Project Design Phase - II Customer Journey Map

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Date	15 October 2022
Team ID	PNT2022TMID23657
Project Name	Plasma Donor Application
Maximum Marks	



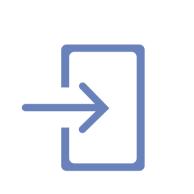
PLASMA DONOR APPLICATION

Searching, Requesting, and donating plasma and plasma donor		
	Steps What does the pertypically experience	



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?

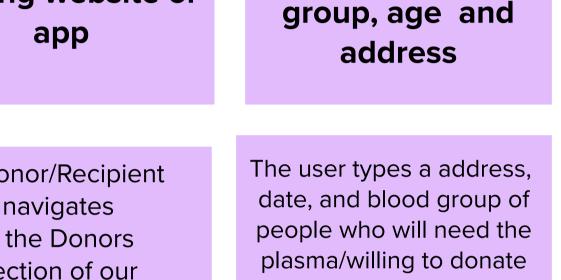


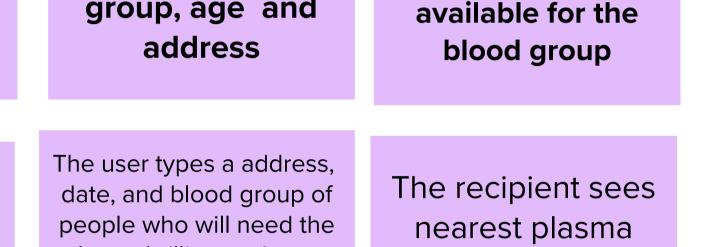
Extend

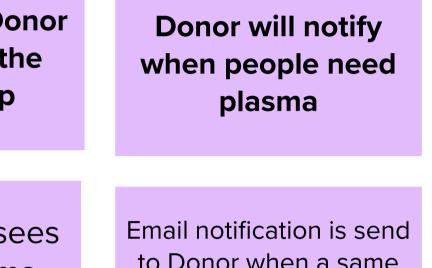
What happens after the experience is over?

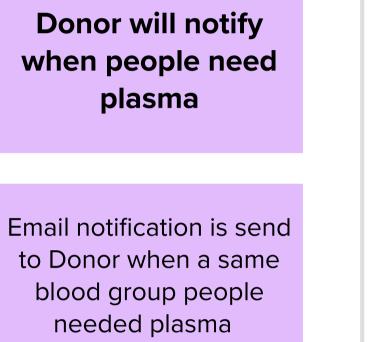
erson (or group)

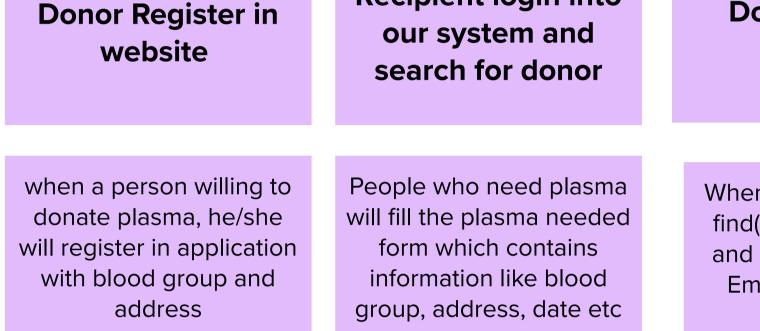
Most Recipient	
scover donors by	
searching in our	
website	

