# 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



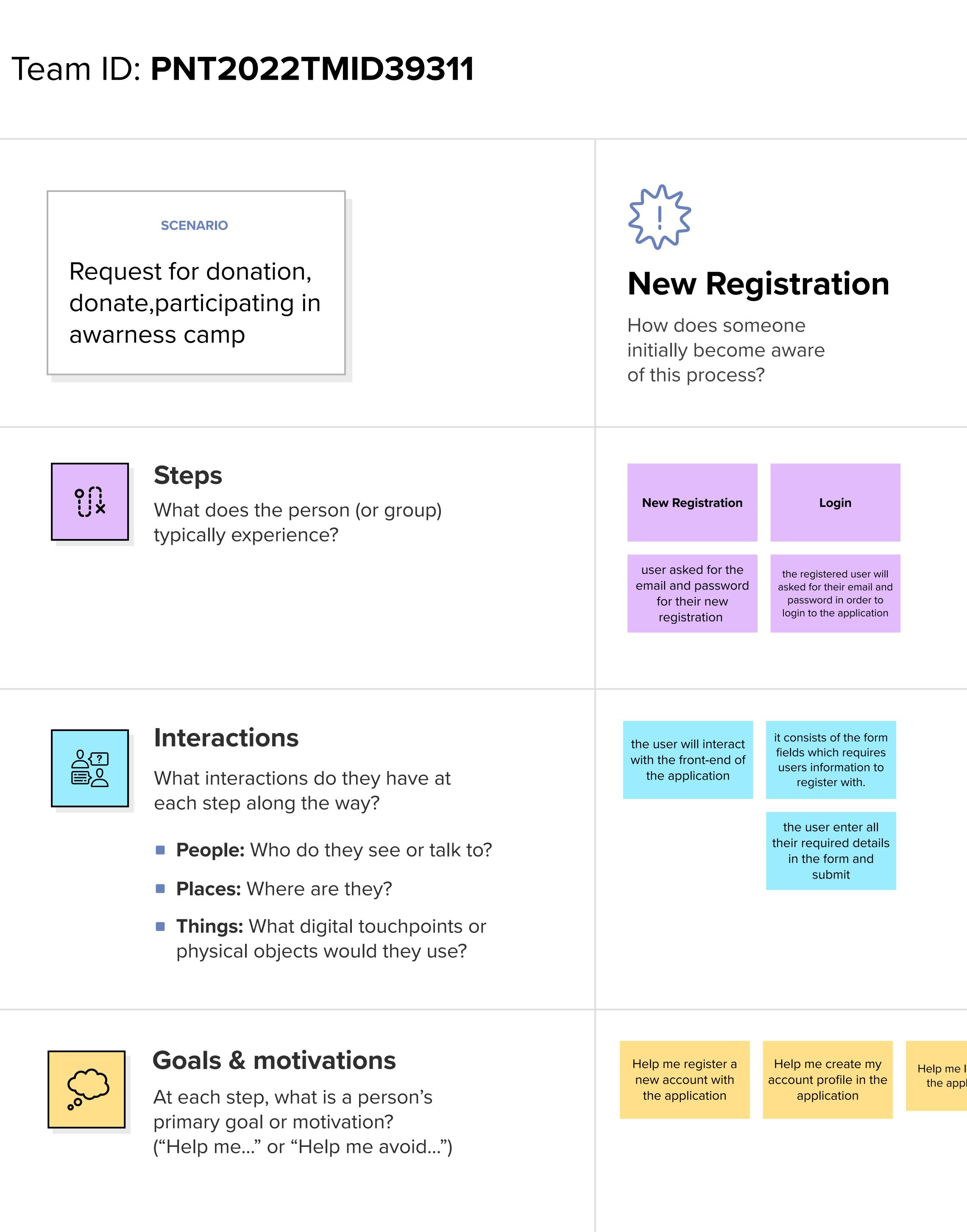
