

## Project Design Phase-II Customer Journey

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Project Name	Plasma Donor Application
Marks	4 Marks

### 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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### 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.

<p>SCENARIO</p> <p>Browsing, booking, attending, and rating a local city tour</p>	<p><b>Entice</b></p> <p>How does someone initially become aware of this process?</p>	<p><b>Enter</b></p> <p>What do people experience as they begin the process?</p>
<p><b>Steps</b></p> <p>What does the person (or group) typically experience?</p>	<p>When needs plasma</p> <p>When someone in need of donating and receiving plasma</p> <p>Through magazine, friends, families and advertisement</p>	<p>User Interface</p> <p>Registration</p> <p>Email Verification</p> <p>Get introduced to the web application</p> <p>Be a part of application by logging in to the application</p> <p>An email is sent immediately to confirm their registration in the web application</p>
<p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul>	<p>Am i eligible for plasma donation?</p> <p>How frequently can i donate plasma</p> <p>What happens if any mistake's made?</p>	<p>Donors and recipients will have different forms to register</p> <p>Hospitals and blood banks can provide their information</p>
<p><b>Goals &amp; motivations</b></p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Help me to get donor with exact match</p> <p>Help me avoid from fake informations</p> <p>Help me to understand the process</p> <p>Help me by creating interactive webpages</p>	<p>Help me to start the process</p> <p>To get OTP for the further process</p> <p>Help me to feel confident by making the registration</p> <p>Help me to know what to do next</p>
<p><b>Positive moments</b></p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Motivating the donor by providing certificates</p> <p>Building a person to be a part of social awareness</p> <p>Delighted of saving over's life</p>	<p>Needs are arranged by using the website</p> <p>Easily accessible to know about donors and recipients</p> <p>Helps to know about nearest available blood center</p>
<p><b>Negative moments</b></p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>What happens if any mistake's made?</p> <p>A lot of sites aren't genuine?</p> <p>Don't know where to start</p>	<p>Fake information</p>
<p><b>Areas of opportunity</b></p>	<p>People on social media take time to reach a wider audience</p> <p>Donor health screening.</p> <p>How frequently can i donate plasma?</p>	<p>Social webpages</p>

**TIP**  
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

Engage	Exit	Extend
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?
<div>GPS option to locate centre easily</div> <div>Matching donor and Recipient using their blood group details</div> <div>Verifying donors and recipients</div> <div>Providing Clear instruction</div>	<div>Send the information through message or email</div> <div>User Feedback</div> <div>Collecting data regarding the plasma donation</div>	<div>Display the donor count and the amount of plasma</div> <div>Email is sent after their request process is completed</div>
<div>Direct interaction with hospital, donors and recipient</div> <div>Chatbox to answer FAQs</div>	<div>Proof has to be submitted</div> <div>Updates the availability of plasma to the hospital</div>	<div>Updates the availability of plasma to the hospital</div>
<div>Help me to feel confidence to carry out the process</div> <div>Help me avoid travelling so far</div>	<div>Help me to get contact options and ways of healthy lifestyle</div>	<div>Help me to see what can be done next</div> <div>Help me to see ways of enhancing the social responsibilities</div>
<div>Delighted in saving life</div> <div>Satisfied with the donation</div>	<div>Get satisfied with their needs completed</div> <div>Experience a great process to help society</div>	<div>Gets motivated to do more</div>
<div>Sometimes the hospitals were not well hygienic</div> <div>Donating centre is away from their location</div>	<div>Some gets fatigue after donating</div>	
<div>GPS option to locate centre easily</div> <div>Organizing Donation camps</div> <div>Storing contact information</div>	<div>Option to post about Donation experience directly on Social media</div> <div>Display the detail outline of importance of plasma donation</div>	<div>Option to post about Donation experience directly on Social media</div>