

## NN/g CUSTOMER JOURNEY MAP TEMPLATE



### PERSONA

Transporter

### SCENARIO

Animal Escapes during Offload

### USER EXPECTATIONS

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

#### PHASE 1 Pre-Delivery

#### PHASE 2 Delivery

#### PHASE 3 Post-Delivery

#### PHASE 4

#### DOING

Transporting animals as expected, no outstanding events

1. Enter in receiver's information, the situation in which the animal escaped, the receiver's actions (taking over tracking down the animal)  
2. Making a copy of the form for the receiver

If the animal is, or is not rescued by the receiver, it is of no concern to the transporter post-delivery because the receiver is now responsible for the animal

#### THINKING

I need to gather receiver information and receipt for delivery, and document the animals

Did I cover everything with this event? Where do I make a copy for the receiver again?

#### SAYING

To receiver: "Did the other animals arrive as expected, are there any other concerns with the delivery?"  
and "Would you like your copy by email?"  
"Can I get your [legal] acknowledgement for receiver the animals?"

#### INSIGHTS

What about highlighting things the transporter needs when an event occurs: i.e. they click the "something happened" button and that guides them through the form?

#### INTERNAL OWNERSHIP

Development Team: To consider earlier the email feature for when other persons need a copy of the form