## Project: Plasma Donor Application

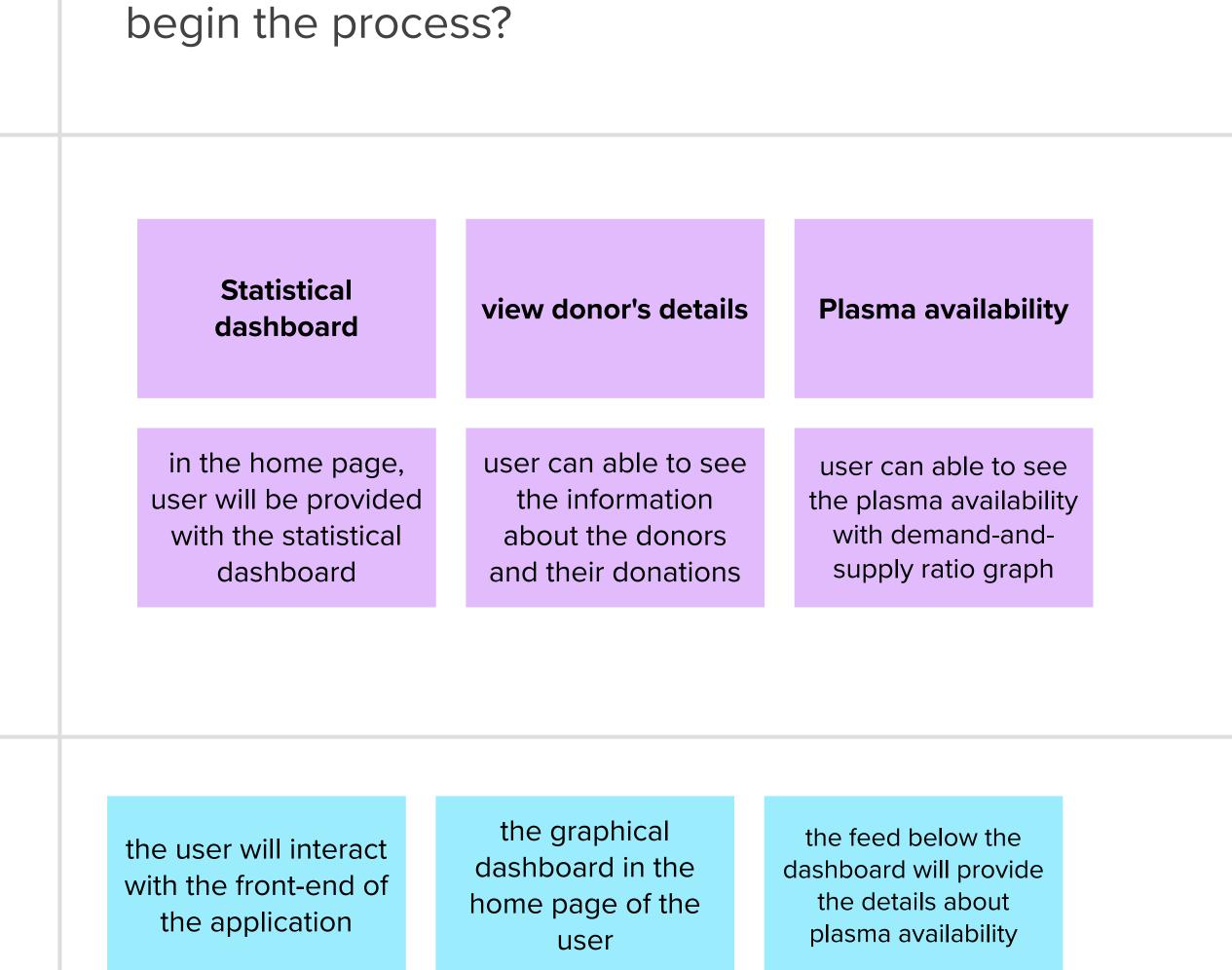
Engage

happens?

