Project Design Phase-II Customer Journey Map

Plasma Donor Application

# Journey Steps

**SCENARIO**

**Browsing, bookin attending, and rati**

**local city tour**

**g, ng a**

Which step of the experience are you

~~describing?~~

# Discovery

How does someone initially become aware of this process?

# Onboarding & First Use

What do people experience as they begin the process?

# Sharing

Why would they invite others?

**Actions**

Comfortable and simple UI/UX

Large database of donors

Looks up means and rules to donate plasma

Hears about plasma treatment and the need for donors

Finds nearby Plasma Banks and Donation centers

Registers an account with the system

What does the person typically do?

Requires plasma and checks for availability of donors

Searches for donors by blood group

Places a request for plasma

Streamlined user experience

## Touchpoints

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

Volunteers at donation centers

Applictaion interface form for signing up

**Doctors and recovering patients**

**Other users of the application give favourable feedback**

Chatbot to clear FAQs

User feedback page in the application itself

**People:** Who do they see or talk to?

Sharing positive feedback to non- users

Donation centers alloted to the user for the actual plasma donation

Database entries matching the required blood group type

**Ads and public service notices on the benefits of plasma donation**

**Places:** Where are they?

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

## Needs and Pains

Avoid fake donor entries

Worries for data privacy

At each step, what is a person’s primary goal or motivation and what do they wish to avoid?

Safe procedures and experience with partner donation centers

Increase public interest in donation

**Worries about donation process**

**Get matching donors on time**

Minimal paper work and form filling

## Customer Feelings

What is the customer feeling?

## Areas of opportunity

Quick results

Improve security measures for users private data

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

Better accuracy is results

Feedback collection process that is simple but useful

Compatibility with most frequently used mobile OS

## Process Ownership

User

User, Developer & Admin

User

Who is the lead on this?