

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.













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Team ID: PNT2022TMID47275

Project: Plasma Donor Application

<div>SCENARIO</div> <div>Request for donation, donate, participating in awarness camp</div>	<div></div> <div>New Registration</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div><div>New Registration</div><div>user asked for the email and password for their new registration</div></div> <div><div>Login</div><div>the registered user will asked for their email and password in order to login to the application</div></div>	<div><div>Statistical dashboard</div><div>in the home page, user will be provided with the statistical dashboard</div></div> <div><div>view donor's details</div><div>user can able to see the information about the donors and their donations</div></div> <div><div>Plasma availability</div><div>user can able to see the plasma availability with demand-and-supply ratio graph</div></div>	<div><div>Make a plasma request</div><div>the needy can simply able to make a request for plasma donation</div></div> <div><div>donate the plasma</div><div>the volunteer donor will donate their plasma upon the request</div></div> <div><div>locate the nearest donors</div><div>the request will find the available donors who are locate nearer</div></div> <div><div>make a donation appointment</div><div>once the donor accepted the request, they can able to make a appointment</div></div> <div><div>donor's profile</div><div>donors will engage with the application and see all their activity in profile section</div></div>	<div><div>Donor's Profile Update</div><div>the last donation will be added to the donor profile and their total donation count will be increased</div></div> <div><div>Update the total donation counts</div><div>the count of total amount of successful donation takes places will be incremented</div></div> <div><div>successful donation</div><div>the statistics dashboard will be updated based on every donations</div></div>	<div><div>Logout</div><div>the user able to logout of the application after the process is finished</div></div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><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>the user will interact with the front-end of the application</div><div>it consists of the form fields which requires users information to register with.</div><div></div></div>	<div><div>the user will interact with the front-end of the application</div><div>the graphical dashboard in the home page of the user</div><div>the feed below the dashboard will provide the details about plasma availability</div></div>	<div><div>the user will interact with the front-end of the application</div><div>the user who make the request interact with the donor</div><div>donor who want to donate their plasma interact with the needy</div></div>	<div><div>the user will interact with the front-end of the application</div><div>donors and needy interacts each other</div></div>	<div><div>the user will interact with the front-end of the application</div></div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div></div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div></div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div></div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>have better internet connection while registration</div><div>providing valid data and try to enter invalid data or invalid format</div><div>entering the valid login credentials</div></div>	<div><div>conducting a plasma donation awareness camp</div><div>storing the valuable information about the available donors</div><div>use GPS to locate the nearest donors and keep the information updated</div></div>	<div><div>create an chatbot to answer the user questions about the plasma donation</div><div>will create an FAQ section about the application functionalities on the page</div><div>collaborate with local blood banks</div><div>unlocking rewards the active donors to encourage them</div></div>	<div><div>reward the donor for donating their plasma</div><div>storing the current donation information about donor and the needy</div><div>providing counselling for the first time donors</div></div>	<div><div>providing login cookies for the user so that they won't have to login again and again</div></div>