In the core moments

in the process, what

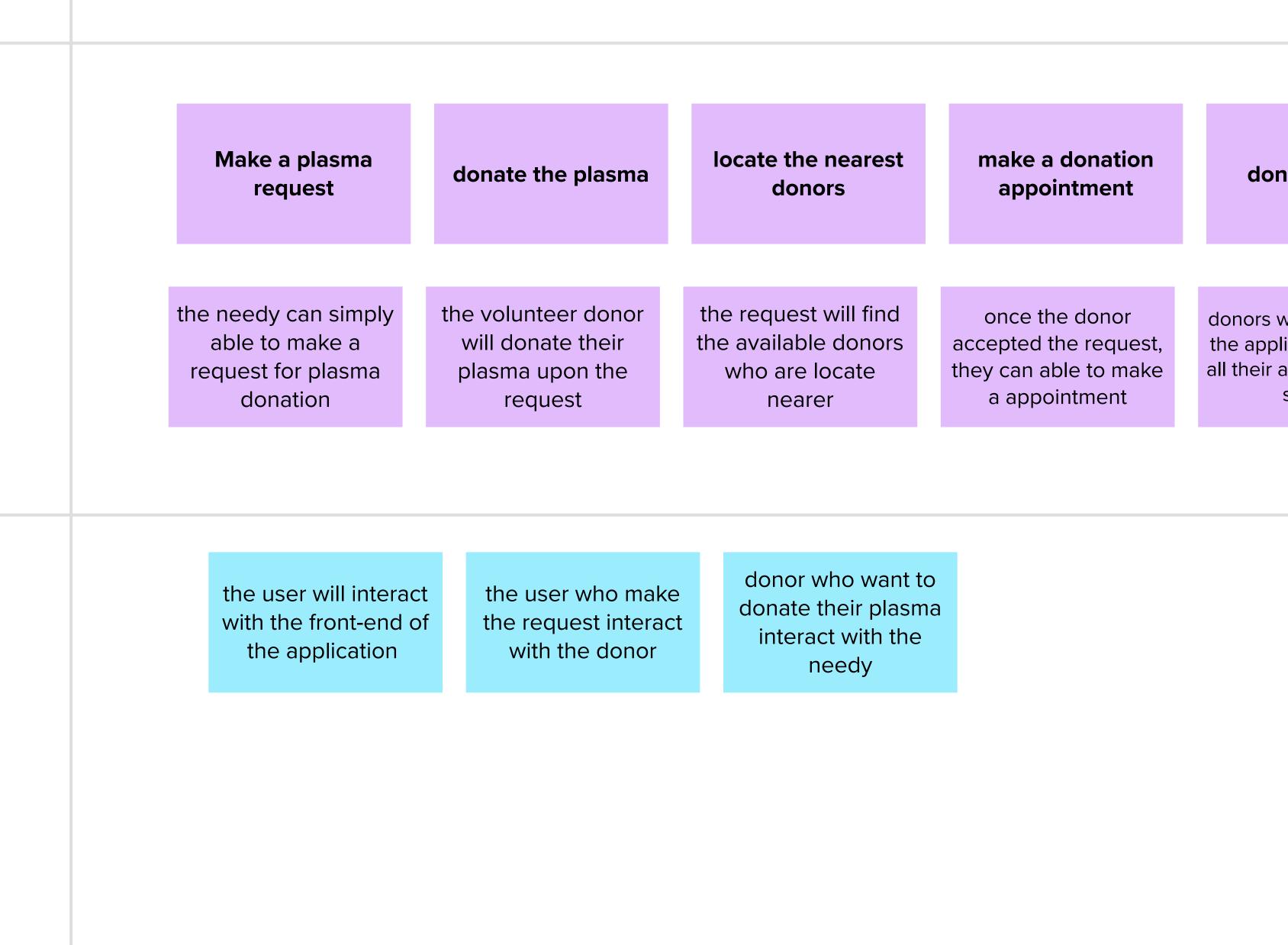


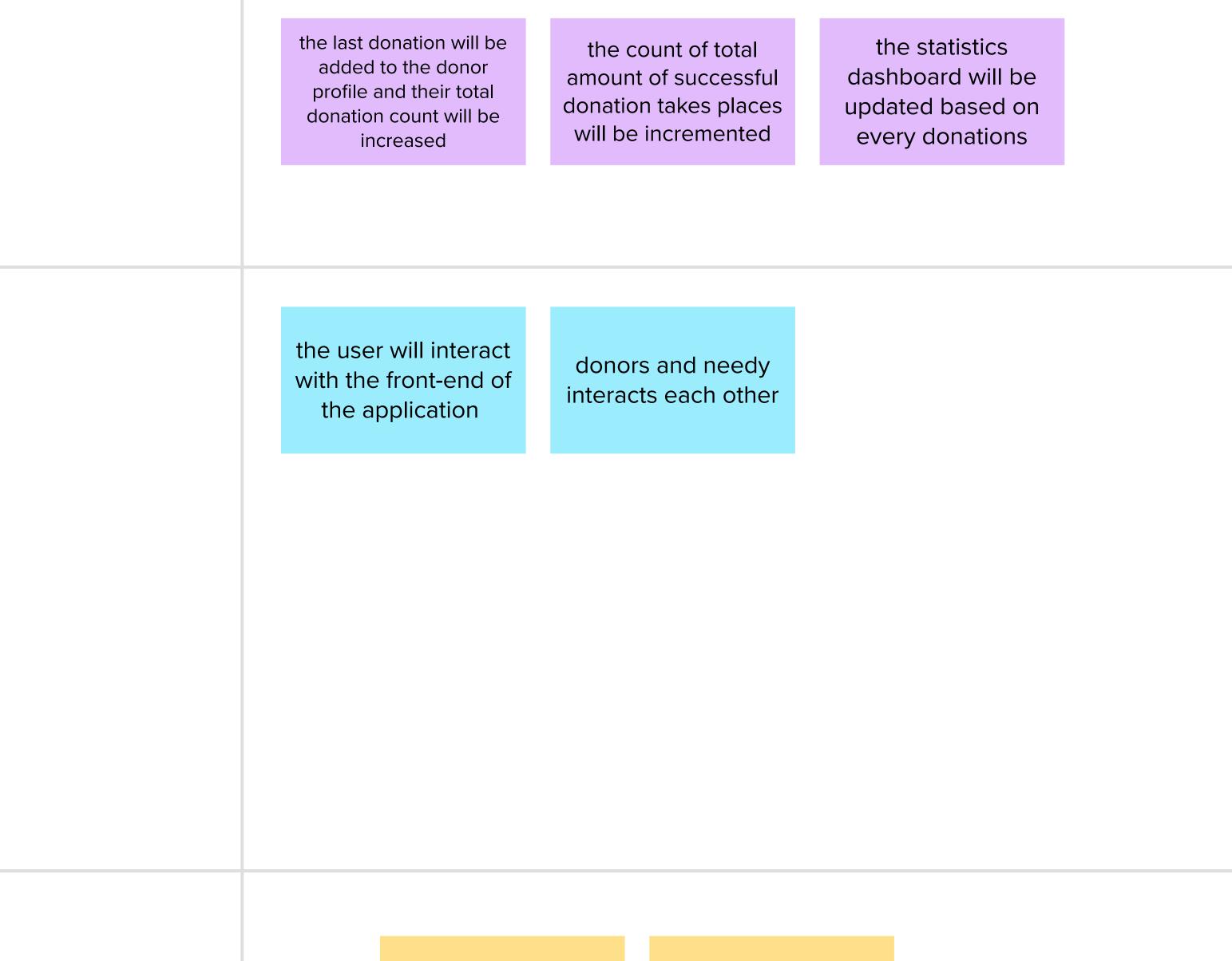


**Enter** 

What do people

experience as they

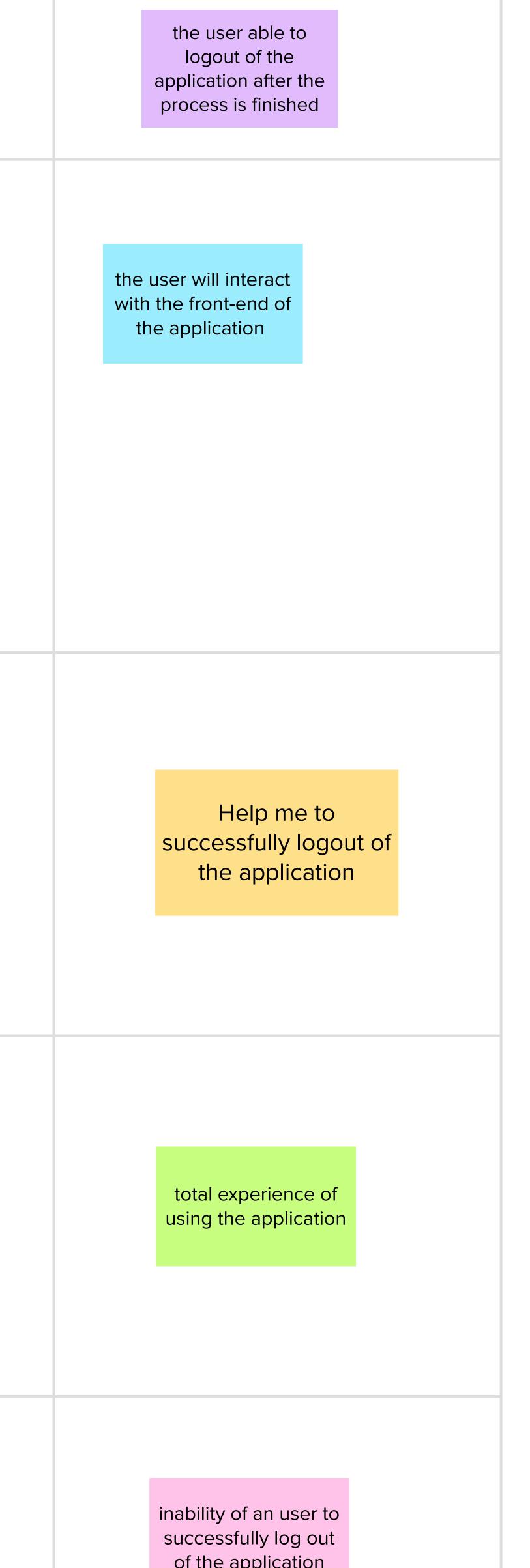




