

# NN/g CUSTOMER JOURNEY MAP TEMPLATE



PERSONA

Transporter

SCENARIO

Transport Expected to exceed six hours

USER EXPECTATIONS

Should be able to provide necessary information to veterinary inspector before 24 hours

PHASE 1

Prior to Transport

PHASE 2

Submitting Information to Veterinary Inspector

PHASE 3

Delivery

PHASE 4

DOING

Analyze the travel situations and realize that the journey can exceed six hours

Email the follwoing information to Veterinary Inspection:  
1. the planned date and time of departure from the port of origin and arrival at the destination  
2. the name of the person who will be in charge of caring for the animals  
3. the procedures for communication to obtain veterinary advice during transport  
Submit these information before 24 hours

THINKING

What if I realize that the travel time can be exceeded six hours ("before 24 hours" notice period exceeded)

SAYING

INSIGHTS

Need to figure out what happens when transporter doesn't inform the Veterinary inspector

INTERNAL OWNERSHIP