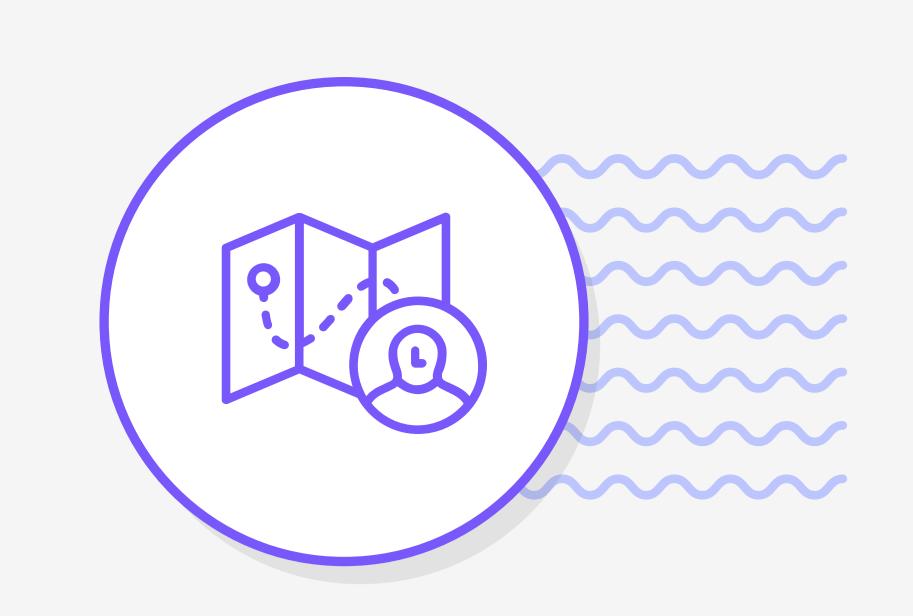
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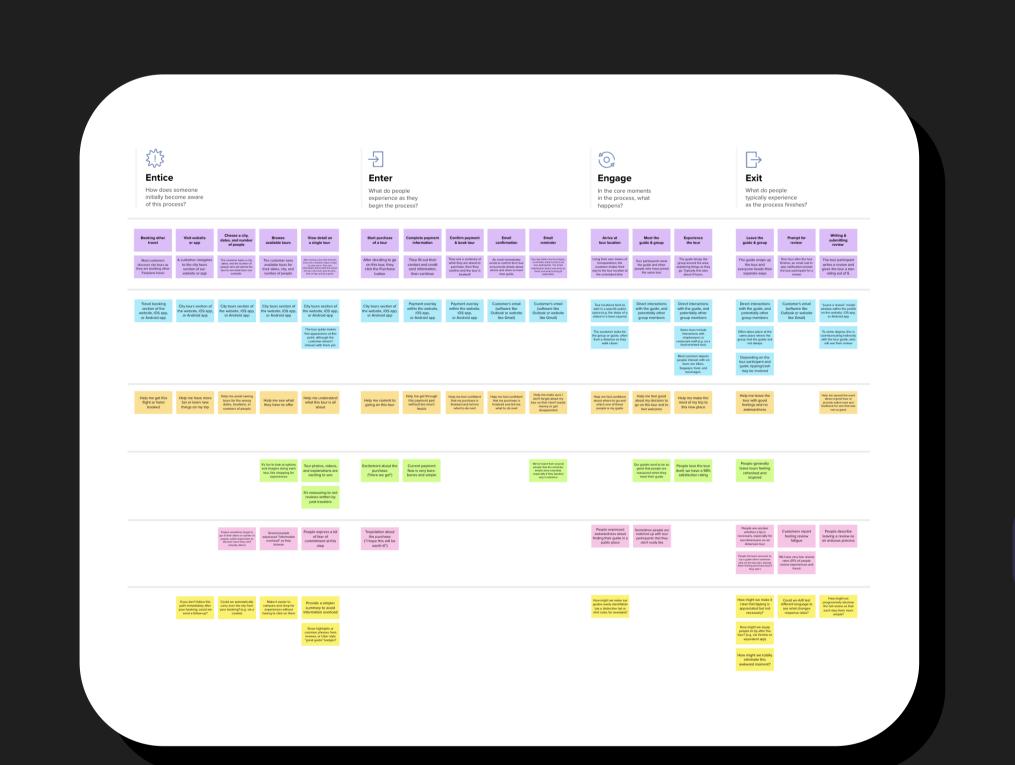
Customer experience journey map

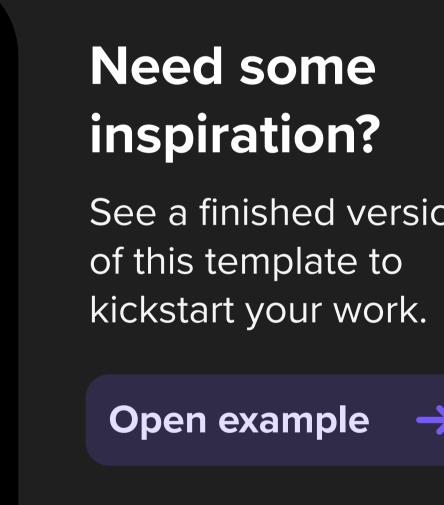
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

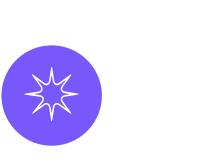
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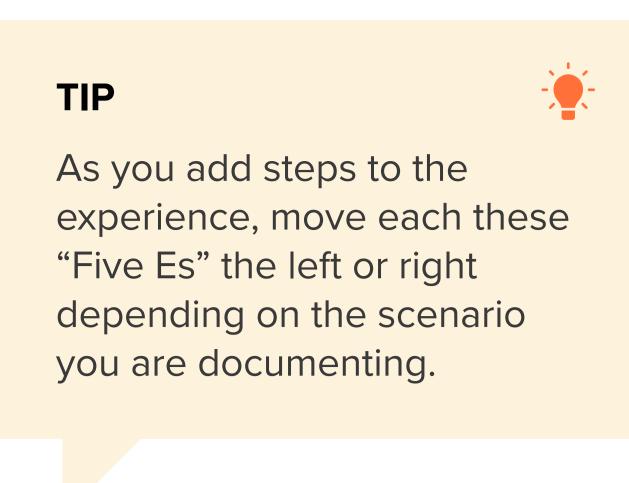






Document an existing experience

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?		end happens after the ence is over?
Steps What does the person (or group) typically experience?	Now a days plasma is One of the most required one for many treatment There are few donors In our country while plasma is most required one Making a common platform can useful for plasma donors and who need plasma	Entering the website Register for verified donor Post request for plasma	User information and request is stored	Registration completed User information will be verified	Fast verification of proof
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?	Interaction done between plasma donors and plasma needed person Mobile device and PC with internet connection	Donors can see posted request and instruction for donation Plasma needed persons can see the nearby donors contact details	User information and request is stored	Updation can be made by user	Frequent update of hospital contact
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Requesting for plasma from nearby donors Provide plasma for needed persons who requested	To reduce lack of donors	To maintain the data until plasma recived	Notification for donors	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	plasma donors and wanted persons can be identified easily	Simple UI can make use of this application easier	Life time maintenance of user data	Data stored without any data loss	Filter can be use
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Very poor internet connection is the main problem of this system	Out of range area is one of the problem		Wrong information from users	slow verification prosess
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Sending message for near by donors when request is posted Display facility of donors location	Updation in UI			