1. Connecting Users needs with strategy
   1. Decision paths tell us:
      1. How much information a user may need at any given point to make a decision or take action.
      2. How much do they need to see or hear or interact with in order to act?
      3. How should all of that be organized and prioritized?
   2. Progressive disclosure:
      1. Everything in the UI should progress naturally from simple to complex.
      2. This mimic the natural way the brain processes information, successively
      3. Only the necessary or requested information is displayed at any given time.
      4. Information presented to someone who isn’t interested in it or isn’t ready to process it is noise
2. Create a decision path