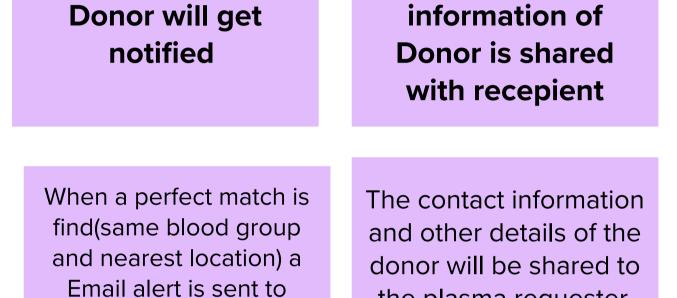


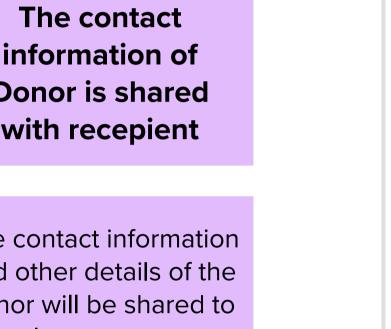


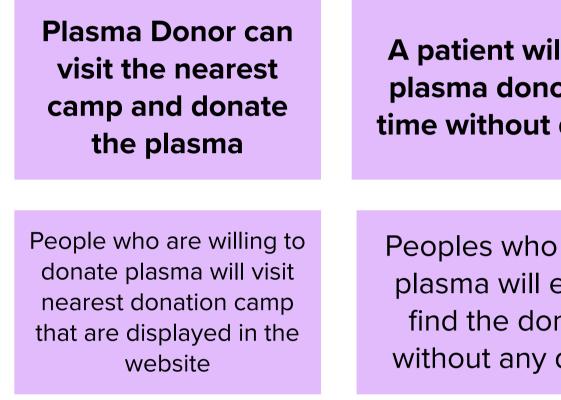


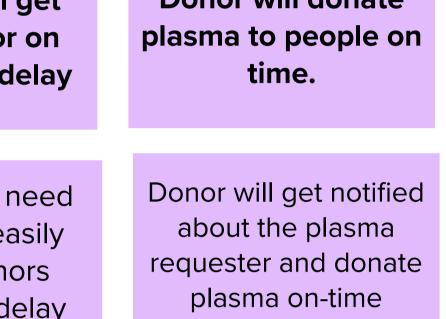




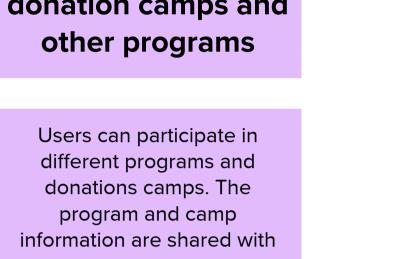


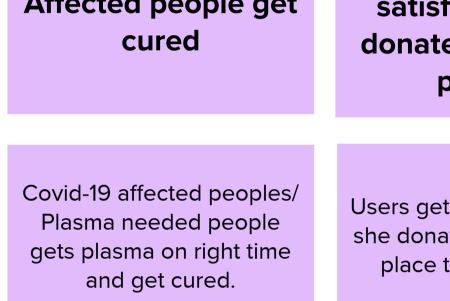




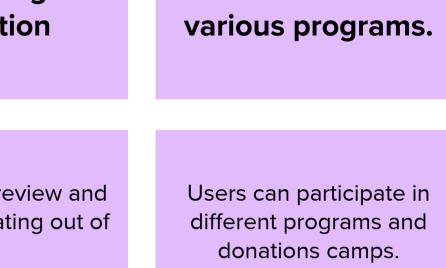


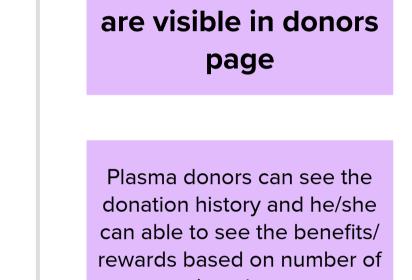




