Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context	To increase donor in all city	Lowers cancer risk Improves heart health	User Onboarding Is the Process of Improving the Odds Your New Users Stary with Your Product. It covers the whole journey: from initial sign- up to product activation and first use It covers the whole journey: from initial sign- up to product activation and first use	they can sit down and put their head between the knees so that it is lower than the heart temporary lowering of blood pressure
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	shouldn't feel any pain while the sensation at the blood is being drawn may experience an uncomfortable sensation at the site where the readle is tracted into your arm.	feel pain at the needle the needle the bruised. insertion site after your donation.	Have including iron- rich foods as they help to food maintain the hemoglobin level	Make sure you're drinking enough water before donating blood. Some people may feel nauseous
Touchpoint What part of the service do they interact with?	They are basically the place where customer interactions occur.	The touch points include various digital or customer relationship management (CRM) touchgoints.	it helps businesses to identify the touchpoints in different phases.	Identifying your customer journey touch points is the first and foremost step to create a map
Opportunities What could we improve or introduce?	Increase in bring the awareness of donating blood to others	Can Write a review about the service yeu experienced while donating with us. in , Write a review about the service you experienced while donating with us.	Post on social media when you donate, along with your reason for donating that day and tag us!	Bring a friend or family member with you when you donate