NN/g CUSTOMER JOURNEY MAP TEMPLATE

PERSONA

Transporter

SCENARIO

Animal is injured, distressed, or has perished in transport

USER EXPECTATIONS

Should be able to consult the contingency plan and document what was done to treat the animal

	PHASE 1 Transport	**PHASE 2** Contingency Plan	**PHASE 3** Contingency Plan	**PHASE 4** Transport
DOING	Transporting animals as expected, until animal is discovered injured, distressed, or perished	If injured, distressed: 1. Make note in the contingency plan the animal's change in condition 2. Consult persons responsible for advising/permitting contingency actions 3. Follow the actions in the contingency plan to reduce or end suffering as applicable 4. Make note of changes to the animal's condition following actions	If deceased/perished: 1. Notes the animal's condition and assumed cause of death 2. Contact persons who require update of the animal's death 3. Follow the actions in the contingency plan regarding handling of the animal's body (to prevent harm to other animals still in transport)	If the transport has been re-routed, the respective ATR UJMs apply
THINKING	I need to check on the animals and note their condition and if any changes occurred	How can I treat this animal? Are other animals impacted by it's condition and/or my actions following?		
SAYING		To persons during update: "An animal's condition has changed, does this affect the transport route (in case of urgent veterinary care)?"		

INSIGHTS

As mentioned during a client meeting, a "downed" animal could impact the others still on the transport (cause distress, injury, leading to possibly more deaths). The transporter should absolutely mark down their best actions to prevent further discord.

INTERNAL OWNERSHIP