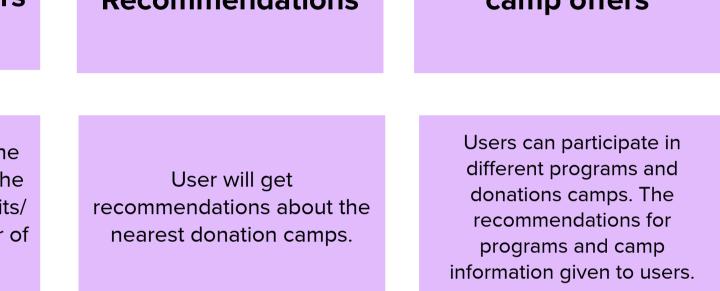


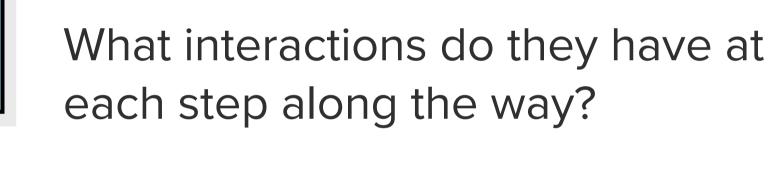






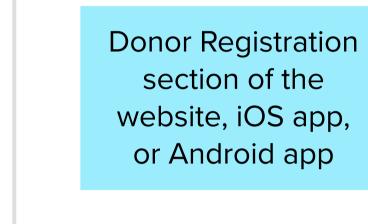
and reward/perks

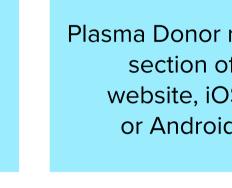




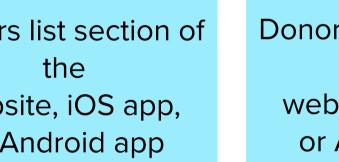
Interactions

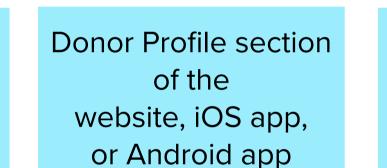
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

