

Journey Steps Which step of the experience are you describing?	Registration			Onboarding				First Session		
Actions What does the customer do? What information do they look for? What is their context?	Register through Email.	Register through OTP.	Register with personal details.	Add profile and other details.	Information on how to use.	Search for donors.	Learn more option.	Contact the donors.	Submit required documents.	Know the functionality of the application.
Customers Thought What does the customer think?	I can donate plasma now.	Is it secure to share personal information?	Registration process takes very long.	Where do I start?	"How to use" process is so long.	Why are there so many notifications?	Hard to find the patient or donor.	Uploading documents is tough.	The application is easy to use.	The application is running slow.
Touchpoint What part of the service do they interact with?	Signing in with username and password.	Signing in each time with an OTP.	Already logged in.	Account settings.	Donor center information.	Drive informations.	Information on people who need plasma.	Notifications, if reached out for donor.	Communicati-on between donor and plasma.	Communication between donor and the Donor center.
Customer Feeling What is the customer feeling?	🤔			😞				🥳		
Opportunities What could we improve or introduce?	Only eligible donors should be able to register.	Donor and patient details should be kept confidential		Provide only necessary details to donor centers.	Eligibility should be notified frequently.			Credits for Donating.	Report incase of any issue.	Feedback.

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