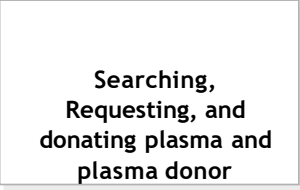













Project Design Phase - II
Customer Journey Map

PLASMA DONOR APPLICATION

<div><div>Searching, Requesting, and donating plasma and plasma donor</div></div>	<div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Searching blood donors/Best place to donate blood</div><div>Visiting website or app</div><div>Enter the blood group, age and address</div><div>Search if any Donor available for the blood group</div><div>Donor will notify when people need plasma</div><div>Most Recipient discover donors by searching in our website</div><div>A Donor/Recipient navigates to the Donors section of our website or app</div><div>The user types a address, date, and blood group of people who will need the plasma /willing to donate plasma</div><div>The recipient sees nearest plasma donors</div><div>Email notification is send to Donor when a same blood group people needed plasma</div></div>	<div><div>Donor Register in website</div><div>Recipient login into our system and search for donor</div><div>Donor will get notified</div><div>The contact information of Donor is shared with receipient</div><div>when a person willing to donate plasma, he/she will register in application with blood group and address</div><div>People who need plasma will fill the plasma needed form which contains information like blood group, address, date etc</div><div>When a perfect match is find(same blood group and nearest location) a Email alert is sent to donor.</div><div>The contact information and other details of the donor will be shared to the plasma requester.</div></div>	<div><div>Plasma Donor can visit the nearest camp and donate the plasma</div><div>A patient will get plasma donor on time without delay</div><div>Donor will donate plasma to people on time.</div><div>Peoples can participate in donation camps and other programs</div><div>People who are willing to donate plasma will visit nearest donation camp that are displayed in the website</div><div>Peoples who need plasma will easily find the donors without any delay</div><div>Donor will get notified about the plasma requester and donate plasma on-time</div><div>Users can participate in different programs and donations camps. The program and camp information are shared with users.</div></div>	<div><div>Affected people get cured</div><div>Donor get satisfied(Plasms donated to correct people)</div><div>Review/Rating the application</div><div>Users attend various programs.</div><div>Covid-19 affected peoples/ Plasma needed peoples gets plasma on right time and get cured.</div><div>Users get satisfied that He/ she donate plasma in right place to right person.</div><div>Users writes a review and gives the star-rating out of 5.</div><div>Users can participate in different programs and donations camps.</div></div>	<div><div>Donation history and reward/perks are visible in donors page</div><div>Personalized Recommendations</div><div>Personalized Event/ camp offers</div><div>Plasma donors can see the donation history and he/she can able to see the benefit/rewards based on number of donations.</div><div>User will get recommendations about the nearest donation camp.</div><div>Users can participate in different programs and donations camps. The recommendations for programs and camp information given to users.</div></div>
<div><div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div></div></div>	<div><div>Donor Registration section of the website, iOS app, or Android app</div><div>Plasma Donor requesting section of the website, iOS app, or Android app</div><div>Donors list section of the website, iOS app, or Android app</div><div>Donor Profile section of the website, iOS app, or Android app</div><div>Other programs section of the website, iOS app, or Android app</div></div>	<div><div>User login/register section of the website, iOS app, or Android app</div><div>Listing available nearest donor list section of the website, iOS app, or Android app</div><div>Donor's email Technology-SendGrid or website like Gmail)</div><div>Listing donor information section of the website, iOS app, or Android app</div></div>	<div><div>Donors will visit the donation camps and donate plasma</div><div>Plasma donor will receive the correct destination so that recipient will get plasma</div><div>Direct interaction between donor and recipient.</div><div>Users will participate in various events and programs.</div></div>	<div><div>Direct communication between donor and recipient</div><div>Donor donate plasma to recipient on correct time</div><div>"Leave a review" modal window within the profile on the website, iOS app, or Android app</div><div>Users will participate in various events and programs.</div></div>	<div><div>Completed experiences section of the profile on the website, iOS app, or Android app</div><div>Recommendations span across website, iOS app, or Android app</div><div>Event/programs screen website, iOS app, or Android app</div><div>If other users interact with this person, they will see the reward/ certificates of donor</div></div>
<div><div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div></div>	<div><div>Help me to get plasma</div><div>Help me where to donate plasma</div><div>Help me to get correct information</div><div>Help to to search the donor available near me.</div></div>	<div><div>Help me commit to donate plasma</div><div>Help me to log into the without getting delay</div><div>Help me to get notification when people need plasma</div><div>Help me to get the plasma donor details.</div></div>	<div><div>Help me feel confident about where to go donate plasma</div><div>Help me feel good about my decision to donate plasma</div><div>Help me to get donor in correct time</div></div>	<div><div>Help me to donate plasma with good feelings and no awkwardness</div><div>Help me to share the app details to others.</div></div>	<div><div>Help me see what I've done before</div><div>Help me see what I could be doing next</div><div>Help me see ways to enhance my health.</div></div>
<div><div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div></div>	<div><div>It Saves time for people, so the become happy</div><div>Patients will feel happy, when they get donors on correct time.</div><div>Patients will feel happy, when they get donors on correct time.</div></div>	<div><div>Excitement about the benefits/perks</div><div>People will be happy when he seeing his appreciations/ recognizing.</div></div>	<div><div>We've heard from several people that the emails alert were essential.</div></div>	<div><div>Donor feel proud that they saved a life of people.</div></div>	<div><div>People like looking back on their past donations</div><div>We think people like these recommendations because they have an extremely high engagement rate</div></div>
<div><div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div></div>	<div><div>Donor sometimes can't able to donate due to long distance</div><div>People sometimes forget to enter all the details</div><div>Unfortunately, People will enter wrong information.</div></div>	<div><div>People express a bit of fear while donating plasma</div></div>	<div><div>People expressed awkwardness about finding their donor</div></div>	<div><div>Recipient is unclear about whether the donor will donate plasma on-time.</div><div>Users report feeling review fatigue.</div><div>People describe leaving a review as an arduous process</div></div>	<div><div>Some people thought that the recommendation is not needed.</div><div>Some people will give low review about the app.</div></div>
<div><div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div></div>	<div><div>Make it easier to donate plasma</div><div>It is easier to get the plasma on-time</div></div>	<div><div>Provide a simpler summary to avoid information overload</div><div>Encourage volunteer activities and participate in donation camps.</div></div>	<div><div>How might we extend the personal connection between donor and recipient</div><div>Give health tips to peoples.</div></div>	<div><div>How might we give appreciation or benefits to donor?</div></div>	<div><div>How to encourage peoples to donate?</div><div>How to organize the programs?</div></div>

