

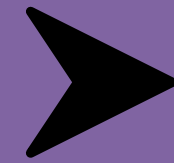
PROJECT PHASE II

PLASMA DONAR APPLICATION

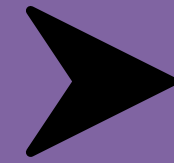
TEAM ID :
PNT2022TMID11738



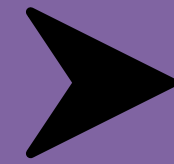
CUSTOMER JOURNEY



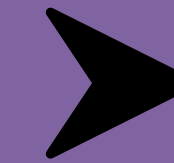
AWARENESS



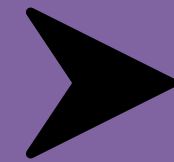
CONSIDERATION



APPLICATION



PREPARATION



ACTIVATION

AWARENESS

```
graph TD; A[AWARENESS] --- B(Messages); A --- C(Enquiring via calls); A --- D(Circulate messages via social media);
```

Messages

Enquiring
via calls

Circulate
messages
via social
media

CONSIDERATION

```
graph TD; A[CONSIDERATION] --- B(Enquiring Plasma bank); A --- C(Friends referrals); A --- D(Notify others); A --- E(Enquiring hospitals);
```

Enquiring
Plasma
bank

Friends
referrals

Notify
others

Enquiring
hospitals

APPLICATION

```
graph TD; A[APPLICATION] --- B((Secure)); A --- C((Use GPS to track location)); A --- D((User friendly)); A --- E((Reduce donar searching time));
```

Secure

Use GPS to
track location

Reduce
donar
searching
time

User
friendly

PREPARATION :

To give a better experience to the user by improving a security purpose .
And by improving the service through the online

It helps the recipients time for searching the plasma doner.



ACTIVATION :

In this modern world the improvement of networking is well developed in between the peoples .



THANK YOU...

