CUSTOMER JOURNEY MAP

DATE	28 - 10 - 2022
TEAM ID	PNT2022TMID31636
PROJECT NAME	PLASMA DONOR APPLICATION

SCENARIO

Searching, Registering, Requesting, Receiving Notification about details of the plasma donor

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?

Entice
- **Searching an web application fully dedicated for Plasma donation** — Patient who in need of plasma searching for various sources of plasma donors on any mediums.
- **Searching the required plasma type through the application** — After discovers this application, patient goes through it and search for plasma donors details.
- **Discovers the plasma donor's information** — After a through search for his/her required plasma type, he/her receives the detailed information of the plasma donor be send to patient's communication medium.

Enter
- **Register** — On initial stage of the application, it asks the user to register with details in order to proceed into the app.
- **Login** — After registering, the user have to give credentials he given in the previous register stage.

Engage
- **Search for required plasma type** — User can search through the application to find the correct donor
- **Requesting** — Also User can able to make a request for plasma directly without search through the application.
- **Notification** — After complete previous steps, notification be made to the user with info containing matched plasma donor.

Exit
- **Exiting the application** — After getting the notification, user can exit the application.
- **Prompt for review** — One hour after the tour finishes, an email and in app notification prompt the tour participant for a review
- **Writing & submitting review** — The user writes a review and gives the tour a star rating out of 5

Extend
- **History appears in the user profile** — The histories of the completed donation appears on the user's profile with a few details about that donation.
- **Recommendations** — Plasma needed and donation related pop-up recommendations showed to user on the website

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 touch points or physical objects would they use?

Entice
- Initially user only interacts with the application ,then after finding out donor, he/ she have to talk to that donor.
- User to use this application from any place
- Interaction with things are devices such as mobile phones act as intermediate medium between user and database.

Enter
- Registration section within the application
- Login process section with asked details within the application

Engage
- User interacts with search overlay within the application
- User interacts with request making section within the application
- Interacts with the received notification on any medium that user using.

Exit
- Interacts with exit process within the application and meet that plasma donor in person to get those needed plasma.
- User's email (like Gmail)
- "Leave a review" modal window within the profile on the website or app.

Extend
- Successful donation section of the profile on the website, or Android app
- Recommendations window within the website

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

Entice
- Help me to find right plasma donor
- Help me to find the donor's location and details
- Help me avoid unwanted obstacles on finding correct plasma donor

Enter
- Help me to find donor initially by registering my details
- Help me to login securely with my details I provided at registration process

Engage
- Help me to search through application in search of donor
- Help me to made an request about the plasma type I needed.
- Help me to get details of the donor such as location, contact details etc…,

Exit
- Help me leave the application with good feelings
- Help me spread the word about a great services and feedback for one that was not so good

Extend
- Help me see what I've done before
- Help me to know about related donations and needy plasma

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice
- Positive moment when finding out a donor who matches with patient's plasma type.
- Positive Moment when realizing about the time it consumes when compared to other means of sources.
- Having positive thought when this mode takes less amount of effort from patient's side when comparing with real life procedures,

Enter
- Feel positive when complete the registration process in a secure way
- Feel positive when successfully login into application

Engage
- Feel hopeful when goes through the desired results.
- Feel promising on getting a correct donor when made a request.
- Feel very thankful after getting the details of the matched plasma donor.

Exit
- User generally leave this application Feeling thankful .

Extend
- People like looking back on their past finished donations
- Having recommendation window, it allows user to help others and also know about willing donors.

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice
- User will surely feel something negative when the user interface of the application looks dull or unresponsive.
- User will feel disappointment when the application having bugs and crashing oftenly.

Enter
- Feel negative if there any problem comes when registering
- User feel irritated when login OTP came lately

Engage
- Feel negative when there was enough results when searching through the application
- Feel negative when there any bug on requesting section
- Feel disappointment when there was a failure in receiving notification.

Exit
- Feel negative about the application when after meeting that donor in person actually had a wrong plasma type.
- User describe leaving a review as an arduous process

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice
- Include best and responsive user interface.
- Include mechanisms which make application bugless and fast in responsive when user requests data of the donor.

Enter
- Include only most required details to register. Avoid unnecessary details for registration.
- Include user authentication stages to make a secure way of login into the application.

Engage
- Include mechanisms which make the searching process much more easier such as using a chatbot interface.
- Include services which make the requesting process on a smooth way.
- Include mechanisms to receive the notification on various mediums

Exit
- Include services such as review system about the application.
- How might we progressively disclose the full review so that each step feels more simple?
- How might we totally eliminate this issue?

Extend
- How might we help remember things they have done in the past?
- How can we make this recommendation a more personalized one with user's data?