








<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>  </div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>  </div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>  </div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>  </div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div> <div>Most of the hospital have details of plasma donor</div> <div>A receiver can check the available plasma donor in our website or app</div> <div>A receiver sees available plasma donor for their dates, city, and number of people</div> </div>	<div> <div>After deciding to donate plasma, they click the donate button</div> <div>One day before the doctor sent a reminder email to donor. The email emphasizes where and when to meet doctor for plasma donation.</div> </div>	<div> <div>Using their own means of transportation, the customer makes their way to the hospital location at the scheduled time.</div> <div>Donor meet the doctor</div> <div>The doctor brings the donor around the area, explaining the process</div> <div>Donating plasma in the given time of location</div> </div>	<div> <div>After the donation of plasma the customer intends to rest as they have given plasma</div> <div>One hour after the donor donate, an email and in- app notification prompt the donor for a review</div> <div>The donor writes a review and gives the hospital a star-rating out of 5</div> </div>	<div> <div>Share the experience with others and tell them to do so</div> <div>The completed donor "past experiences" area of a donor profile with a few details of donation</div> </div>
<div>  </div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div> <ul style="list-style-type: none"> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul> </div>	<div> <div>From social media from people and traditional advertisements</div> <div>Plasma donor booking section of the website, iOS app, or Android app</div> <div>Plasma receiver section of the website, iOS app, or Android app</div> </div>	<div> <div>Verification of donor overlay within the website, iOS app, or Android app</div> <div>donor email (software like Outlook or website like Gmail)</div> </div>	<div> <div>Through the mobile phones, PC and websites</div> <div>The locations of hospital and Direct interactions with the doctor.</div> </div>	<div> <div>Use of the mails after donating</div> <div>“Leave a review” modal window within the profile on the website, iOS app, or Android app</div> </div>	<div> <div>Reviewing them with the social media platform and in the feedback section</div> <div>If other donor interact with this past donor, they will know the process</div> </div>
<div>  </div> <div>Goals &amp; motivations</div> <div>At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)</div>	<div> <div>Help receiver to get donor</div> <div>Help donor to know plasma donation process</div> <div>Help donor avoid seeing donation for the wrong dates, locations, or people</div> </div>	<div> <div>To let other people know the eligibility to donate plasma</div> <div>Help receiver to get matching plasma donor</div> </div>	<div> <div>To let them know the demand of plasma</div> <div>Help donor and receiver to feel happy and welcome</div> <div>Help donor to donate often</div> </div>	<div> <div>Help donor leave the hospital with good feelings</div> <div>They feel that they save the lives of people</div> </div>	<div> <div>To be able have the customer satisfaction scored</div> </div>
<div>  </div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div> <div>get the overview very easily</div> </div>	<div> <div>To feel happy that they may able to donate</div> </div>	<div> <div>Can contact helpline in order to know the full details of whats actually goin on</div> </div>	<div> <div>To be able to save a life makes the customer feel at ease</div> </div>	<div> <div>To let other people know the good things about donating plasma</div> </div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div> <div>To not know anything about donating in the first place and trying to donate makes it quite difficult for the user</div> </div>	<div> <div>Need to file more authentications as its related to a life of a person</div> </div>	<div> <div>As its asks for more data it may make the user to be afraid if the data can be hijacked</div> </div>	<div> <div>After donating the user may have the fear of side effects from donating</div> </div>	<div> <div>More follow up notification after donating</div> </div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div> <div>advertise it in social media</div> </div>	<div> <div>Easy account creation process for the customers to browse through the application</div> </div>	<div> <div>To be able to notify the recipient if the donor has unfortunate situations which makes them unable to donate plasma</div> </div>	<div> <div>To have proper customer srevice options</div> </div>	<div> <div>To have feedback section in order to know what the customer actually feels</div> </div>

