

NN/g
CUSTOMER JOURNEY MAP TEMPLATE



PERSONA

Transporter

SCENARIO

Receiver does not sign for transport

USER EXPECTATIONS

Easy to document the change in animal destination and reason for refusal

PHASE 1 Pre-Delivery	PHASE 2 Attempted Delivery	PHASE 3 Transport	PHASE 4
<p>DOING</p> <p>Transporting animals as expected, no outstanding events</p>	<p>1. Enters the reason why the receiver did not sign for the transport,</p> <p>2. the condition of the animals and if it had any impact,</p> <p>3. and the driver’s plan for the animals next (as per the source’s or contingency plan instructions)</p>	<p>Continues with the Animal Transport Record UJM as if this were a new transport</p>	
<p>THINKING</p> <p>I need to write down why the receiver did not sign for the animals, and my plan for where the animals go next</p>	<p>Have I entered what I need to prove that the reason for not delivering the animals to the original destination, is not due to the animals condition while under my care?</p>		
<p>SAYING</p> <p>To receiver: “What’s your reason for not taking these animals”? To source: “What should happen now with these animals?”</p>	<p>To receiver: “You’re certain the delivery is not to your expectations?”, To source: “You’re certain I should deliver the animals elsewhere (or return them)?”</p>		

INSIGHTS

We should ensure that multiples of the form elements needed throughout transport can be done at anytime, particularly if the animals have a longer trip than expected because the consignee did not accept the animals into their care

INTERNAL OWNERSHIP

Development Team: To consider ability to create multiple forms for one transport