

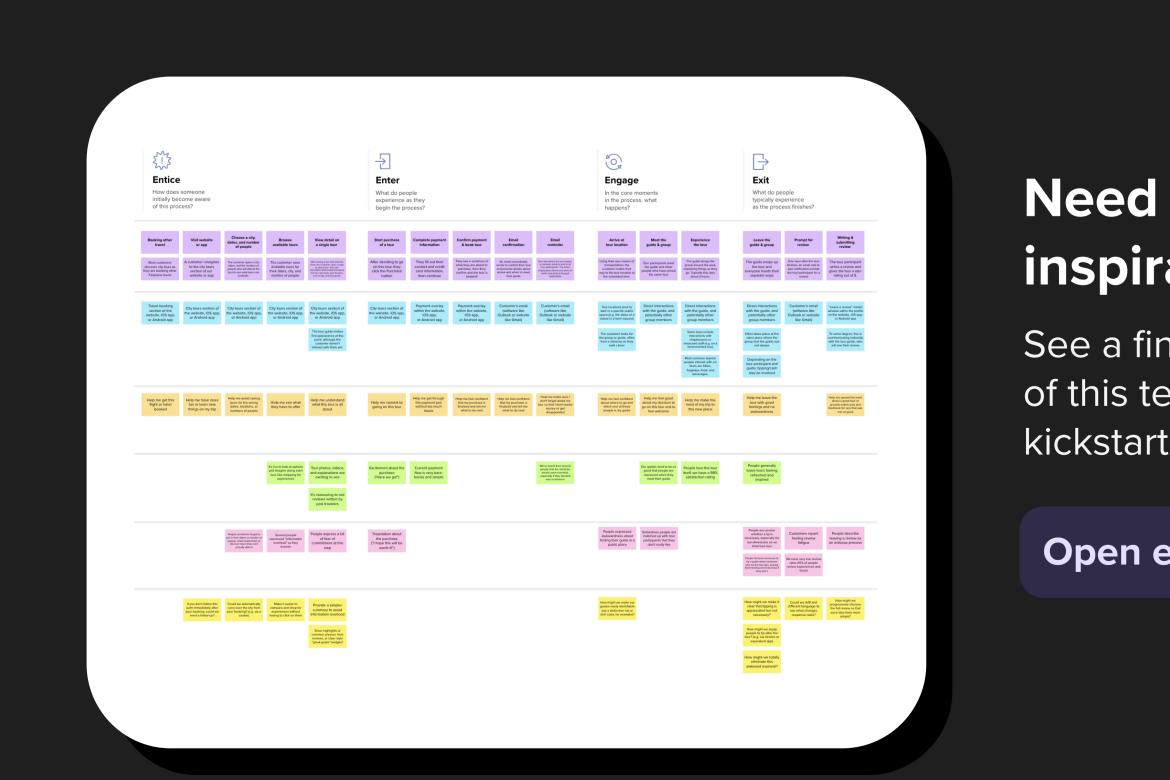
Customer experience journey map

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.

Created in partnership with

Product School

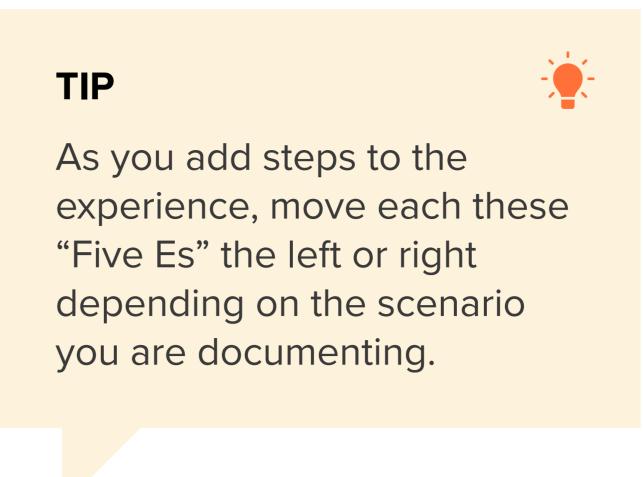
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Document an existing experience

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.



Browsing, booking, attending, and rating a local city tour	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?	Find the website Login to the website Verification The user search the website The user login to the website with mobile number or Email id The user was sent a message or mail for OTP verification	The user have to fill the mandatory details in the registration page Mobile number Verification The website would validate whether the given mobile number is correct or not	Reach the bloodbank location With the help of the own transport the user reaches the bloodbank location for the donation Before the donation of plasma, the customer have to undergo some necessary tests Before the donation of plasma, the customer have to undergo some necessary tests	Exit the website After successful registration the customer will leave the website Customer can submit their view about the website in the review section	Recommendation about website After using our website the customer can share information with their friends and family
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?	Blood donating section of the website Customer detail section will be added	Details of donor will be given in a section of the website Customer's mobile number (via messages)	Bloodbank location tends to start in the public places or hospitals There will be a direct interaction with doctors and nurses in the hospital	"Leave a comment" window will be visible in the website profile It also interacts with the bloodbanks indirectly as they can see the people's review	By recommending about the website, the donor count get increased
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help to search the correct and useful application It helps to get notification at right time	Helps to correct the mistakes while giving the details Helps to verify whether the given mobile number or not	Helps to feel confident about reaching the location Helps to feel confident about reaching the location Helps to face the tests without fear	Helps to leave the website with satisfaction Helps to give reviews after using this website	Helps o encourage others to donate more
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	We can feel free to use the website anytime anywhere By giving notification at right time will helps to increase the active users	It is very necessary to send notification to the donors when the recipients are in need of plasma	We will get a satisfactory feel after donating the blood Positive preview will given about the test taken before donation	People will get motivated and inspired after donation We feel happy	Plasma donors will increased by recommeding the website
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Users can enter the wrong information while login Some people may ignore the noifications	There will be a difficulty while registering the website	Some people don't have courage for taking the necessary tests Some people may unaware of donation of plasma will affect the health	Some people think that leaving comments as a challenging process	Some people feel uncomfortable for recommending the website to others
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Would the notification was sent twice Was able to view the past history details	Could we get notification through email	Would we get gps location tracking mechanism Could we get to know about the tests taken before donation	How we rectify the errors given in reviews by the customers	We have to clarify whether the donor feels good and healthy

