

NN/g CUSTOMER JOURNEY MAP TEMPLATE



PERSONA

Transporter

SCENARIO

Perfect Scenario (no events during ToC)

USER EXPECTATIONS

Easy to collect documentation for transfer and complete the transfer of care

PHASE 1 Pre-Delivery	PHASE 2 Delivery	PHASE 3	PHASE 4
DOING Transporting animals as expected, no outstanding events	1. Note the condition of the animals as delivered 2. Gets the receiver’s information and acknowledgment of the animals		
THINKING I need to gather receiver information and receipt for delivery, and document the animals	I need to give a copy of the Transfer of Care form to the receiver		
SAYING	To receiver: “Did the animals arrive as expected, are there any concerns with the delivery?” and “Would you like your copy by email?” “Can I get your [legal] acknowledgement for receiver the animals?”		
INSIGHTS 		INTERNAL OWNERSHIP Development Team: To consider earlier the email feature for when other persons need a copy of the form 	