

## Customer 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 witl

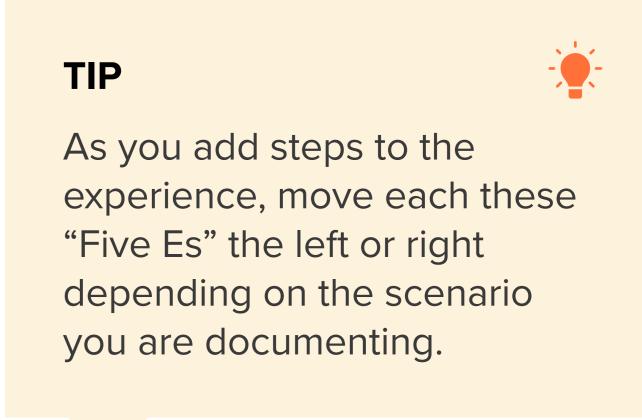




## TEAM ID:PNT2022TMID04368

## Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.



| Browsing, booking, attending, and rating a local city tour                                                                                                                                                | 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?                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Steps What does the person (or group) typically experience?                                                                                                                                               | Exploring through the internet  Searching in the internet for donating and receiving plasma  Asking others  getting to know through camps, family, friends, relatives, magazines, | Login or signup page  user friendly interface  exploring  To donate or receive plasma, login or signup the page  user can be in smooth communication with the website  Exploring the website and searching for the matching donor | Camps  Donor information  Donation of plasma at the right time  the needy user at the time can get required info about plasma availability according to their specific needs  at the same time, the ones who are willing to donate plasma can also help receivers through our website | knowledge about how to donate or receive plasma  when the process of fonation or receiving of plasma gets completed, they get to know about the process  part of the plasma community  once the user gets into the circle, whether they donate or receive, they become the part of this community | Donation history need to be stored  It may be recommended after few days  It checks the health of the donor by asking some general queries |
| Interactions What interactions do they have at each step along the way?  People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? | Doctor,relatives Hospitals,Camps  magazines,internet                                                                                                                              | Thing: through chatbots there can be a communication between the admin and user  Place:Donor and receiver information through camps  Person: Volunteers, Doctors, Plasma banks                                                    | People: Connecting people with the blood banks  Place: camps, sessions  Things: the informations are available in the website                                                                                                                                                         | People: connecting with blood banks in correct itme  Place:Camps,Sessions  Things: donors available in the lab                                                                                                                                                                                    | people:connected to the donor directly through website  Things:can get the donor information from website easily                           |
| Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")                                                                                         | To help the people who are in need  To donate plasma and help the society                                                                                                         | Get plasma at the right time                                                                                                                                                                                                      | This website acts as a connector between the receivers, donators and the blood bank  the blood bank  the do's and dont's while donating the plasma will be given as a instruction in the website                                                                                      | If a user is inneed of help,they get the correct help at the right time according to their requesties  They feel that they save the lifes of the people                                                                                                                                           | Customer needs to be satisfied                                                                                                             |
| Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?                                                                                  | ecstatic in helping the society  excited to be a part in creating social awareness                                                                                                | Getting the information about donors from their place easily at right time.                                                                                                                                                       | satisfication in giving donation and helping others                                                                                                                                                                                                                                   | To be able to save a life make a customer feel at ease                                                                                                                                                                                                                                            | To let other people know about the plasma donating                                                                                         |
| Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?                                                                                      | they don't know about donating in the first place and donating makes it little difficult                                                                                          | Initial fear while authenticating into the website (information may not be safe)                                                                                                                                                  | frustration will be created when the when there is plasma is not delayed response available on time                                                                                                                                                                                   | After donating the people may fear that they have side effects                                                                                                                                                                                                                                    | More follow up<br>notification after<br>donating                                                                                           |
| Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?                                                                                             | Plasma can be collected through volunteer camps  Updates then and now                                                                                                             | Verify every available donors in a easy way                                                                                                                                                                                       | Provide accurate statistics regarding the availability                                                                                                                                                                                                                                | To have a proper customer service options                                                                                                                                                                                                                                                         | to Keep feedback form to know what the customer feels                                                                                      |