


NN/g
CUSTOMER JOURNEY MAP TEMPLATE

<div>  <div> PERSONA <div>Transporter</div> </div> <div> SCENARIO <div>Unfit/compromised animal accepted on-load after advised by veterinarian</div> </div> <div> USER EXPECTATIONS <div>Forms(ToC or FWR) that are not require should be easily skipped</div> </div> </div>			
<div> PHASE 1 <div>Pre-loading</div> </div>	<div> PHASE 2 <div>Loading</div> </div>	<div> PHASE 3 <div>Transport</div> </div>	<div> PHASE 4 <div>Delivery</div> </div>
<div> DOING <div> 1. Receive veterinarian instruction 2. Add Information in contingency (optional) </div> </div>	<div> <div>Following loading instruction given by veterinarian</div> </div>	<div> <div>Monitor animal frequently</div> </div>	<div> <div>After treatment collect veterinarian receipt if any(optional)</div> </div>
<div> THINKING <div>Animal needs to receive immediate action "Minimizing animal suffering is my first priority"</div> </div>	<div> <div>Loading shouldn't cause animal suffering</div> </div>	<div> <div>This is not a situation where animal needs FWR response</div> </div>	<div> <div>Do I need further receipts(proof) to support this transport?</div> </div>
<div> SAYING <div>Some form elements are irrelevant for this situation</div> </div>	<div> <div>This transport is not related to business but animal well-being</div> </div>	<div> <div>How do I record without FWR/ToC?</div> </div>	<div> <div>How do I record this exceptional case?</div> </div>
<div> INSIGHTS <div> This situation mostly requires immediate response and does not involve long transport duration which omits Toc and FWR </div> </div>		<div> INTERNAL OWNERSHIP <div> Application takes care of exceptional cases like this. </div> </div>	