

NN/g CUSTOMER JOURNEY MAP TEMPLATE



PERSONA

Transporter

SCENARIO

Perfect Scenario (Only FWR stops are made)

USER EXPECTATIONS

Easily record forms and acknowledgments involved in all transportation phases

PHASE 1 Pre-Loading	PHASE 2 Loading	PHASE 3 Transport	PHASE 4 Delivery
DOING 1. Tranporter agrees to load all animals 2. Initiates Transport process in app 3. Have general contingency plan ready?	Complete ATR and intial acknowledgments once animals are loaded	Complete FWR information and monitor animals frequently	1. Retreive ToC and fill form 2. Show other forms to receiver 3. Receive acknowledgments
THINKING No exceptional cases should make documentation easier	Application should automatically pop links to FWR	For FWR updates do I have to add entries in FWR form element?	Once form is submitted it is not alterable
SAYING I need to access ATR first	Where is the FWR section?	How to add more FWR intervals?	How to retreive form after it is submitted?

INSIGHTS

Since this is a perfect scenario, application should focus on the flow of process and make links to next phase prominent.

INTERNAL OWNERSHIP

Application will add ATR, FWR intervals, ToC and acknowledgments to the transport entry