



CUSTOMER JOURNEY MAP

Date	21 October 2022
Team ID	PNT2022TMID40957
Project Name	Project – PLASMA DONOR APPLICATION

<div>SCENARIO</div> <div>Searching, Registering, Requesting, Receiving Notification about details of the plasma donor</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>Searching an web application fully dedicated for Plasma donation</div> <div>Patient who in need of plasma searching for various sources of plasma donors on any mediums.</div> <div>Searching the required plasma type through the application</div> <div>After discovers this application, patient goes through it and search for plasma donors details.</div> <div>Discovers the plasma donor's information</div> <div>After a thugh search for his/her required plasma type, he/her receives the detailed information of the plasma donor he send to patient's communication medium.</div>	<div>Register</div> <div>On initial stage of the application, it asks the user to register with details in order to proceed into the app.</div> <div>Login</div> <div>After registering,User have to give credentials he given in the previous register stage.</div>	<div>Search for required plasma type</div> <div>User can search through the application to find the correct donor</div> <div>Requesting</div> <div>Also User can able to make a request for plasma directly without search through the application.</div> <div>Notification</div> <div>After complete previous steps, notification be made to the user with info containing matched plasma donor.</div>	<div>Exiting the application</div> <div>After getting the notification, user can exit the application.</div> <div>Prompt for review</div> <div>One hour after the tour finishes, an email and Inapp notification prompt the tour participant for a review</div> <div>Writing & submitting review</div> <div>The user writes a review and gives the tour a star rating out of 5</div>	<div>History appears in the user profile</div> <div>The histories of the completed donation appears on the user's profile with a few details about that donation.</div> <div>Recommendations</div> <div>Plasma needed and donation related pop-up recommendations showed to user on the website</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <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>	<div>Initially user only interacts with the application, then after finding out donor, he/she have to talk to that donor.</div> <div>User to use this application from any place</div> <div>Interaction with things are devices such as mobile phones act as intermediate medium between user and database.</div>	<div>Registration section within the application</div> <div>Login process section with asked details within the application</div>	<div>User interacts with search overlay within the application</div> <div>User interacts with request making section within the application</div> <div>Interacts with the received notification on any medium that user using.</div>	<div>Interacts with exit process within the application and meet that plasma donor in person to get those needed plasma.</div> <div>User's email (like Gmail)</div> <div>"Leave a review" modal window within the profile on the website or app.</div>	<div>Successful donation section of the profile on the website, or Android app</div> <div>Recommendations window within the website</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>Help me to find right plasma donor</div> <div>Help me to find the donor's location and details</div> <div>Help me avoid unwanted obstacles on finding correct plasma donor</div>	<div>Help me to find donor initially by registering my details</div> <div>Help me to login securely with my details I provided at registration process</div>	<div>Help me to search through application in search of donor</div> <div>Help me to made an request about the plasma type I needed.</div> <div>Help me to get details of the donor such as location, contact details etc.,</div>	<div>Help me leave the application with good feelings</div> <div>Help me spread the word about a great services and feedback for one that was not so good</div>	<div>Help me see what I've done before</div> <div>Help me to know about related donations and needy plasma</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Positive moment when finding out a donor who matches with patient's plasma type.</div> <div>Positive Moment when realizing about the time it consumes when compared to other means of search.</div> <div>Having positive thought when this mode takes less amount of effort from patient's side when comparing with real life procedures.</div>	<div>Feel positive when complete the registration process in a secure way</div> <div>Feel positive when successfully login into application</div>	<div>Feel hopeful when goes through the desired results.</div> <div>Feel promising on getting a correct donor when made a request.</div> <div>Feel very thankful after getting the details of the matched plasma donor.</div>	<div>User generally leave this application feeling thankful.</div>	<div>People like looking back on their past finished donations</div> <div>Having recommendation window, it allows user to help others and also know about willing donors.</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>User will surely feel something negative when the user interface of the application looks dull or unresponsive.</div> <div>User will feel disappointment when the application having bugs and crashing oftenly.</div>	<div>Feel negative if there any problem comes when registering</div> <div>User feel irritated when login OTP came lately</div>	<div>Feel negative when there was enough results when searching through the application</div> <div>Feel negative when there any bug on requesting section</div> <div>Feel disappointment when there was a failure in receiving notification.</div>	<div>Feel negative about the application when after meeting that donor in person actually had a wrong plasma type.</div> <div>User describe leaving a review as an arduous process</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>Include best and responsive user interface.</div> <div>Include mechanisms which make application begins and fast in responsive when user requests data of the donor.</div>	<div>Include only most required details to register. Avoid unnecessary details for registration.</div> <div>Include user authentication through OTP login into the application.</div>	<div>Include mechanisms which make the searching process much more easier such as using a chatbot interface.</div> <div>Include services which make the requesting process on a smooth way.</div> <div>Include mechanisms to receive the notification on various mediums</div>	<div>Include services such as review system about the application.</div> <div>How might we progressively disclose the full review so that each step feels more simple?</div> <div>How might we totally eliminate this issue?</div>	<div>How might we help remember things they've done in the past?</div> <div>How can we make this recommendation a more personalized one with user's data?</div>