Journey Steps — which step of the experience are you describing?	Registration	Enrout				First Session			Exit		
Actions — what does the customer do? What information do they look for? What is their context	Register through Email; Register with personal details	Wants to increase the availability of blood donor	Call and text to donor is efficient than email notification	Wants to choose an efficient method to reach the donor	Available ways like contact through call or text or email	After reach through efficient way	Submit required documents	Know the functionality of the appication	Donor's Profle Update	Update the total donation counts	Successful donation
Customers Thought — what does the customer think?	Recipient thinks, it helps to find better donor easily; Recipient thinks alternative ways will available; The donor selection will be easy and comfortable for them	Where do I start?	"How to use" process is so long	Hard to find the patient or donor	Why there so many notifications?	Recipient thinks that platform will be userfriendly	The application is easy to use.	Uploading documents is tough.	The user will interact with the front-end of the application	Donars and needy interacts each other	
Touchpoint — What part of the service do they interact with?	Signing in with username and password.; Already logged in.	Account settings.	Donor center information.	Drive informations.	Information on people who need plasma.	Notifications, if reached out for donor	Communication between donor and plasma.	Communication between donor and the donor center	Helps me to save a life by donating my plasma	Helps me to find an donar who match my plasma type	
Customer Feeling — What is the customer feeling?	🤔	🙁				😌			🥳		
Opportunities — What could we improve or introduce?	The recipient gets the better plasma donor; The recipient know about the way of reaching donor	The recipient will be aware about other ways; Feedback				The recipient comes to know which way is best one.; Incase of any query, user can clear with chat bot.			The donar can able to save a life		