Project Design Phase-II

Customer Journey Map

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Team ID	PNT2022TMID18022
ProjectName	PlasmaDonorApplication
MaximumMarks	2 Marks
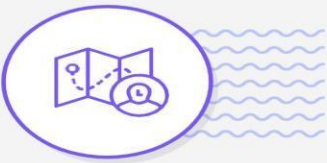
Customer experience journey map

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.

Created in partnership with

Product School

Share template feedback

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 - EXPLORE / RECOMMENDATION - OTHERS EXPERENCE — In search of donating and need in plasma / Through camps, friends, family, magazines etc.	FRIENDLY USER INTERFACE / REGISTRATION — Get introduced to the web application / To be a part of the web application	INFORMATIVE / DONOR CAMPS — Statistics of the plasma availability / Locations of plasma donation camps	RECEIVE PLASMA / PART OF A COMMUNITY — The recipient receives the needed plasma / To create awareness	RECOMMEND / FEEDBACK — Recommends others about the userfriendly application / Get introduced to the web application
Interactions What interactions do they have at each step along the way? **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 application	Volunteers / Web apps and donation camps / Chatbots in web application	Volunteers / Web apps and donation camps / Chatbots in web application	Feedback forms / 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 / To bring awareness on plasma donation among the public / Help people who are in need of plasma	Helps me avoid fake websites / Gives information about the DO's and Don'ts of plasma donation	Help me, volunteer / Help me avoid travelling for donation	Successfully donate plasma / Helps me with a in - person care facility	To frequently donate plasma / Help the needy at rough teams
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Motivated about receiving donor appreciation certificate / Delighted to help the society / It is exciting to be a part of social awareness	Satisfied about the donation / Fun to also be given an opportunity to volunteer	Delighted to help the society / Satisfied about the donation	Motivated about receiving donor appreciation certificate / 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 after affects of plasma donation / Time consuming when we have to reach the donation camp / Frustrated when the needed plasma is not available	Confused about the authenticity of the website / Time consuming when we have to reach the donation camp	Time consuming when we have to wait in queue to donate plasma		
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Plasma can collected in person by the team / Statistics about the availability of plasma can be updated every now and then	Plasma can collected in person by the team / Volunteers registration	Faster Plasma collection / Statistics accuracy and availability		