

Delivery  
is the  
strategy



# Default



# to open

Keep it simple  
Make it intuitive

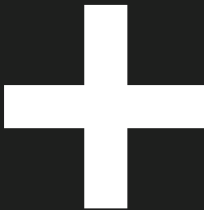


Less  
is more



Understand  
what people  
need





Accessible,  
always



I am...

I need to...

So I can...





# Our priorities, in order:

1. User needs
2. User needs
3. User needs

