

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.

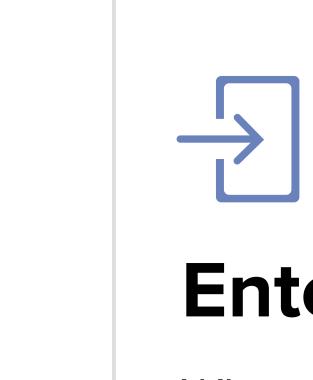
Created in partnership with





Plasma Donor

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?

RECEIVE PLASMA

The recipient receives the

Logs out of the

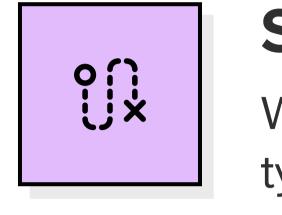
application by

pressing the logout



Extend What happens after the

experience is over?



Steps

What does the person (or group) typically experience?

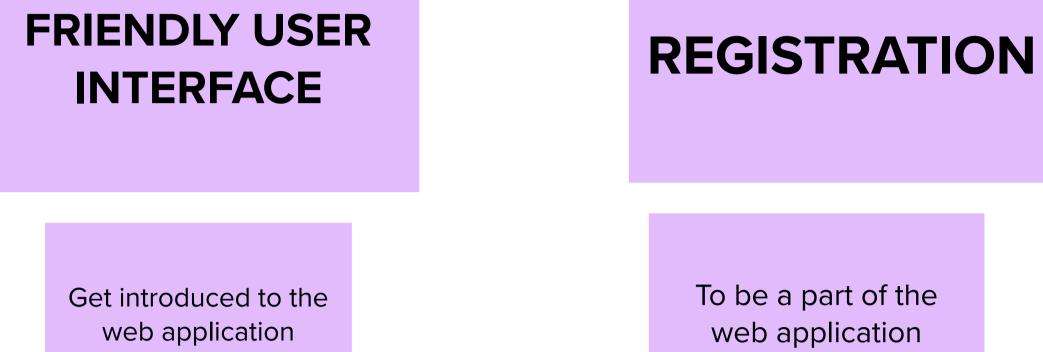
SEARCH ENGINE -**EXPLORE**

In search of donating

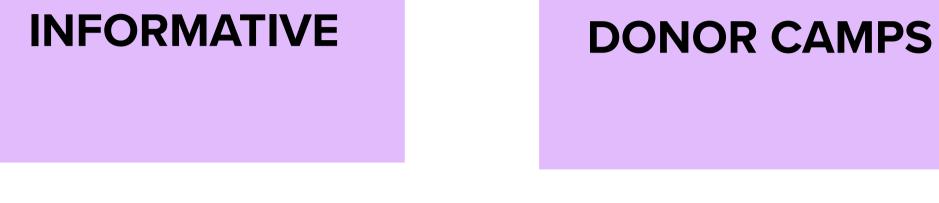
and need in plasma

RECOMMENDATION - OTHERS **EXPERENCE**

Through camps, friends,





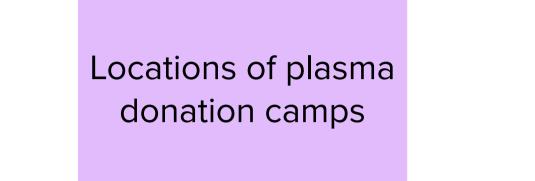


The donor receive an

Email when the

receivers

of the same blood type are in need of plasma



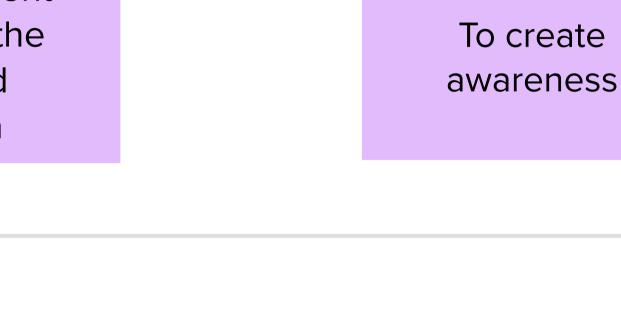
Receiver requests

the blood type.

