

# Project Design Phase-II

## Customer Journey Map

Team ID	PNT2022TMID02933
Project Name	Plasma Donor Application

Template



### Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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#### Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

Scenario  
Browsing, booking, attending, and exiting a local city tour

	Entice	Enter	Engage	Exit	Extend
Entice	How does someone initially become aware of this product?	What do people experience as they begin the process?	What does someone do to stay involved in the process, without leaving?	What do people typically experience as the process finishes?	What happens once the experience is over?
Steps	What does the person do or go through to experience?				
Interactions	What interactions do they have at each step along the way?				
Goals & motivations	At each step, what is a person's primary goal or motivation? (What do they want to achieve?)				
Positive moments	What moments does a person enjoy the most, and why? (What do they love about the experience?)				
Negative moments	What moments does a person dislike the most, and why? (What do they hate about the experience?)				
Areas of opportunity	How might we make each step better? What ideas do we have? (What can we improve?)				

TIP  
As you use this template, narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.



Need some inspiration?  
Check out these examples of customer journey maps.  
[Open examples](#)