What do people

typically experience

as the process finishes?



**Extend** 

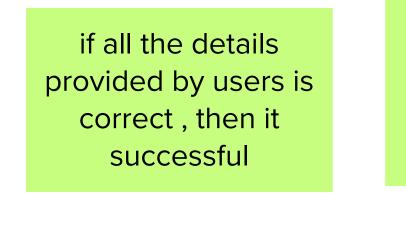
What happens after the

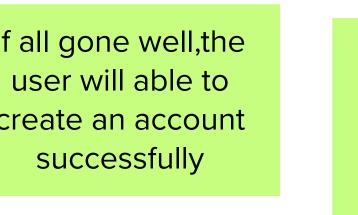
experience is over?

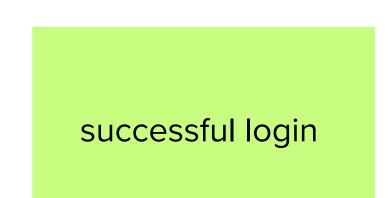


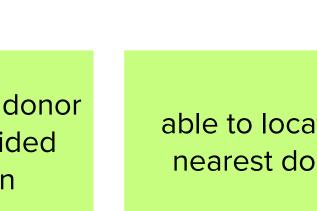
### **Positive moments**

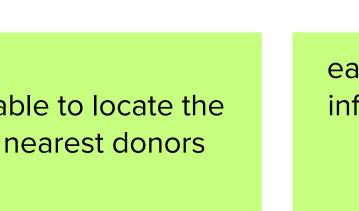
find enjoyable, productive, fun, motivating, delightful, or exciting?

