

NN/g
CUSTOMER JOURNEY MAP TEMPLATE



PERSONA

Transporter

SCENARIO

Event occurs rendering further transport unwise

USER EXPECTATIONS

Should be able to readily change transportation plans

PHASE 1 Transport	PHASE 2 Contingency Plan	PHASE 3 Contingency Plan	PHASE 4 Transport
DOING Transporting animals as expected, until the route is found unsafe	1. Makes note of the event in the contingency plan (weather, construction, other environmental concerns)	2. Contacts necessary persons to permit further transport if applicable If an alternate route can be taken: 3. Proceed with alternate route as decided	Continue with transport with the new plan in place. ATR UJMs apply to the change in plans
THINKING How are my road conditions? Does the radio, etc. have any news as to the road ahead?	How can I care for the animals while awaiting further instruction?	If no alternate route can be taken: 3. Proceed to return on route taken to closest point the animals may wait until conditions become safe, or to destination	
SAYING	To person responsible for route: “What alternate route or destination can I take these animals to?”		
INSIGHTS 		INTERNAL OWNERSHIP 	