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



Team ID: PNT2022TMID39311

Project: Plasma Donor Application

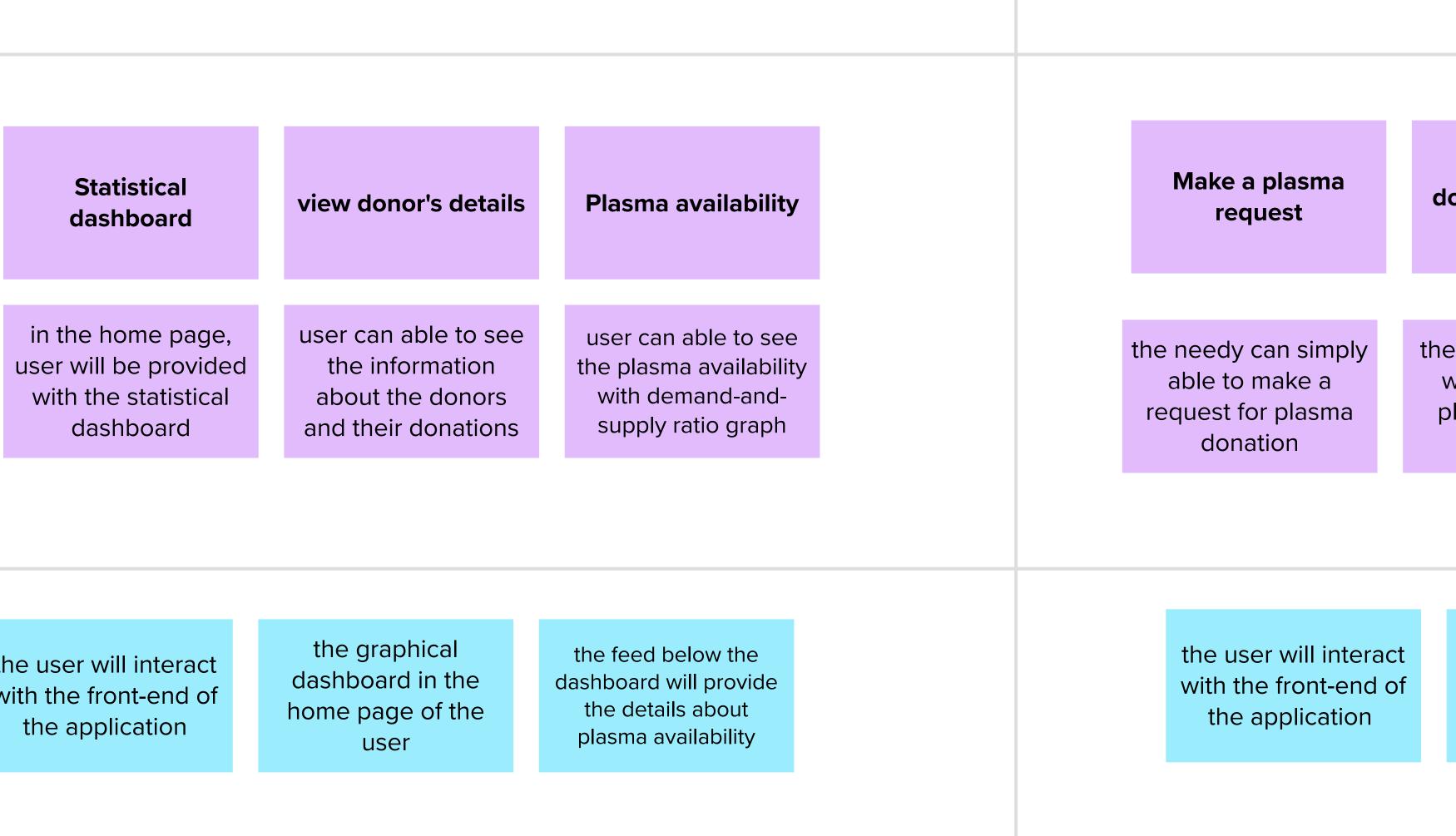
Engage

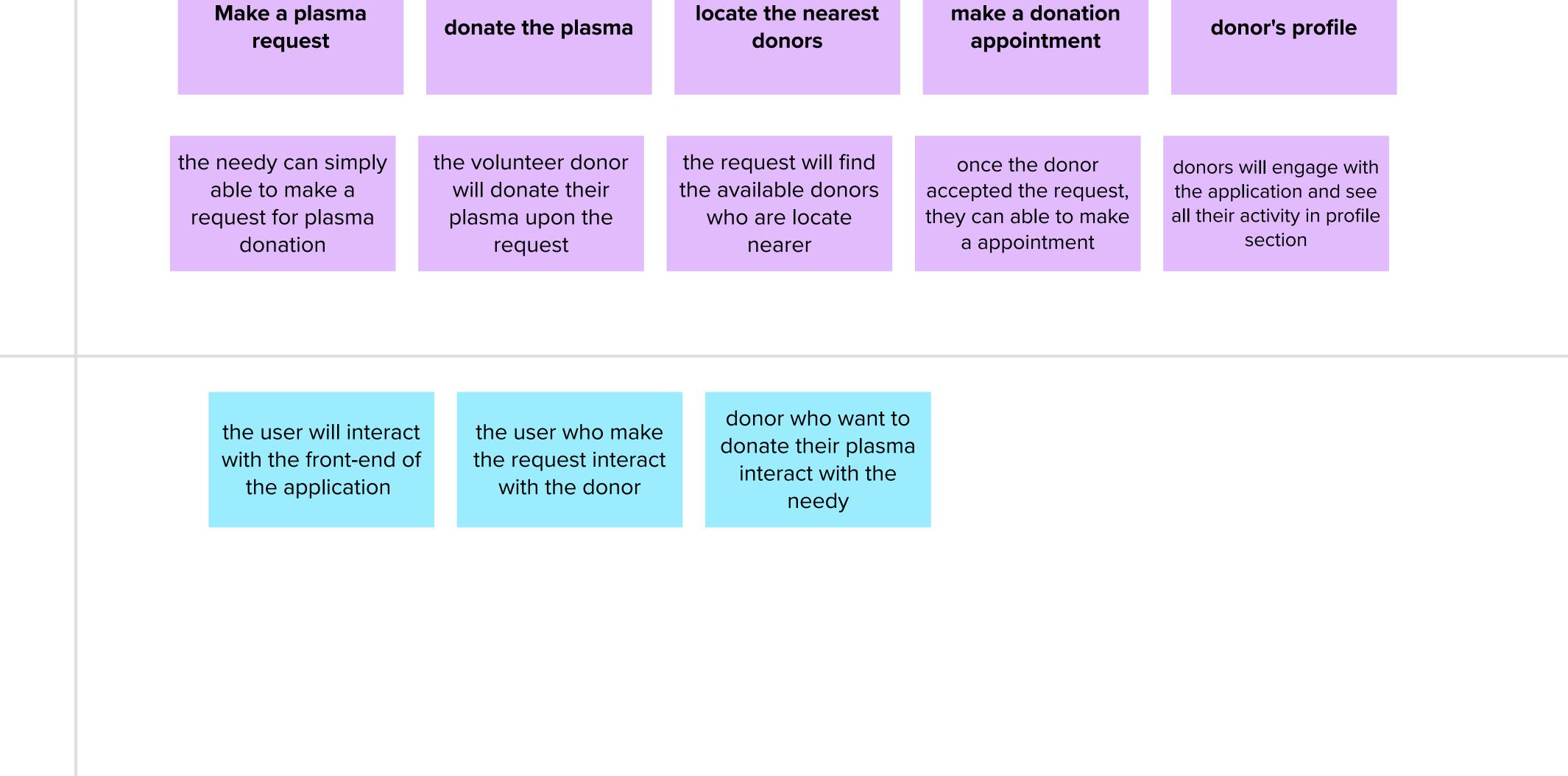
happens?

