

Project Design Phase-II

Customer Journey

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| Date | 18 November 2022 |
| Team ID | PNT2022TMID24120 |
| Project Name | Project - Plasma Donor Application |

Plasma Donor Application:

Template

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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 Product School

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SCENARIO

Browsing, booking, attending, and rating a local city tour

Entice

How does someone initially become aware of this process?

Enter

What do people experience as they begin the process?

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| <div>Steps</div> <div>What does the person (or group) typically experience?</div> | <div>When needs plasma</div> <div>When someone in need of donating and receiving plasma</div> <div>Through magazine, friends, family and advertisement</div> | <div>User Interface</div> <div>Registration</div> <div>Email Verification</div> <div>Get introduced to the web application</div> <div>Be a part of application by logging in to the application</div> <div>Account is sent successfully to user's email registration in the web application</div> |
| <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div> <div>People: Who do they see or talk to?</div> <div>Places: Where are they?</div> <div>Things: What digital touchpoints or physical objects would they use?</div> </div> | <div>Am I eligible for plasma donation?</div> <div>How frequently can I donate plasma</div> <div>What happens if any mistake is made?</div> | <div>Donors and recipients will have different forms to register</div> <div>Hospitals and blood banks can provide their information</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>Help me to get donor with exact match</div> <div>Help me avoid from fake informations</div> <div>Help me to understand the process</div> <div>Help me by creating interactive website</div> | <div>Help me to start the process</div> <div>To get OTP for the further process</div> <div>Help me to find confidence by reviewing the registration</div> <div>Help me to know what to do next</div> |
| <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div> | <div>Receiving the donors by providing certificates</div> <div>Rating a person to be a part of social awareness</div> <div>Delighted of saving one's life</div> | <div>Needs are arranged by using the website</div> <div>Easily accessible to know about donors and recipient</div> <div>Helps to know about nearest available blood center</div> |
| <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div> | <div>What happens if any mistake is made?</div> <div>A lot of sites aren't genuine?</div> <div>Don't know where to start</div> | <div>Fake information</div> |
| <div>Areas of opportunity</div> | <div>There is social media take time to reach to wider audience</div> <div>Donor health screening</div> <div>How frequently can I donate plasma?</div> | <div>Social websites</div> |



Engage

Exit



Extend

