

Scenario														
Browsing, booking, donating, and rating a plasma donor														
Steps	Interactions			Goals & motivations			Positive moments			Negative moments			Areas of opportunity	
What does the person (or group) typically experience?	What interactions do they have at each step along the way?			At each step, what is a person's primary goal or motivation? ("help me..." or "help me avoid...")			What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?			What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?			How might we make each step better? What ideas do we have? What have others suggested?	
Entice	Enter			Engage			Exit			Extend				
How does someone initially become aware of this process?	What do people experience as they begin the process?			In the core moments in the process, what happens?			What do people typically experience as the process finishes?			What happens after the experience is over?				
Most of the hospital have details of Plasma donor	A receiver can check the available plasma donor in our website App	A receiver sees available plasma for their dates city and number of people	After deciding they to click the donate button	One day before the donor send a	Using their own friend of transportation, the customer makes their way to the hospital location at the scheduled time.	Donor meet the doctor	The doctor brings the donor around the area, explain the process	Donating plasma in the given time of location	After the donation of plasma the customer intends to rest as they have given plasma	One hour after the donor donate an email and in-app notification prompt the donor for a review	The donor writes a review and gives the hospital a star-rating out of 5	Share the experience with others and tell them to do so	If completed donor "past experience" area of a donor profile with a few details of donation.	
From social media from people and traditional advertisements	Plasma donor looking section of the website, iOS app, or Android app	Plasma receiver section of the website, iOS app, or Android app	Verification of donor overlay within the website	donor email (software like Outlook or website like	Through the mobile phones, PC and websites	The locations of hospital and Direct interactions with the doctor.	use of the mails after donating	"Leave a review" modal window within the profile on the website	Reviewing them with the social media platform and in the feedback section	If other donor interact with this past donor, they will know the process				
Help receiver to get donor	Help donor to know plasma donation process	Help donor avoid seeing donation for the wrong dates, locations, or people	To let other people know the eligibility to donate plasma	Help receiver to get matching plasma donor	To let them know the demand of plasma	Help donor and receiver to feel happy and welcome	Help donor to donate often	Help donor leave the hospital with good feelings	They feel that they save the lives of people	To be able have the customer satisfaction scored				
Get the overview very easily			To feel happy that they may able to donate		Can contact helpline in order to know the full details of what actually goin on		To be able to save a life makes the customer feel at ease		Good things about donating plasma o let other people know the					
To not know anything about donating in the first place and trying to donate makes it quite difficult for the user			Need to file more authentications as its related to a life of a person		As its asks for more data it may make the user to be afraid if the data can be hijacked		The user may have the fear of side effects from donating.		More followup notification after donating					
Advertise it in social media			Easy account creation process for the customers to browse through the application		To be able to notify the recipient if the donor has unfortunate situations which makes them unable to donate plasma		To have proper customer service options		To have feedback section in order to know what the customer actually feels					