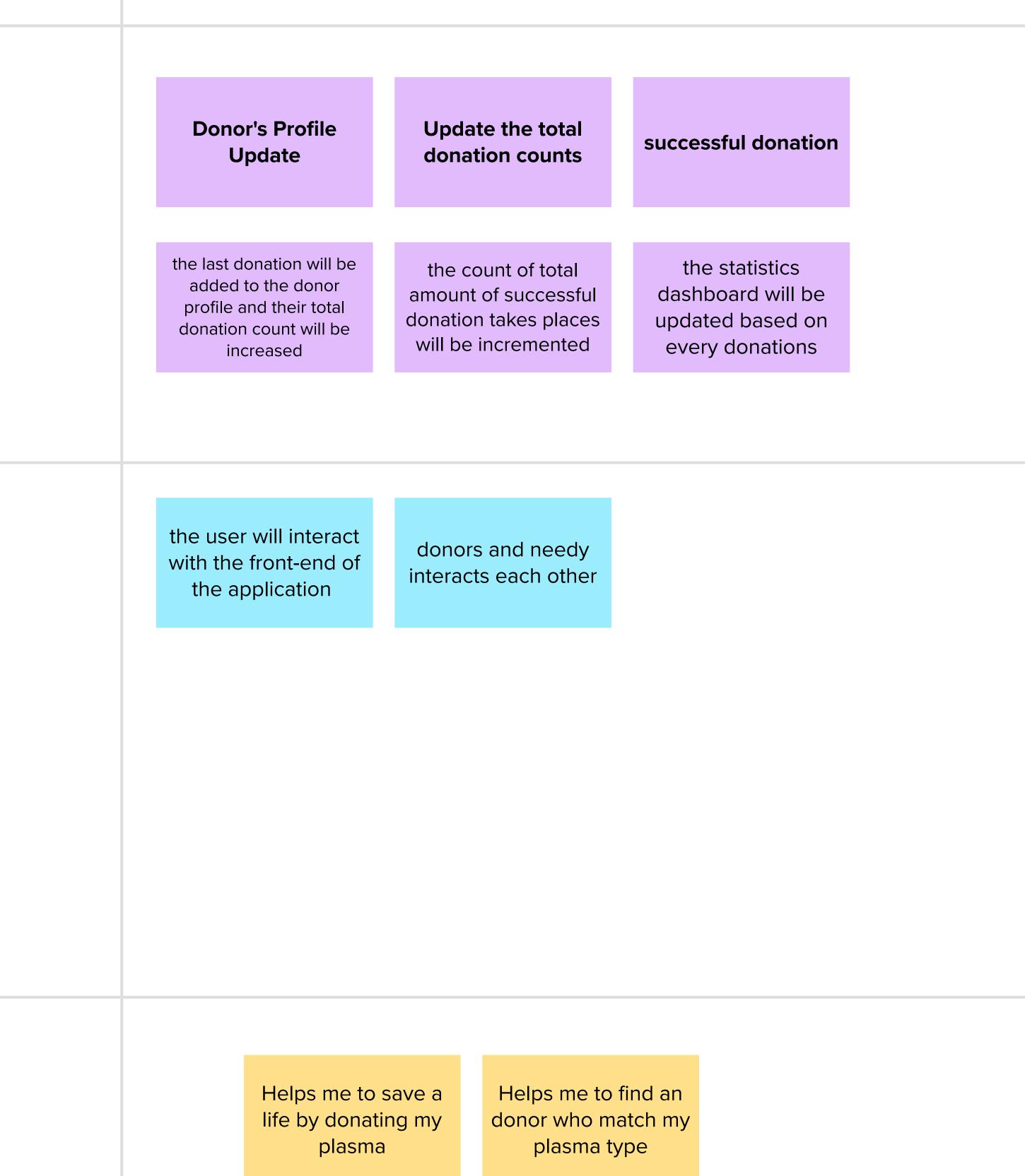
In the core moments

in the process, what

SCENARIO Request for donation, **New Registration** donate, participating in How does someone awarness camp initially become aware of this process? What does the person (or group) typically experience? the registered user will asked for their email and password in order to login to the application Interactions it consists of the form fields which requires users information to register with. What interactions do they have at each step along the way? the user enter all their required details in the form and submit People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? **Goals & motivations** primary goal or motivation? ("Help me..." or "Help me avoid...")







