# Choose obvious over clever, every time.

dta

# Not, we can't. How might we?

dta

# Be great.
# Be consistent.
# Love the Guides.

dta

# Release **early.** Release **often.**

dta

# Describe the task, not the technology.

dta

# User research is a **team sport.**

dta

# Do the hard work to make it simple.

dta

# Work in the open.

dta

# One team.
# One dream.

dta

# If someone on your team is working remotely, you are working remotely.

dta