

# NN/g CUSTOMER JOURNEY MAP TEMPLATE



PERSONA

Transporter

SCENARIO

ATR information changes during transport due to emergency cases such as bad ventilation, extreme weather, etc.

USER EXPECTATIONS

Information changed should be retrieved and update easily

PHASE 1 Transport	PHASE 2 Delivery	PHASE 3	PHASE 4
<b>DOING</b> 1. Report situation 2. Record contingency plan 3. If ATR information changed, update form	1. Inform receiver about updated information 2. Continue with usual ToC user journey		
<b>THINKING</b> Will I be able to edit information?	Will it allow me to add updated information instead of changing it?		
<b>SAYING</b> How to retrieve and edit transport forms?	Will the overview of form highlights changes made as well?		
<b>INSIGHTS</b> This scenario begins during the transport and phases prior to transport are considered perfect scenario phases		<b>INTERNAL OWNERSHIP</b> Application adds more entries to form elements	