

Project Design Phase-II









Solution Requirements (Functional & Non-functional)

Date	03 November 2022
Team ID	PNT2022TMID50582
Project Name	PLASMA DONOR APPLICATION
Maximum Marks	4 Marks

DONOR USER JOURNEY

- In this project we will more focus on grooming donors
- les see the understanding of them by this journey

User journey (donor)

target	Awareness	Consideration	Decision	Advocacy
user actions	 Search social media	 reach various plasma bank	 make single mind decision	 recommend friend
Feelings	  make happy at movement	 get frustated	make more confusion	 get satisfaction
KPIs	Number of plasma donated	Number of plasma bank reached	Number of plasma bank reached	recommend more friends
goals& target	to donate plasma to needer	to maintain our health good	to help every needer on time	genrate positive reviews
solutions	to reach every one	to reach plasma every needr	to maintain health high	promote others to donate plasma