

Project Design Phase-II

Customer Journey Map

Date	16 October 2022
Team ID	PNT2022TMID05502
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 Plasma Donor Application	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience? 	SEARCH ENGINE EXPOSURE In search of donating, potential donors are exposed to plasma. RECOMMENDATION THROUGH EXPERIENCE Through camps, friends, family, engineers, etc.	FRIENDLY USER INTERFACE Get introduced to the web application. REGISTRATION To be a part of the web application.	INFORMATION Narrates of the process successfully. DONOR CAMPS Locations of plasma donation camps.	RECEIVE PLASMA The recipient receives the needed plasma. PART OF A COMMUNITY To create awareness.	RECOMMEND Recommendations about the plasma donation experience. FEEDBACK Get involved in the web application.
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	Health workers Donor Camps Web application	Volunteers Web apps and donation camps Chatbots in web applications	Volunteers Web apps and donation camps Chatbots in web applications	Volunteers Web apps and donation camps Chatbots in web applications	Healthcare teams Customer care
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	To donate plasma and help the society. Help people who are in need of plasma.	How we avoid first rejection. Cross information about the DCA and donation process.	Help me volunteer. Help me avoid looking for donation.	Success in donating plasma. Help me with my person care facility.	To help people donate plasma. Help the results of their research.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Motivated about donating, donor experience and contribution. It is exciting to be a part of social awareness.	Satisfied about the donation. Fun to also get to know the donation process.	Delighted to help the society. Satisfied about the donation.	Motivated about donating, donor experience and contribution. It is exciting to be a part of social awareness.	Delighted to help the society. Satisfied about helping others.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Confused about the donation process, donor experience and contribution. Not clear about the requirements for the donation.	Confused about the donation. Time consuming when we have to reach the donation camp.	Time consuming when we have to reach the donation camp. Time consuming when we have to reach the donation camp.	Time consuming when we have to reach the donation camp. Time consuming when we have to reach the donation camp.	Time consuming when we have to reach the donation camp. Time consuming when we have to reach the donation camp.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	More clear instructions to potential donors. Education about the importance of plasma donation and its benefits.	Plasma can be collected in person by the donor. Volunteer registration.	Plasma can be collected in person by the donor. Volunteer registration.	Plasma can be collected in person by the donor. Volunteer registration.	Plasma can be collected in person by the donor. Volunteer registration.

