**Pursing Design Quality: Defining Quality for Success - Jina Anne, Clarity (design quality conference)**

Quality can impact how you feel about the company

Design Quality: the standard of design when it compares to other designs

How to pursue design quality?

1. Create a culture of quality
   1. Make it a key objective
   2. Document the design quality criteria
   3. Sales force principles: clarity > efficiency > consistency > beauty
2. The Criteria [she came up with]
   1. Inclusive
   2. Intuitive
   3. Reliable
   4. Cohesive
   5. Delightful
3. Create a design feedback process
4. Use a design quality checklists
5. Establish goals and metrics