

PROJECT DESIGN PHASE - 1

CUSTOMER JOURNEY MAP

Team ID	PNT2022TMID17803
Project Name	Plasma Donor Application

Customer Journey Map :

SCENARIO 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?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	<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>
Interactions What interactions do they have at each step along the way? <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?	<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>
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<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 furthers improvements</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<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>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Some individuals are uncertain about donation</div>	<div>Unable to connect with compatible donors</div>			
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<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>