Project Design Phase-II
Customer Journey Map

Date	13 October 2022
Team ID	PNT2022TMID26762
Project Name	PLASMA DONOR APPLICATION
Maximum Marks	4 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? Tip: Reduce ambiguity, e.g. by using the first person narrator.	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? Tip: Use the **emoji app** to express more emotions	🏆			👍			🤝		
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		

miro