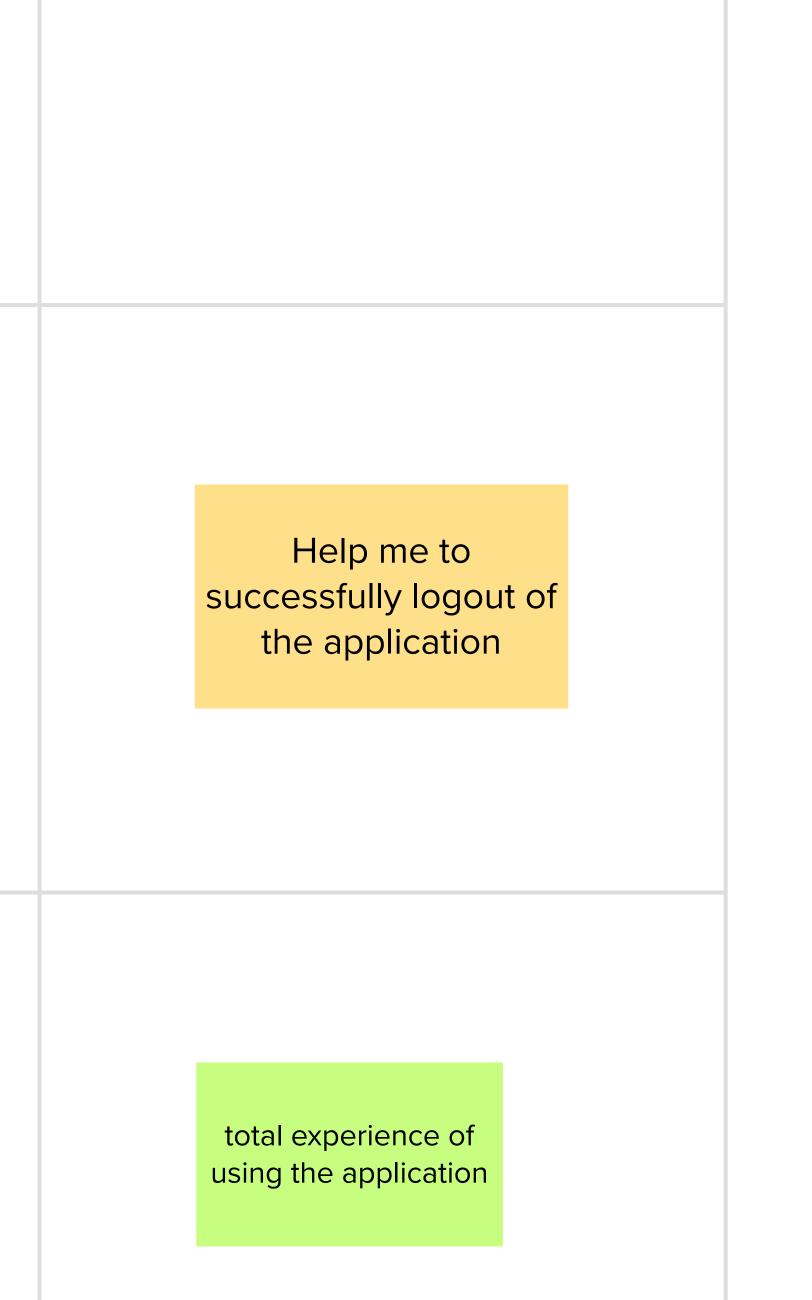
donor who
donate thei
interact w

the user will interact
with the front-end
the application
needy

What do people

typically experience

as the process finishes?



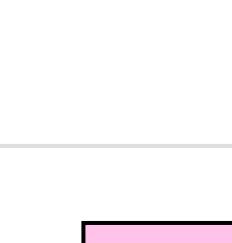
Extend

What happens after the

experience is over?

the user able to logout of the application after the process is finished

the user will interact with the front-end of the application

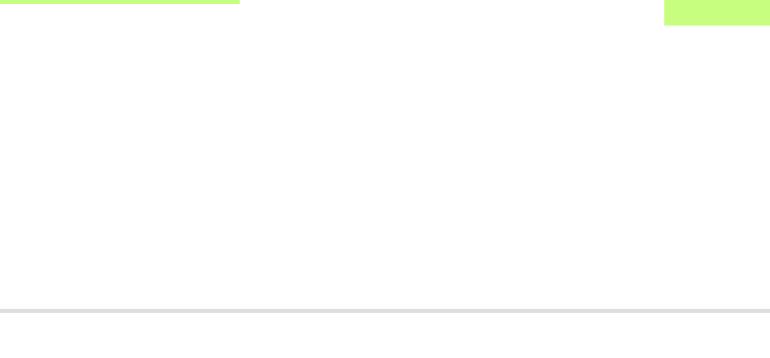


Positive moments

find enjoyable, productive, fun,

motivating, delightful, or exciting?

