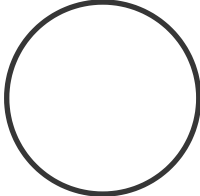


NN/G CUSTOMER JOURNEY MAP TEMPLATE

| | | | | |
|---|-------------------------|--------------------------|--|--|
|  | PERSONA _____ | SCENARIO _____ | USER EXPECTATION _____ _____ | |
| PHASE 1 _____ | PHASE 2 _____ | PHASE 3 _____ | PHASE 4 _____ | |
| DOING | | | | |
| THINKING | | | | |
| SAYING | | | | |
| INSIGHTS _____ _____ _____ | | | INTERNAL OWNERSHIP _____ _____ _____ | |