




Project Design Phase-II

Date	13 October 2022
Team ID	PNT2022TMID34537
Project Name	Plasma Donor Application
Maximum Marks	4 Marks

Customer Journey Map

Journey Steps Which type of the experience or you describing?	Discovery Why do they even starts the journey?	On boarding 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?	Starts to register for plasma donation. Checks the availability of plasma donors. Knows about plasma donation.	Search for plasma donors by blood groups. Explore the web application. Find nearby plasma donation centre.	Clear instructions. Fast fixing of bugs Explorer that at asynthetic UI designs.
Needs add pains what does the customer want to achieve or avoid?	Fear of donating plasma. Fear of data leakage	Less manpower. Helpful to get proper information. Donors can avoid last minute streets and tension.	Helpful for donors seekers and donation centers. Safer and user friendly.
Touch point what part of the service do they interact with?	Customer feedback. Provides contact option and ways of healthy lifestyle by certified medical practitioners.	There will be no bias along the available donors. As soon as the request is made their list of available donors is. As soon as the request is made their list of available donors is shown	Simple and clear interface. Open source and chatbox for answering FAQs.
Customer feeling what is the customer feeling? <i>Tip: use the emoji app to express more emotions.</i>			
backstoge			
Opportunities what could we improved or introduce?	Make Android and iOS application.	Try to improve our accuracy.	Try to increase our process speed.
Process ownership who is in the lead of this?	User and developer.	User and developer.	User and admin.