

# Project Design Phase-II

## Customer Journey Map

Date	03 October 2022
Team ID	PNT2022TMID38699
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.

<b>SCENARIO</b> Browsing, booking, attending, and rating a Plasma Donor Application	<b>Entice</b> How does someone initially become aware of this process?	<b>Enter</b> What do people experience as they begin the process?
<b>Steps</b> What does the person (or group) typically experience?	<b>Find our website in any search engine</b> The user searches the website using domain name	<b>Registration</b> The user has to fill the mandatory details in the registration page.
<b>Interactions</b> What interactions do they have at each step along the way? ■ <b>People:</b> Who do they see or talk to? ■ <b>Places:</b> Where are they? ■ <b>Things:</b> What digital touchpoints or physical objects would they use?	<b>Overview our website</b> The user overviews the website while watching videos and gallery.	<b>User Login Donors</b> The user logs in the website with mobile number or Email id.
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<b>Search if any Donor available for the blood group</b> The recipient sees recent plasma donor	<b>Enquire about Donors</b> The details about the available donors.
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<b>Donor self verify when people need plasma</b> Email notification is sent to those when a same blood group people needed plasma	<b>The contact information a Donor is shown with recipient</b> The contact information and other details a donor will be shown the plasma need
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<b>Donors Registration section of the website, iOS app or Android app</b> Select a recent website and reach the correct and useful application.	<b>User login/register</b> Section of the website, iOS app, or Android app.
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<b>Learn to use it properly and read a full guidelines.</b> Understand what to do in the website.	<b>Listing donors</b> Section of the website, iOS app, or Android app.



**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?

Camp Registration

Blood Request

Donor Details

Admin Activity

The organization of blood donation camp details

User can request a blood.

List the nearby donors list and bio.

Overview of website management and maintenance

**Exit**

What do people typically experience as the process finishes?

Submission of reviews

User Log Out

Exit the website

Users attend various programs

Customer can submit their view about the website in the review section

The user can Logout from our website.

After successful registration the customer will leave the website

Users can participate in different programs and donation camps

**Extend**

What happens after the experience is over?

Recommendation about website

Personalized Recommendation

Personalized Event/camp offers

After using our website the customer can share information with their friends and family

User will get recommendations about the nearest donation camps

Plasma donors can see the donation history and receive can able to see the healthy rewards based on number of donations

Donor will visit the donation camps and donate plasma

Plasma donor will receive the correct destination so that recipient will get plasma

Direct interaction between donor and recipient.

Users will participate in various events and programs

"Leave a comment" window will be visible in the website profile.

Donor donate plasma to recipient on correct time

Direct communication between donor and recipient

Users will participate in various events and programs

Completed experiences section of the profile on the website, IOS app, or Android app

Recommendations Spain across website, IOS app, or Android app

Event/programs Screen website, IOS app, or Android app

If other users interact with this post they will see the reward/certificate of donor

Help me feel confident about where to go donate plasma

Help me feel good about my decision to donate plasma

Help me to get donor in correct time

Help me to donate plasma with good feelings and awkwardness

Help me to share the app details to others

Help me see what I've done before

Help me see what I Cloud be doing next

Help me see ways to enhance my health

We've heard from several people that the emails alert were essential

Donor feel proud that they saved a life of people

People like looking back on their past donations

We think people like these recommendations because they have an extremely high engagement rate

People expressed awkwardness about finding their donor

Recipient is unclear about whether the donor will donate plasma on-time

Users report feeling review fatigue

People describe leaving a review as an arduous process

Some people thought that the recommendations is not needed

Some people will give low reviews about the app

How might we extend the personal connection between donor and recipient

Give health tips to Peoples

How might we give appreciation or benefits to donor?

How to encourage peoples to donate?

How to organize the programs?