

# Nucleus

## Experience Principles

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We make  
**life easier**

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Our experiences are  
**simple, straightforward** and quickly  
feel **familiar**.

Because we believe the best  
experiences are the ones customers  
**spend the least time doing** - so they  
can get on with what's **important**.

We craft  
**adaptive experiences**

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Our experiences are made for the  
**right person** at the **right time**, in the  
**right way**.

Because we believe experiences are  
**personal** and should **always have a**  
**purpose**.

We go  
**that little bit further**

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Our experiences are **surprising** and go **beyond what's expected**.

Because we believe customers should always **enjoy** and be **delighted** by **anything we create**.

We are  
**always there**

Our experiences should always be **helpful** and give our customers a sense of **reassurance** and **control**.

Because we know that you can't put a price on good old fashioned **peace of mind**.

We think of  
**everyone**

Our experiences are **inclusive** and  
**accessible**.

Because we believe that's the right  
**thing to do**.