

NEGAWATT

PHASES	1	2	3	4	5	6	7	8	9	10	11
TOUCHPOINTS	→										
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F/VE BY F/VE

USER JOURNEY



NEGAWATT

Four vertical green bars, each containing a white 'X' icon, representing negative moments in the user journey.


THINKING  
—  
FEELING

Eleven speech bubble templates, each with a double quote icon at the top left and a double quote icon at the bottom right, containing horizontal lines for text entry.

SATISFACTION

Eleven satisfaction scale icons, each consisting of five circles in a row with plus signs at the ends, used for rating user satisfaction.

FIVE BY FIVE

PAIN POINTS

Eleven vertical columns of five horizontal lines each, used for identifying and describing pain points in the user journey.

