NN/g CUSTOMER JOURNEY MAP TEMPLATE

PERSONA

Transporter

SCENARIO
Transporter upon noticing unfit or compromised animal refused to load that animal

USER EXPECTATIONS
Easy to record the reasoning of refusing animal on-load and continue with other animals as usual

PHASE 1 Pre-loading Assessment	**PHASE 2** Ready to Load	**PHASE 3** Transport in Process	**PHASE 4** Delivery
DOING 1. Contact consignee and report the situation 2. Start new form for assigned transport and select contingency plan to record situation and decisions made	1. Once contingency event recorded, accept animal on-load. 2. Fill ATR form for the rest of animals as usual and record acknowledgments 3. Load animals and initiate transport	**Refer to FWR UJMs or ATR information change scenario for transport phase**	1. Retrieve transport form from Transport history 2. Access and complete ToC 3. Receive final acknowledgment
THINKING I need to record my decision quickly continue with the rest of animals	ATR and acknowledgments should be easily accessible through contingency section		I don't want to manually update last FWR information on ToC and present multiple paper documents to receiver
SAYING Will I be able to access contingency section right away once a transport process is initiated in application?	Where is the ATR and acknowledgment section in application?		Where is the ToC form and how to provide overview of transport forms to receiver?

INSIGHTS
Acknowledgments has to be signed after the situation is recorded in contingency, consigned authorities are reported and ATR for other animals is completed

INTERNAL OWNERSHIP
Application has added contingency event, ATR and shipper/consignee acknowledgments to the transport entry in database