CUSTOMER JOURNEY MAP

	TEAMID	PNT2022TMID24580
	PROJECT NAME	PLASMA DONOR APPLICATION

Scenario Searching, Registering, Requesting, Receiving Notification about details of the plasma donor	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience? Customer_Journey	Searching web application for plasma donation The recipient who is in need of plasma searches in browser Searching the required plasma type After finding this application, the recipient goes through it and search for plasma donor details in his/her registered mail id After searching for his/her plasma type, he/she receives the donor details in his/her registered mail id	At initial stage, application asks the new user to signup to surf through the application Sign In The registered users type the credentials that the user given in the previous stage to sign in.	Users can search for his/her required plasma type in the application Requesting plasma Users can request the plasma Users can request the plasma Users will notified regarding the donor details if there is a match	The user can exit the application User can write a review and gives the tour a star rating out of 5.	Plasma donor available nearest to the recipient location
Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	After finding the donor, recipient interacts with the donor User can use this application from any place at any time. Interaction with things are gadgets such as PC, Mobile to access the application	User interacts with registration process login process	User interacts with the search box feature in the application User interacts with request making section User interacts with the notification he / she received	The user sign out of the application in order to meet the plasma donor User may interacts with the review page of the application after the user sign out the application	Successful donation list
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me to find the right donor Feels negative when there is a bug in requesting section	Help me to find donor initially by registering my details Help me to find donor initially by logging inside the application	Help me to search through the application to find a donor Help me to make request for the required plasma type Help me to get details of the donor	Help me to spread the word about the services and give feedback	Help me see what I have done in the past
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Positive moment when the user finds out a donor who matches the patient's plasma type Positive moment when the user finds this application easier to use	Positive moment when the user registers successfully Positive moment when the user logins successfully	Feel hopeful when the user goes through the desired results Feel Positive when the user gets the correct donor upon a request Feels very good when the user gets the donor details	User exits the application feeling thankful	People like looking on their past successful donations
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	User feels negative if the User interface when the application doesn't work	User feels frustrated when the registration process doesn't process doesn't work Work User feels confusing when the login process doesn't work	User feels negative if he/ she gets less information while searching through the application Feels negative when there is a bug in requesting section Feels confusing when the donor details are not received	Feels sad when the user doesn't get the required plasma type	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Make best responsive user interface Make bug-free application	Avoid unnecessary details for registration process Include authentication to make a secure way of login into the application	Make searching process in the application easier Include services that make requesting process easier Include services to receive notification in any device	Include review system	How might we help remember things they have done in the past?