CUSTOMER JOURNEY MAP

PLASMA DONOR APPLICATION

Journey phases	Login or Register	Donors Registration	Patients request for the plasma	Saving the details of users	Email alert	Exit the webpage
Jobs to be done	Donor use their number or email to register their account in webpage.	Donor will update their details like name, contact details, age, gender, blood type etc.	Patients will request their need of plasma type .	Storing all the details of donors and patients in the database.	Sending email alert to donor if there is a need of plasma and also to patients if any of their request is matched.	Close the webpage.
Context & Touchpoints	Advertising in newspaper about our webpage .	Create a page in social media to popular our website .	Organizing camps in the blood bank camps to create the awareness about our application .	Creating awareness through paid promotions .	Periodically organizing camps in hospitals .	Issuing brochure to common people .
Gains	Saving human lives.	It saves time.	The communication between donors and patients become much easier through this application.	Effortless access: Users on this platform will be able to use the app with just One-click.	Reducing risk in life of the patients .	
Pains	Users may not see their mails often .	Risk in the life of patients if the data of donors is incorrect.	Is it secure my include my details here ?	Internet connection is mandatory.	We don't know whether the donor is available at the requested time.	
Emotion	Before usage of application : · Annoyed · lost in hope · Feel insecure	After usage of application : · Happy · Gain hope · secure				

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