

Project Design Phase-II Customer Journey Map

Date	21 October 2022
Team ID	PNT2022TMID49331
Project Name	Plasma donor application
Maximum Marks	4 Marks

Customer Journey Map:



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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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

SCENARIO	Entice	Enter	Engage	Exit	Extend
Plasma Donor Application	 <p>Entice How does someone initially become aware of this process?</p>	 <p>Enter What do people experience as they begin the process?</p>	 <p>Engage In the core moments in the process, what happens?</p>	 <p>Exit What do people typically experience as the process finishes?</p>	 <p>Extend What happens after the experience is over?</p>
 <p>Steps What does the person (or group) typically experience?</p>	<div> <div>SEARCH ONLINE</div> <div>RECOMMENDATION OTHERS EXPERIENCE</div> </div> <p> I searched on donating websites to get ideas I thought others' stories motivated me to try </p>	<div> <div>FRIENDLY USER INTERFACE</div> <div>REGISTRATION</div> </div> <p> I got motivated to use the app I was a part of the early adopter group </p>	<div> <div>INFORMATIVE</div> <div>DONOR CAMPS</div> </div> <p> Stories of the plasma industry Locations of plasma donation camps </p>	<div> <div>RECEIVE PLASMA</div> <div>PART OF A COMMUNITY</div> </div> <p> The process was easy to use I became someone </p>	<div> <div>RECOMMEND</div> <div>FEEDBACK</div> </div> <p> Recommendations about the app Encouragement to use the app again </p>
 <p>Interactions What interactions do they have at each step along the way?</p> <p> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? </p>	<div> <div>Health website</div> <div>Donor Camp</div> </div> <p>Web application</p>	<div> <div>Volunteers</div> <div>Web apps and mobile programs</div> </div> <p>Chatbots in web application</p>	<div> <div>Volunteers</div> <div>Web apps and donation camps</div> </div> <p>Chatbots in web application</p>	<div> <div>Volunteers</div> <div>Web apps and donation camps</div> </div> <p>Chatbots in web application</p>	<div> <div>Healthcare sites</div> <div>Customer care</div> </div>
 <p>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div> <div>To donate plasma and help the world</div> <div>To help someone in plasma donation among the public</div> </div> <p>Help people who are in need of plasma</p>	<div> <div>Have the easiest first session</div> <div>Grow information about the app and don't get a plasma donation</div> </div>	<div> <div>Help me volunteer</div> <div>Help me avoid looking for plasma</div> </div>	<div> <div>Successfully donate plasma</div> <div>Help me with my current condition</div> </div>	<div> <div>To frequently donate plasma</div> <div>Help me reach my target users</div> </div>
 <p>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div> <div>Motivated about helping others, plasma donation website</div> <div>Delighted to help the society</div> </div> <p>It is exciting to be a part of social media news</p>	<div> <div>Satisfied about the donation</div> <div>Finds this to be an easy experience for everyone</div> </div>	<div> <div>Delighted to help the society</div> <div>Satisfied about the donation</div> </div>	<div> <div>Motivated about donating plasma and helping others</div> <div>It is exciting to be a part of social media news</div> </div>	<div> <div>Delighted to help the society</div> <div>Satisfied about helping others</div> </div>
 <p>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div> <div>Confusion about the effects of plasma donation</div> <div>Time consuming when we have to reach the donation camp</div> </div> <p>People don't want the donation camp to be too far</p>	<div> <div>Confusion about the availability of the app</div> <div>Time consuming when we have to wait for the donation camp</div> </div>	<div> <div>Time consuming when we have to wait for the donation camp</div> </div>		
 <p>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	<div> <div>People can connect to people in the app</div> <div>Stories about the availability of plasma can be applied to the app's user and flow</div> </div>	<div> <div>People can connect to people in the app</div> <div>Plasma registration</div> </div>	<div> <div>Plasma camps location</div> <div>Stories about the availability and availability</div> </div>		