NN/g CUSTOMER JOURNEY MAP TEMPLATE

PERSONA	SCENARIO	USER EXPECTATIONS
Transporter	Animal escapes transport	Should be able to explain why animal escaped the transport and what was done to prevent future escapes

	PHASE 1 Transport	PHASE 2 Contingency Plan	PHASE 3	PHASE 4
DOING	Transporting animals as expected, until an animal is found missing	1. Makes note of the animal that went missing and presumed reason for escape 2. Contacts the source and receiver about the animal's condition (if found) or loss (if unable to find) 3. Follow the contingency plan for reporting a lost animal to local authorities if required (e.g. large animals)		
THINKING	I need to check on animals during transport (FWR, headcount, condition changes)	Why did the animal escape? How can I prevent the loss of future animals? Is the condition of the transport such that I can prevent future losses?		
SAYING		To receiver/source: "Does the loss of this animal change the delivery plan?"		

INSIGHTS

Likely brought up before, but we will likely need a way for transporters to take extensive notes of events that occur (those events outside of the current form allowance).

Thinking, if a transporter needed to add additional notes on paper, they could grab a fresh sheet and write on it, then staple it to the ATR and keep going (the app should do the same).

INTERNAL OWNERSHIP

Development team: to provide a section in application for notes outside of the current form allowance