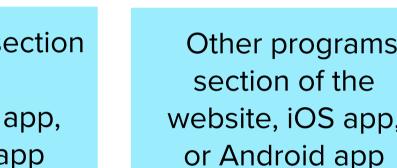


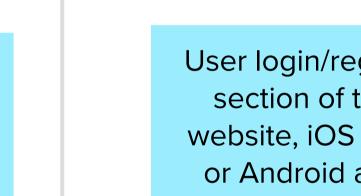


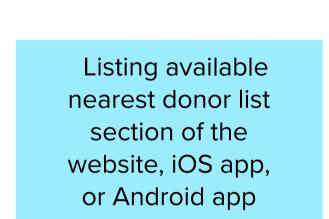


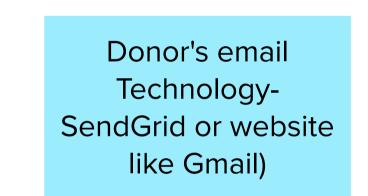


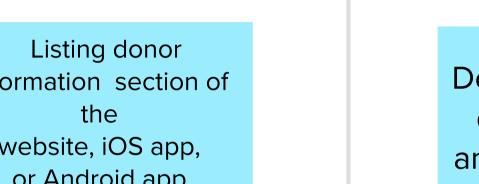


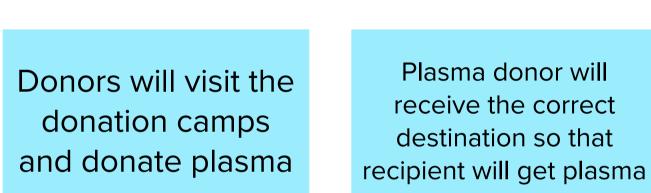


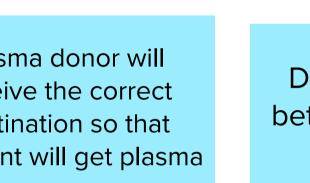


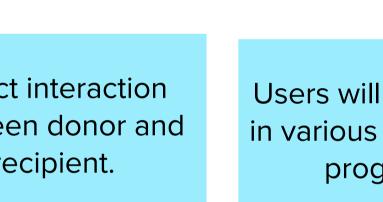


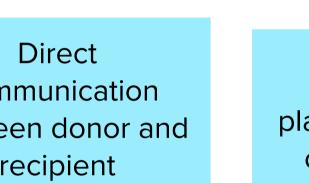


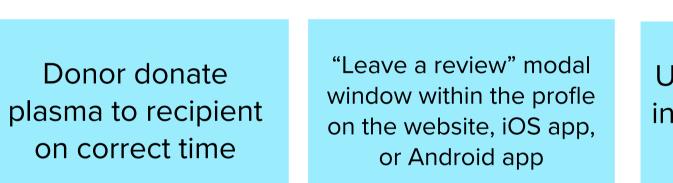


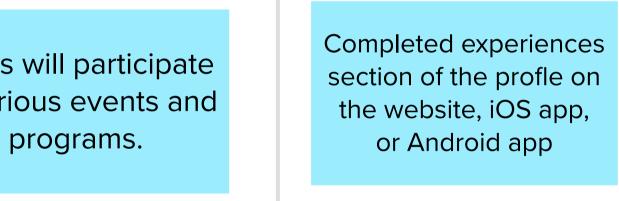










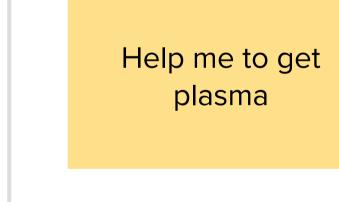


If other users interact with this person, they will see the reward/certificates of donor



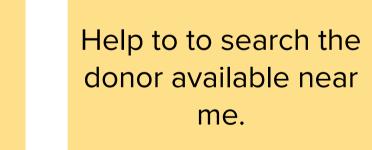
Goals & motivations

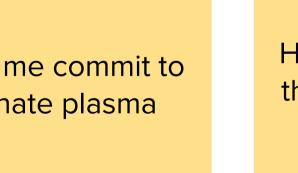
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

