User journey

by the Design Team of Accenture Interactive NL

People
2-9

Time
30 min

Difficulty
Beginner

DONATE PLASMA USING THE PLAMA DONOR APPLICATION SYSTEM THAT IS USED TO CONNECT DONOR WHO IS INTERESTED TO DONATE PLASMA AND THE PATIENTS WHO WANTS PLASMA.

PLASMA DONOR APPLICATION

Phases
High-level steps your user needs to accomplish from start to finish

| WHETHER THIS APPLICATION IS SUITABLE FOR ME | WHETHER REQUESTS REACH DONOR | PLASMA REACH PATIENTS OR NOT | DONATING PLASMA VIA THIS APPLICATION IS SAFE OR NOT |

Steps
Detailed actions your user has to perform

| REGISTER WITH THEIR DETAILS | UPLOAD THEIR MEDICAL DOCUMENTS | THE DONOR WAITS FOR THE MAIL TO DONATE PLASMA | PATIENTS WANTS PLASMA THEY SEARCH AND FIND DONORS | ASK THE USER TO GIVE REVIEWS | TRY THE APPLICATION AND GET TO KNOW ABOUT IT | EXPLORE IN THE WEB ABOUT SIMILAR APPLICATION | MAINTAIN THEIR BODY TO DONATE PLASMA |

Feelings
What your user might be thinking and feeling at the moment

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| EXCITED TO KNOW ABOUT THE WORKING OF THE NEW SYSTEM | CHECK WITH THE REVIEWS GIVEN BY THE USERS ANDGET EXCITED ABOUT THE APPLICATION | EXCITED TO VIEW THE LOCATION OF PATIENT | GETTING EXITED ABOUT THE DONATION OF PLASMA |

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| SUSPICIOUS ABOUT THE APPLICATION | COMING ACROSS BAD REVIEWS AND GET RESENTED | ARE THE DETAILS SECURE | WHAT IF THE LOCATION OF PATIENT IS NOT CORRECT |

Pain points
Problems your user runs into

| SUSPECIOUS ABOUT THE APPLICATION | LOSS OF PHYSICAL BODY HEALTH | DEPRESSED, AFTER DONATING PLASMA | DONATING PLASMA IS PAINFUL |

Opportunities
Potential improvements or enhancements to the experience

| GET TO EXPLORE VARIOUS HELP GIVEN BY THE APPLICATION TO THE USER | GET TO EXPLORE VARIOUS HELP GIVEN BY THE APPLICATION TO THE USER | DONATE PLASMA TO THE PATIENTS | PEOPLE CAN GET THE SERVICES THROUGH ONLINE ON THE APPLICATION |

TIP
Click on + outside the border of the table to add additional rows and columns.

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