

Project Design Phase-II Customer Journey Map

Date	03 October 2022
Team ID	PNT2022TMID45809
Project Name	Project - Plasma Donor Application
Maximum Marks	4 Marks



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 with



Share template feedback



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.

<p>SCENARIO</p> <p>Browsing, booking, attending, and rating a Plasma Donor Application</p>	<p>Entice</p> <p>How does someone initially become aware of this process?</p>	<p>Enter</p> <p>What do people experience as they begin the process?</p>
<p>Steps</p> <p>What does the person (or group) typically experience?</p>	<p>Find our website in any search engine</p> <p>Overview our website</p> <p>Get about our page</p> <p>Search if any Donor available for the blood group</p> <p>Donor will notify when people need plasma</p> <p>The user search the website using domain name</p> <p>The user overviews that what option are there to use</p> <p>The user get knowledge about our page while watching videos and gallery</p> <p>The recipient sees nearest plasma donor</p> <p>Email notification is send to Donor when a same blood group people needed plasma</p>	<p>Registration</p> <p>User Login Donors</p> <p>Enquire about Donors</p> <p>The contact information a Donor is share with recipient</p> <p>The user have to fill the mandatory details in the registration page.</p> <p>The user login to the website with mobile number or Email id</p> <p>The details about the available donors.</p> <p>The contact information and other details a donor will be share the plasma need</p>
<p>Interactions</p> <p>What interactions do they have at each step along the way?</p> <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? 	<p>Donors Registration section of the website, iOS app or Android app</p>	<p>User login/register Section of the website, iOS app or Android app</p> <p>Listing available nearest donor to section of the website, iOS app or Android app</p> <p>Donor's email Technology- SendGrid or website like Email</p> <p>Listing donor information section of the website, app or Android</p>
<p>Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Select a near website and reach the correct and useful application</p> <p>Learn to use it properly and read a full guidelines.</p> <p>Understand what to do in the website</p> <p>Understand what to do in the website</p>	<p>Help me to commit to donate plasma</p> <p>Help me to log into the website without getting delay</p> <p>Help me to get notification when people need plasma</p> <p>Help me to get Plasma details</p>
<p>Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>There are lack of website like our application when choose a service</p> <p>User must learned about blood bank from end to end.</p> <p>while watching videos and photos, user get motivate itself</p>	<p>Excitements about the benefits points</p> <p>People will be happy when they using a application when choosing</p>
<p>Negative moments</p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>There are lack of website like our application when choose a service.</p> <p>Some user should not view any kind of image</p> <p>The user don't know that how to use a service.</p>	<p>People express a bit of fear while donating plasma.</p>
<p>Areas of opportunity</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>[Idea]</p> <p>[Idea]</p>	<p>Provide a simpler Summary to avoid information overload</p> <p>Encourage volunteer activities and participate in donation camps</p>



TIP

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

**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?