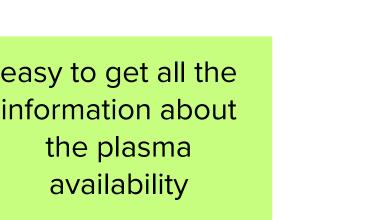


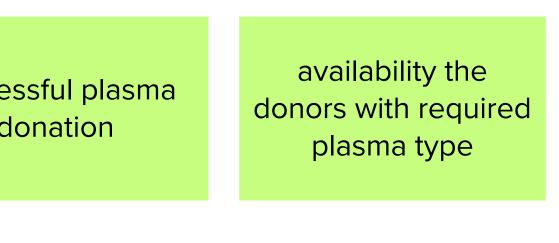


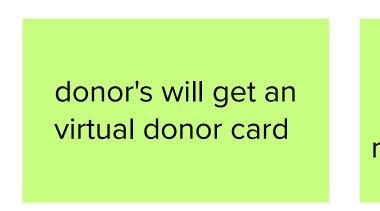


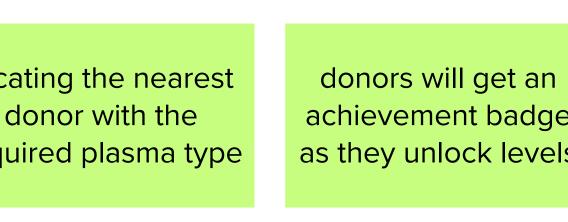


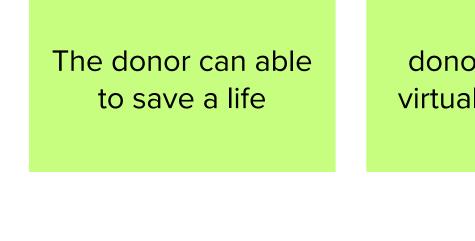




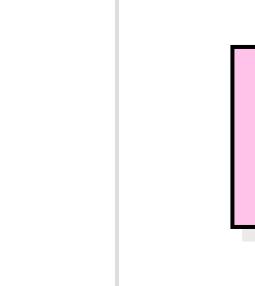




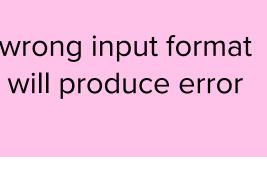


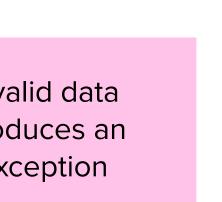


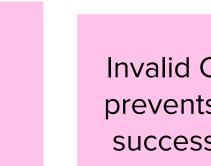


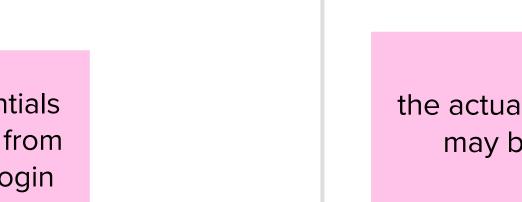


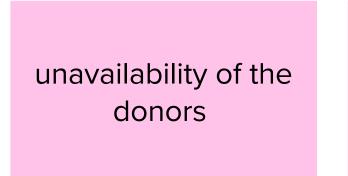
find frustrating, confusing, angering, costly, or time-consuming?

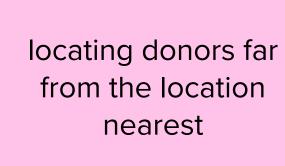


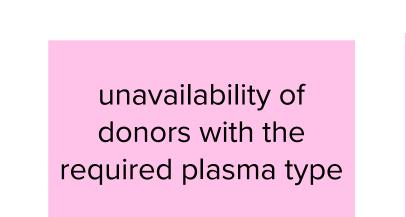




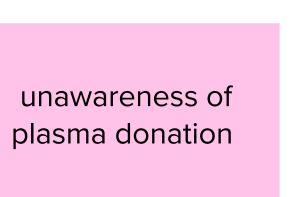


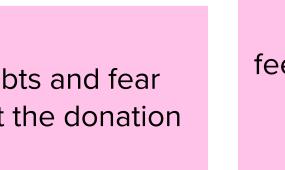




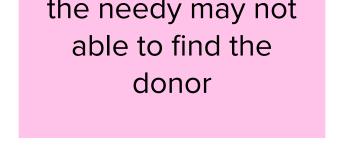


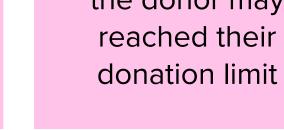
donation

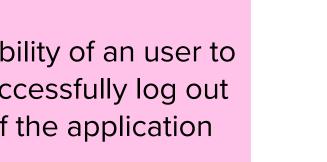


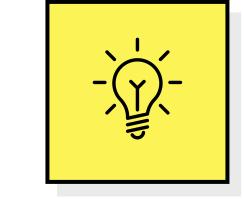












### Areas of opportunity

better? What ideas do we have? What have others suggested?

