

NN/g
CUSTOMER JOURNEY MAP TEMPLATE



PERSONA

Transporter

SCENARIO

Event occurs affecting transport vehicle

USER EXPECTATIONS

Should be able to document if another transport takes over the current transport

PHASE 1 Transport	PHASE 2 Contingency Plan	PHASE 3 Contingency Plan	PHASE 4 Return to Transport
<b>DOING</b> Transporting animals as expected, until event that affects the transport vehicle	If the vehicle is still fit for transport: 1. The transporter makes note of the event and damage in the contingency plan 2. Follow any Contingency Plan UJMs for animal injured, distressed, or perished	If the vehicle will only transport less animals than initially, safely or none at all: 1. Contact necessary persons to transport the remaining animals	
<b>THINKING</b>	How can I record what happened? How can I deal with what happened? Who should know about this outside of my direct contacts (e.g. if a fire was caused: local authorities)	2. Care for the remaining animals until second transport arrives 3. Other UJMs apply to the second transport	
<b>SAYING</b>	To transporter company or source: “How can we get another transport to take these animals?” “How can these animals be cared for if the vehicle isn’t intact?”		

INSIGHTS

If a transport in progress “stops” and is taken over, do we reuse the first transporter’s documents for the second, or is the second considered a new transport? Need a way to document the conditions of the animals before pickup and why the transport may be happening (similar to if injured animals are being taken to a veterinarian)

INTERNAL OWNERSHIP

Development team: to determine how two transport records may or should be related in the application