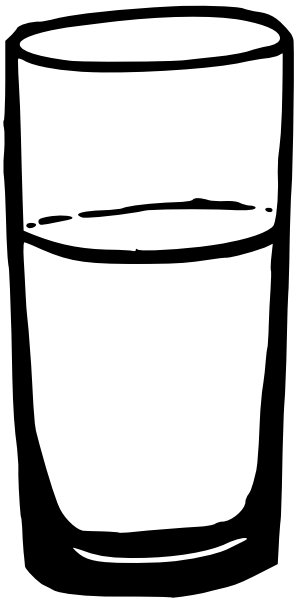


User needs, not government needs

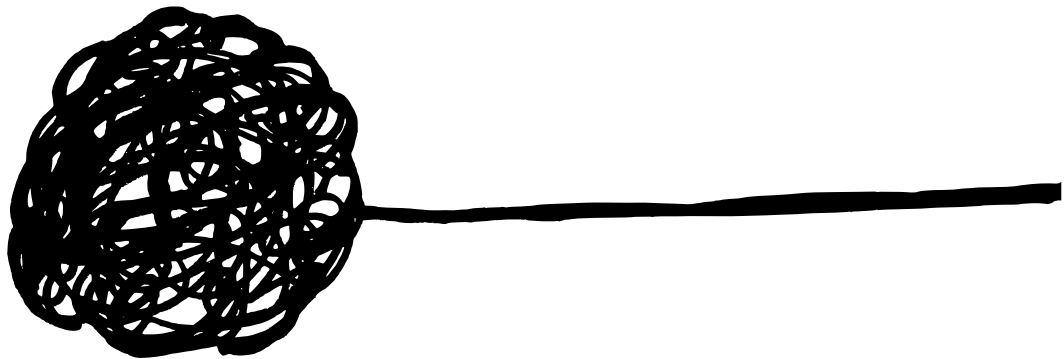




Do less



Design with data

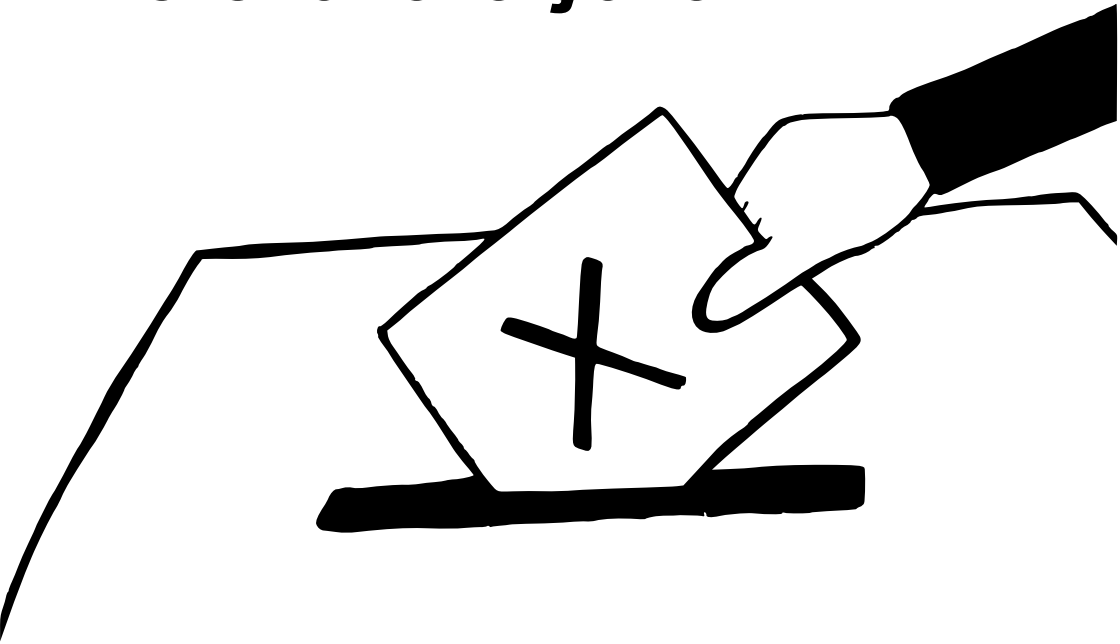


**Do the hard work
to make it simple**

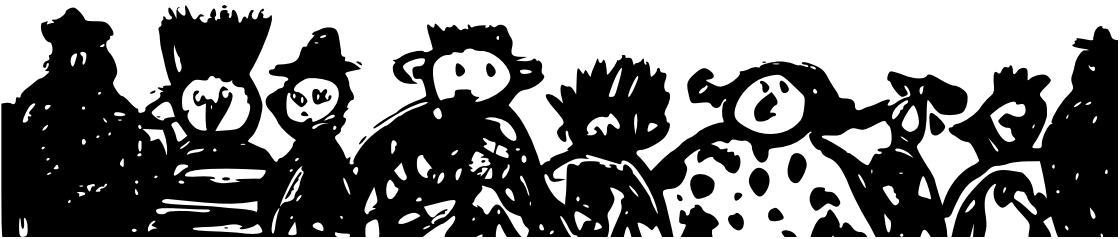
**Iterate, then
iterate again**



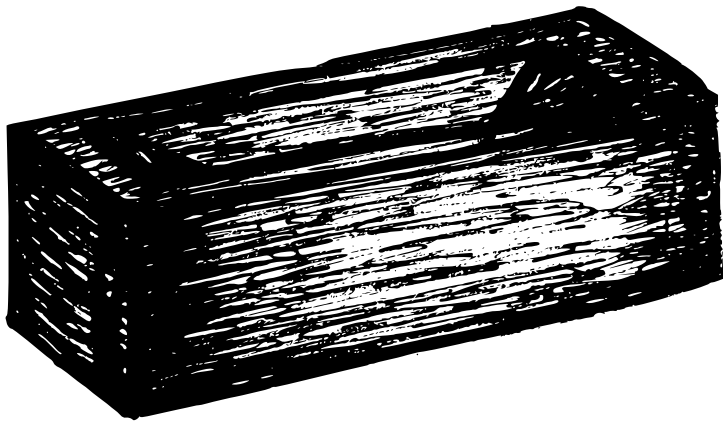
This is for everyone



The unit of delivery is the team



**Build things people
can build on**





Be consistent not uniform

