

# 7 UX PRINCIPLES

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## 1. Prioritize user needs.

To ensure that what our engineers build is exactly right for our customers the first time, saving the organization waste, we will take more time to learn and understand users' needs. We will prioritize these needs above our personal preferences.

## 2. Nothing for nothing.

Our designs will be so user-focused, simple, and clear that we will not introduce any element whether decorative or functional that we can't deduce from data does something for our users. An element may either delight or benefit, but can't be there for nothing. Every element must have a purpose and a place.

## 3. No data, no decision

We will place such a premium on user research and usability studies as allows us to tailor our products to just the preferences, goals, and behaviors of its intended users. In other words, we shall have made no decision on a design that wasn't data-driven, or ideally, user-demanded.

## **4. Test, iterate, and test again**

We will treat each stage of a product development as if it were for a minimum viable product, which we will test and iterate on. This cycle of test, iterate, and test again will guide our designs until the final product is "pained" into being but not hurried or struggled with.

## **5. Spec experiences, not features**

We will not come into a product or program design thinking "what're the features..." but "what sort of experiences" do we want for users. This way we're sure to build a product complete in the sense of fully delivering on promised and expected experience(s).

## **6. The whole experience is the judge**

Like in our 'no element without a purpose and place' principle, we will not let any individual experience feel disconnected; every individual experience must feel like a part of the whole, if not having been made necessary to add in because of the whole.

## 7. We will never defend our design

It's "design", not "art" that we're doing. Thus, we will only explain it and the thinking behind a course/direction. We will never defend it as must-follow, must-adopt. We will let users and the whole experience be the judge.