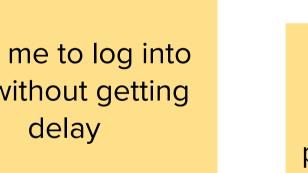


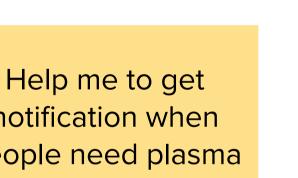


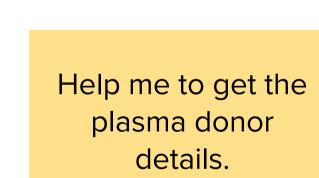


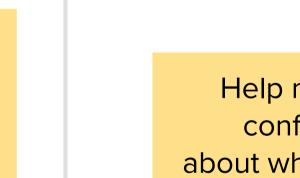


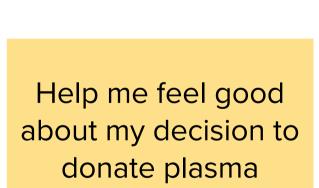


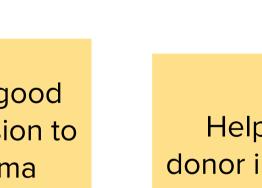




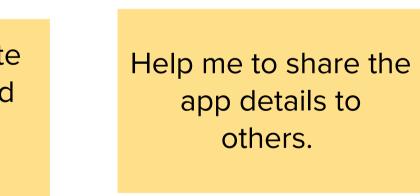


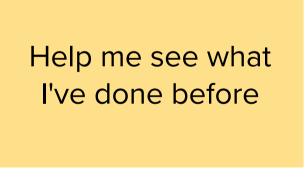


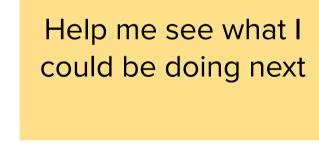




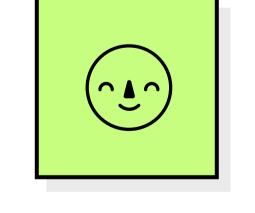






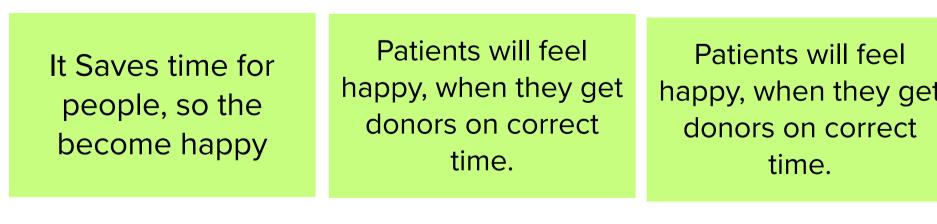






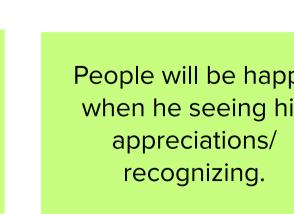
Positive moments

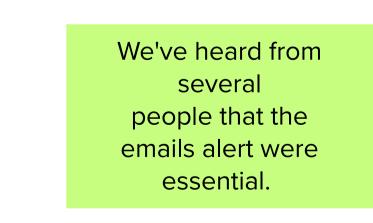
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?



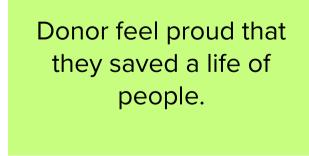


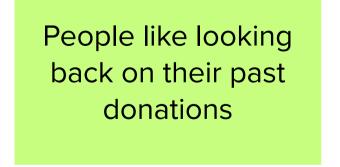
People express a bit of fear while donating plasma

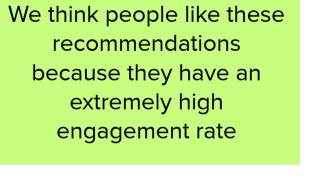


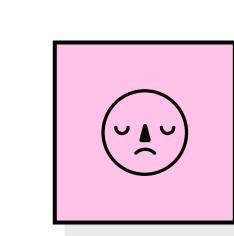


People expressed awkwardness about finding their donor









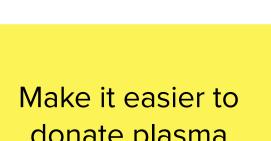
Negative moments

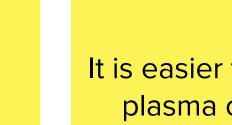
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

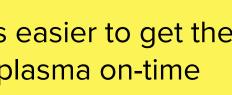
How might we make each step

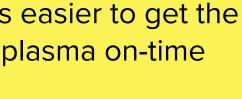
What have others suggested?

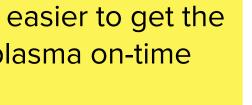
better? What ideas do we have?

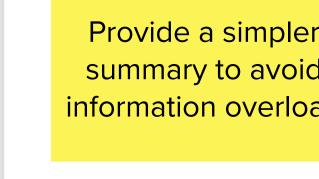


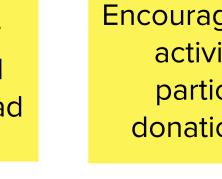


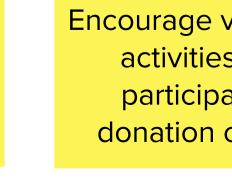


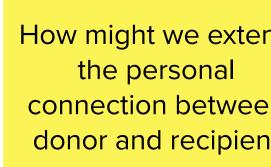




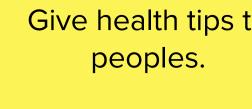














Users report feeling review fatigue.



