






Project Design Phase-II

Customer Journey Map

Date	08 October 2022
Team ID	PNT2022TMID10877
Project Name	Plasma Donor Application
Maximum Marks	4 marks

Customer Journey Map

PHASES	MOTIVATION	INFORMATION GATHERING	ANALYSES VARIOUS PRODUCTS	CHOOSE THE MOST EFFICIENT PRODUCT	PAYMENT
ACTIONS	User needs the plasma in case of emergency and donor wants to donate plasma	Wants to choose an efficient application for plasma donation	Available Other solutions are getting help from blood banks or from relatives and friends	Plasma Donor Application is more efficient than getting help from blood banks in case of emergency	It is a Service based model and User Satisfaction is important
Touchpoints	The User gets Satisfied with the efficiency of the application	After Application comes into use for market . User and Donor will not worry about plasma transmission in case of Emergency	The User amuse by various types of product available	It will be more useful for the society and the authorized donor only can donate blood to the user	After find the product is worthy the government would get this application
Customer Feeling					
Customer Thoughts	User thinks it will be more helpful for the plasma donation during pandemic time	User thinks that sometimes plasma will not available and the donor is not authorized	User thinks that there will be alternate solution for this problem is available	This application is more useful for the emergency situation	This Application is more user friendly
Opportunities	The User will get better application for the service of Plasma donation	The User should know about the flow or work of the application	The User must be aware of all other possible solution available	The User must identify the Suitable application for them	The Society will be Benifited by this application