

PROJECT DESIGN PHASE - 1

CUSTOMER JOURNEY MAP

Project Title : Plasma Donor Application

Category : Cloud Application Development

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Customer Journey Map :

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>						
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>REFERRALS</div> <div>Through hospitals or other social clubs and camps plasma is claimed</div>	<div>HOSPITALS AND BLOOD BANKS</div> <div>Hospitals provide the available plasmas for the patients</div>	<div>FRIENDS AND THIRD PARTIES</div> <div>Person with wide connection arrange plasma by seeking it to multiple persons</div>	<div>DONOR REGISTRATION</div> <div>Registration process on donor centric manner</div>	<div>RECEIVERS REGISTRATION</div> <div>Registration process on receiver centric manner</div>	<div>INTERACTIVE INTERFACE</div> <div>Extra information on plasma donation</div>	<div>CONNECT DONOR AND RECEIVERS</div> <div>Give priority as per receivers choice</div>	<div>PROVIDE INFORMATION ON DONATIONS</div> <div>Interested Donor can register and check on their criteria</div>	<div>RECEIVER SATISFACTION</div> <div>Compatible donor's information will be fetched by receiver</div>	<div>DONOR'S LEARNINGS</div> <div>Any interested individual can be a plasma donor and all learning are provided</div>	<div>FEEDBACK COLLECTION</div> <div>To know about the features liking and improvements to be made</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div>■ People: Who do they see or talk to?</div> <div>■ Places: Where are they?</div> <div>■ Things: What digital touchpoints or physical objects would they use?</div>	<div>ANY INTERESTED INDIVIDUAL FOR DONATION</div> <div>INTERACTIVE WEB APPLICATION</div> <div>PLASMA RECEIVER</div>	<div>DONORS TO BE REGISTERED</div> <div>RECEIVERS SEEKING PLASMA</div> <div>INDIVIDUALS WHO ARE WILLING TO GAIN KNOWLEDGE</div>	<div>REGISTERED DONORS</div> <div>RECEIVERS</div>	<div>DONATED INDIVIDUALS</div> <div>SATISFIED RECEIVERS</div>	<div>EVERY VISITORS</div>						
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>To donate plasma</div> <div>Receive plasma</div>	<div>Know about available donors</div> <div>Get info about donor conditions</div>	<div>Connect both donors and receivers</div>	<div>Every individuals will be benefitted</div>	<div>Feedbacks are noted for further improvements</div>						
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Satisfaction on finding a source</div>	<div>Both sector people will be connected</div>	<div>Plasma exchange will be commenced</div>	<div>Life saving plasma is donated</div>	<div>Reviews are obtained</div>						
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Some individuals are uncertain about donation</div>	<div>Unable to connect with compatible donors</div>									
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Provide interactive welcoming</div>	<div>Only displaying eligible donors and other in waiting list</div> <div>Provide access to generated donors</div>	<div>Give information about plasma camps and donation process</div>	<div>Gather acknowledgement on dation progress</div>	<div>Seek for simple yet interactive rating and reviews</div>						