Chatbots in web

application

needed plasma



PART OF A

COMMUNITY



Feedback forms

To Frequently

donate plasma

RECOMMEND

Recommends others



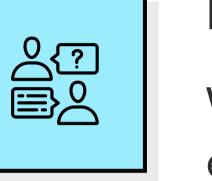
Plasma donor

contacts the one in need

FEEDBACK

Rate the user

experience



Interactions

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?

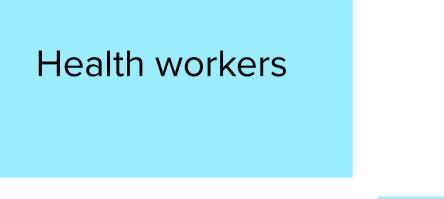
Goals & motivations

primary goal or motivation?

At each step, what is a person's

("Help me..." or "Help me avoid...")

Things: What digital touchpoints or physical objects would they use?



Donor Camps

To bring awareness on plasma donation among the public

Web application

Help people who are in need of plasma

Volunteers

Helps me avoid fake

websites

Satisfied about the

donation

Web apps and donation camps

Chatbots in web

application

Gives information

about the DO's and

Dont's of plasma

donation

Fun to also be given

an opportunity to

volunteer

To be a part of the web application

The user can search for the blood plasma donors by specifying

Statistics of the

The user becomes a

donor by clicking or switch button

Help me, volunteer

Successfully donate plasma

receiving donor appreciation certificate

Helps me with inperson care facility

t is exciting to be a

part of social

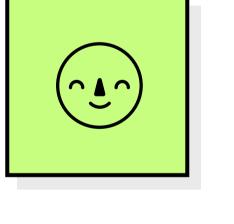
awareness

Gets a confirmation

about the blood

availing registration

Help the needy at rough teams



Positive moments

Negative moments

costly, or time-consuming?

What steps does a typical person

find frustrating, confusing, angering,

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

appreciation certificate

Motivated about

Confused about the

after affects of

plasma donation

To donate plasma

and help the society

part of social awareness

t is exciting to be a

society

Time consuming

when we have to

reach the donation

camp

Frustrated when the needed plasma is not available

Confused about the authenticity of the website

Time consuming when we have to reach the donation camp

Delighted to help the society

Need to enter the

blood details every

time during service

Can integrate
Hospitals and Blood

banks with the

receivers

Satisfied about the donation

Help me avoid

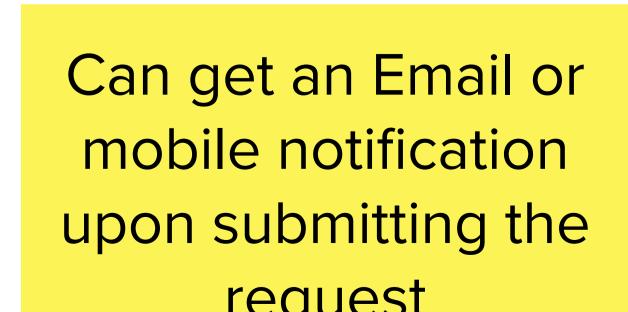
travelling for

donation

All the donors are notified about the blood receiver which may be frustrating at times

In order to be a Donor he/she has to be a registered user.

button the session does not close.



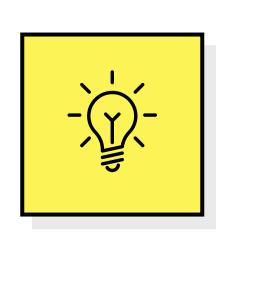
mobile notification upon submitting the request

If the user closes the

tab instead of logout

Can store the users login details and automatically sign the user without typing login information.

Lets us share our opinion through review.



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Users get our website as recommended as their first option when they search to avoid wasting their time.

Can provide OTP Based Login Process

> Must try to reduce the application overloads

Can view history Blood availing request

Displaying the donor details who are in close proximity to the receiver

reliability from user experience to ensure that services are satisfied.

Rating of the Donors