find frustrating, confusing, angering,



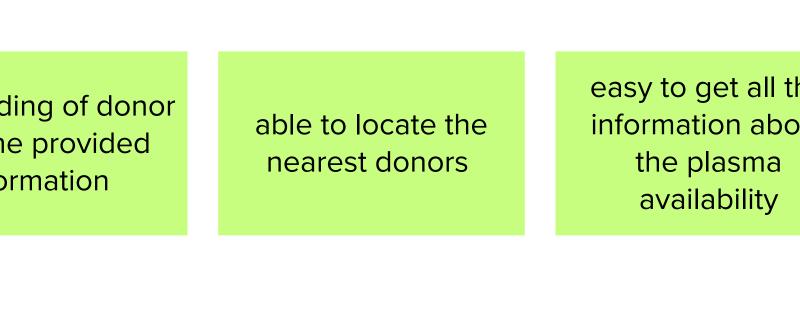


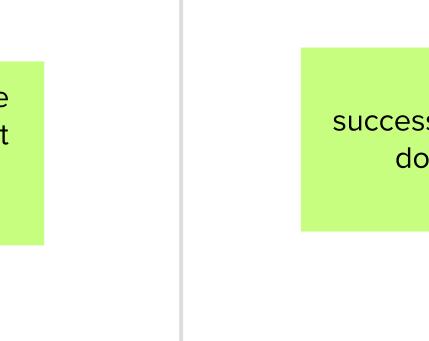
Enter

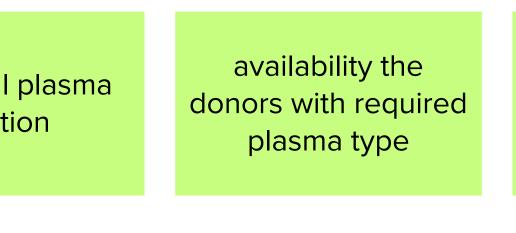
What do people

experience as they

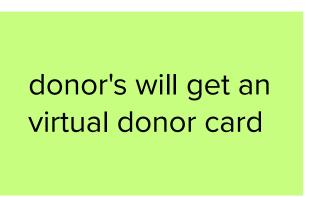
begin the process?

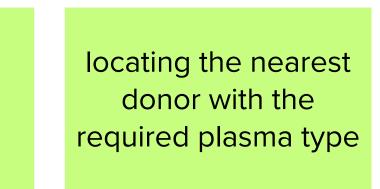


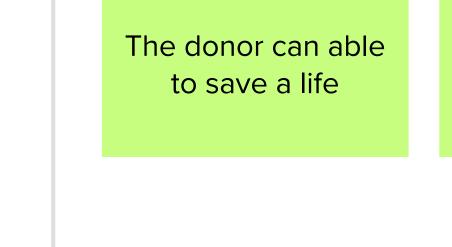


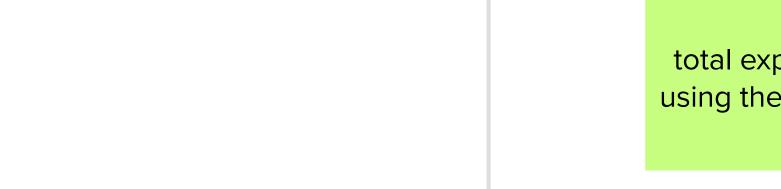


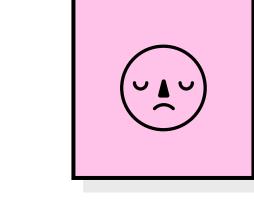
donation





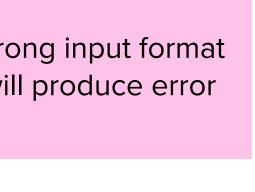


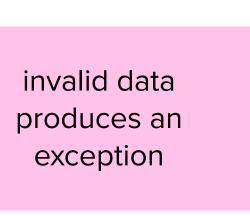


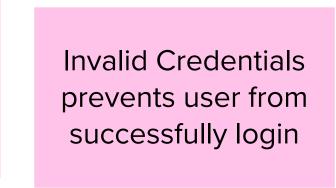




costly, or time-consuming?



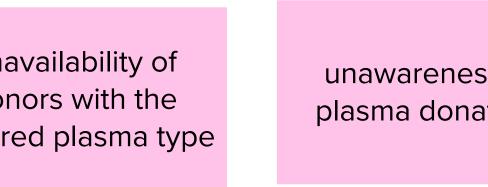


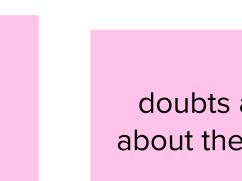


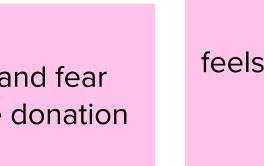


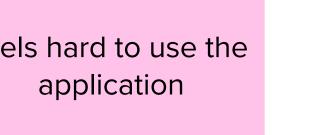


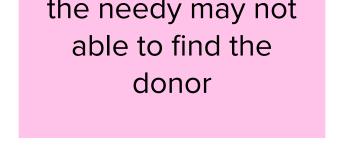


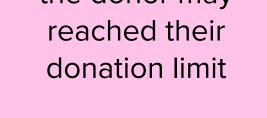


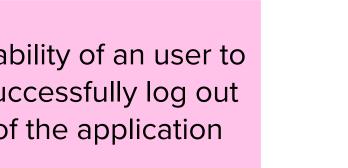














Areas of opportunity

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

