


Customer experience journey map






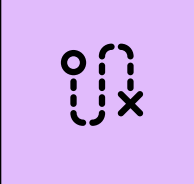


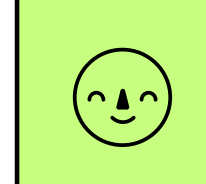
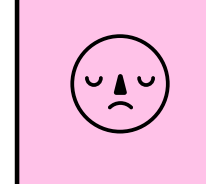
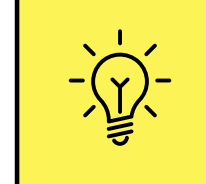
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 **Product School**



PROJECT TITLE: PLASMA DONOR APPLICATION

TEAM ID:PNT2022TMID12124

	<div>Entice How does someone initially become aware of this process?</div>	<div>Enter begin the process? What do people experience as they</div>	<div>Engage In the core moments in the process, what happens?</div>	<div>Exit What do people typically experience as the process finishes?</div>	<div>Extend What happens after the experience is over?</div>
<div>Steps What does the person (or group) typically experience?</div>	<div><div>Website, online ads</div><div>Newspaper</div><div>Feedback from other users</div><div>Social media</div><div>Web surfing</div><div>Comparing other solutions</div></div>	<div><div>Register / login</div><div>Explore the website</div><div>Upload correct profile</div></div>	<div><div>Upload necessary input details</div><div>Wait for the result to be rendered by the application</div><div>Analyse the result</div></div>	<div><div>Awareness about plasma donation</div><div>Undergoes necessary treatment if required</div></div>	<div><div>Gets required plasma for treatment</div><div>Feedback about service</div><div>Share the experience with other people</div><div>Lead a happy and peaceful life</div><div>Maintains a healthy life</div></div>
<div><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></div>	<div><div>Interaction with the people who have already visited the website</div><div>Interactions about the salient features of the website</div><div>Discussing the efficiency of website</div><div>Discussing the user friendly and communication nature of the website</div><div>Discussing about the security in the website</div></div>	<div><div>Understanding the interaction within the app with feedback from others</div><div>Understanding the salient features of the website</div><div>Understanding about the security in the website</div><div>Understanding the user friendly nature of the website</div></div>	<div><div>Type of plasma needed</div><div>Matching of donor and recipient records</div><div>Ensuring the correct details of both donor and recipient</div><div>Consulting medical staffs for more clarification</div><div>Transportation of plasma from donor and recipient</div></div>	<div><div>Feedback about the website</div><div>Any upgradation to ease the process</div><div>Encouraging others to visit our website</div></div>	<div><div>Interaction with website for treatment and doubts</div><div>Feedback about the nature and flow of website</div><div>Providing ideas about any extra features or services to people so that they can feel stress free</div></div>
<div><div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>Early prediction of plasma deficiency</div><div>To have an accurate prediction and get treatment accordingly</div><div>Providing the guidance for the patient's throughout the procedure</div><div>Providing proper suggestion for their disease</div></div>	<div><div>Understanding the working of website</div><div>Understanding the importance of medical staffs during transfusion</div><div>Understanding the ease of transportatio of plasma to our place</div><div>Understanding the value of plasma in need</div></div>	<div><div>To have a better understanding of the website</div><div>To know about the various treatment options</div><div>Guiding the patient through a best option</div><div>Clarifying doubts and query immediately</div></div>	<div><div>Gathering information about their plasma requirements</div><div>Analysing the steps to be taken after prediction result</div><div>Gaining confidence to overcome the problems</div><div>Analysing the support of application and medical staffs</div></div>	<div><div>Decision about the treatment to be taken</div><div>Visiting our website for more information and queries</div></div>
<div><div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Early prediction</div><div>Accuracy of the prediction</div><div>Providing guidance</div><div>Providing proper suggestion</div></div>	<div><div>Easy to understand the working of website</div><div>Friendly and healthy relationship between medical staffs and needy</div><div>Easy availability of plasma to our place</div></div>	<div><div>Less complex</div><div>Easy to approach</div><div>Accurate prediction</div></div>	<div><div>Clear idea about their actual requirements</div><div>Proper decision is taken after prediction</div><div>Excellent support for needy by the medical staffs and application</div><div>Confidence after the procedures</div></div>	<div><div>Correct and accurate decision by the patient</div><div>Doubt and queries are cleared easily</div></div>
<div><div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>Doubtful prediction</div><div>Unable to select from wide range of options</div></div>	<div><div>Facing network problems</div><div>Less awareness about usage of digital services and applications</div></div>	<div><div>Uploading data issues</div><div>Data issues</div></div>	<div><div>Processing issues</div><div>Confusion in taking decision</div></div>	<div><div>Unavailability of particular options</div><div>Negative feedback</div></div>
<div><div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>Better UI/UX</div><div>Best predictions</div></div>	<div><div>User friendly</div><div>Easy communication</div><div>Easy procedure</div></div>	<div><div>Updated services</div><div>Efficient</div></div>	<div><div>Security and privacy should be preserved</div></div>	<div><div>Updates about various treatment operations</div></div>