

### **01 Design with Purpose**

Every design has an idea and intention.  
It's not just about looks; it needs to work well.

### **02 People First**

Users are real people, not just numbers.  
We design to make their lives easier.

### **03 Simplicity is Key**

Keep it simple.  
Good designs should be easy to understand and use.

### **04 Design Responsibility**

Every design choice matters.  
Think about sustainability and ethics.

### **05 Collaboration Matters**

Good design needs teamwork.  
Listen to different viewpoints.

### **06 Design is Ongoing**

Design is a continuous process.  
Be open to feedback and adapt to users' needs.