

Team ID

PNT2022TMID17285

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.

SCENARIO	Entice	Enter	Engage	Exit
PLASMA DONOR APPLICATION	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?
Steps What does the person (or group) typically experience?	SEARCH ENGINE - EXPLORE In search of donating and need in plasma RECOMMENDATION - OTHERS EXPERIENCE Through camps, friends, family, magazines etc.	FRIENDLY USER INTERFACE Get introduced to the web application REGISTRATION To be a part of the web application	INFORMATIVE Statistics of the plasma availability DONOR CAMPS Locations of plasma donation camps	RECEIVE PLASMA The recipient receives the needed plasma PART OF A COMMUNITY To create awareness
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?	Health workers Donor Camps Web application	Volunteers Web apps and donation camps Chatbots in web application	Volunteers Web apps and donation camps Chatbots in web application	Volunteers Web apps and donation camps Chatbots in web application
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	To donate plasma and help the society To bring awareness on plasma donation among the public Help people who are in need of plasma	Helps me avoid fake websites Gives information about the DO's and Don'ts of plasma donation	Help me, volunteer Help me avoid travelling for donation	Successfully donate plasma Helps me with in-person care facility
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Motivated about receiving donor appreciation certificate Delighted to help the society It is exciting to be a part of social awareness	Satisfied about the donation Fun to also be given an opportunity to volunteer	Delighted to help the society Satisfied about the donation	Motivated about receiving donor appreciation certificate It is exciting to be a part of social awareness
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Confused about the after effects of plasma donation 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	Time consuming when we have to wait in queue to donate plasma	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Plasma can be collected in person by the team Statistics about the availability of plasma can be updated every now and then	Plasma can be collected in person by the team Volunteers registration	Faster Plasma collection Statistics accuracy and availability	