or physical objects would they use? **Goals & motivations** Help receiver to get donor At each step, what is a person's Help donor to primary goal or motivation? know plasma ("Help me..." or "Help me avoid...") **Positive moments** What steps does a typical person get the overview find enjoyable, productive, fun, very easily motivating, delightful, or exciting? **Negative moments** To not know anything What steps does a typical person find frustrating, confusing, angering, place and trying to costly, or time-consuming? difcult for the user Areas of opportunity



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?

available plasma donor for their dates, city, and number of people

After deciding to donate plasma, they click the donate button

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



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 notifcation prompt the donor for a review

The donor writes a review and gives the starrating out of

Share the experiance with others and tell them to do so

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

Verifcation 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 profle on the website, iOS app, or Android app

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

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

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

To let other people kmow the eligibility to donate plasma

Help receiver to get matching plasma donor To let them know the demand of plasma

Help donor and receiver to feel happy and welcome

Help donor to donate often

Help donor leave the hospital with good

They feel that they save the lives of people

To be able have the customer satisfaction scored

To feel happy that they may able 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 donating plasma

about donating in the frst donate makes it quite

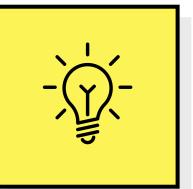
Need to fle more authentications as its related to a life of a person

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

> To have proper customer srevice options

More follow up notifcation donating



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 feedback section in order to know what the customer actually feels