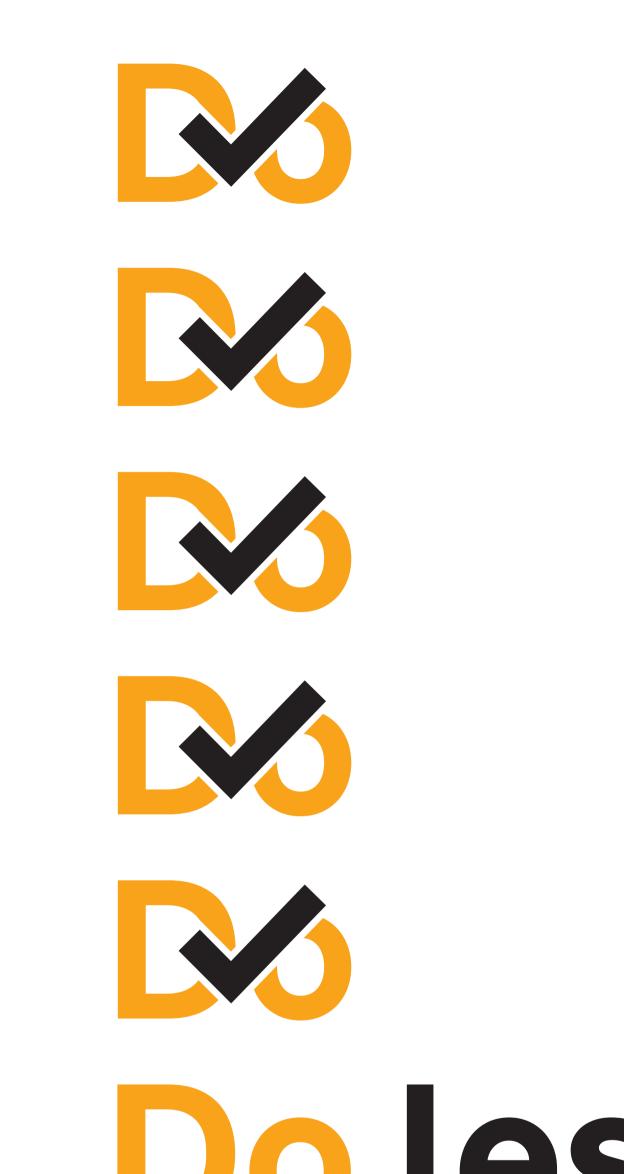


with user needs

- 1 Start with user needs
- 2 Do less
- 3 Design with data
- 4 Do the hard work to make it simple
- 5 Iterate. Then iterate again

- 6 This is for everyone
- 7 Understand context
- 8 Build digital services, not websites
- 9 Be consistent, not uniform
- 10 Make things open: it makes things better





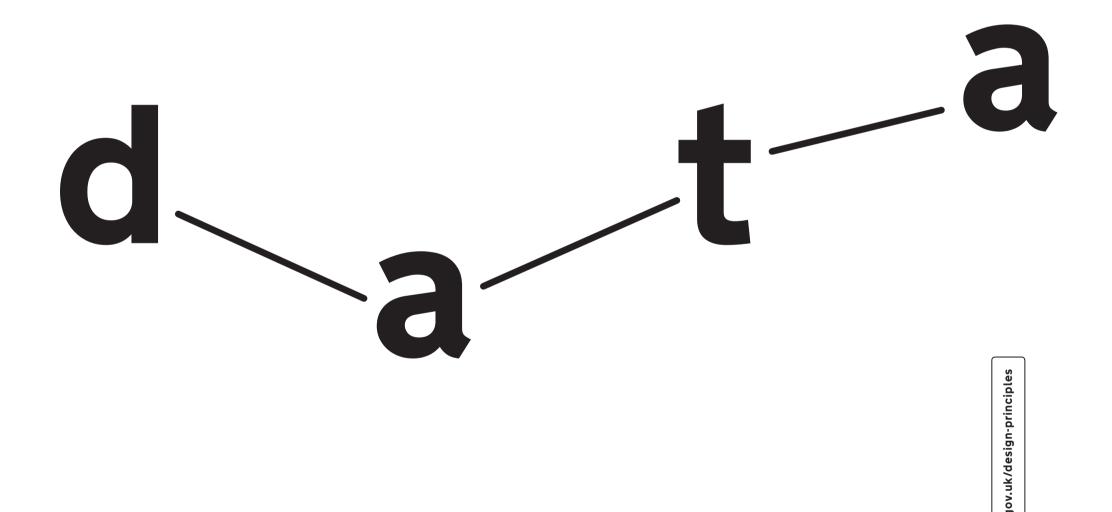
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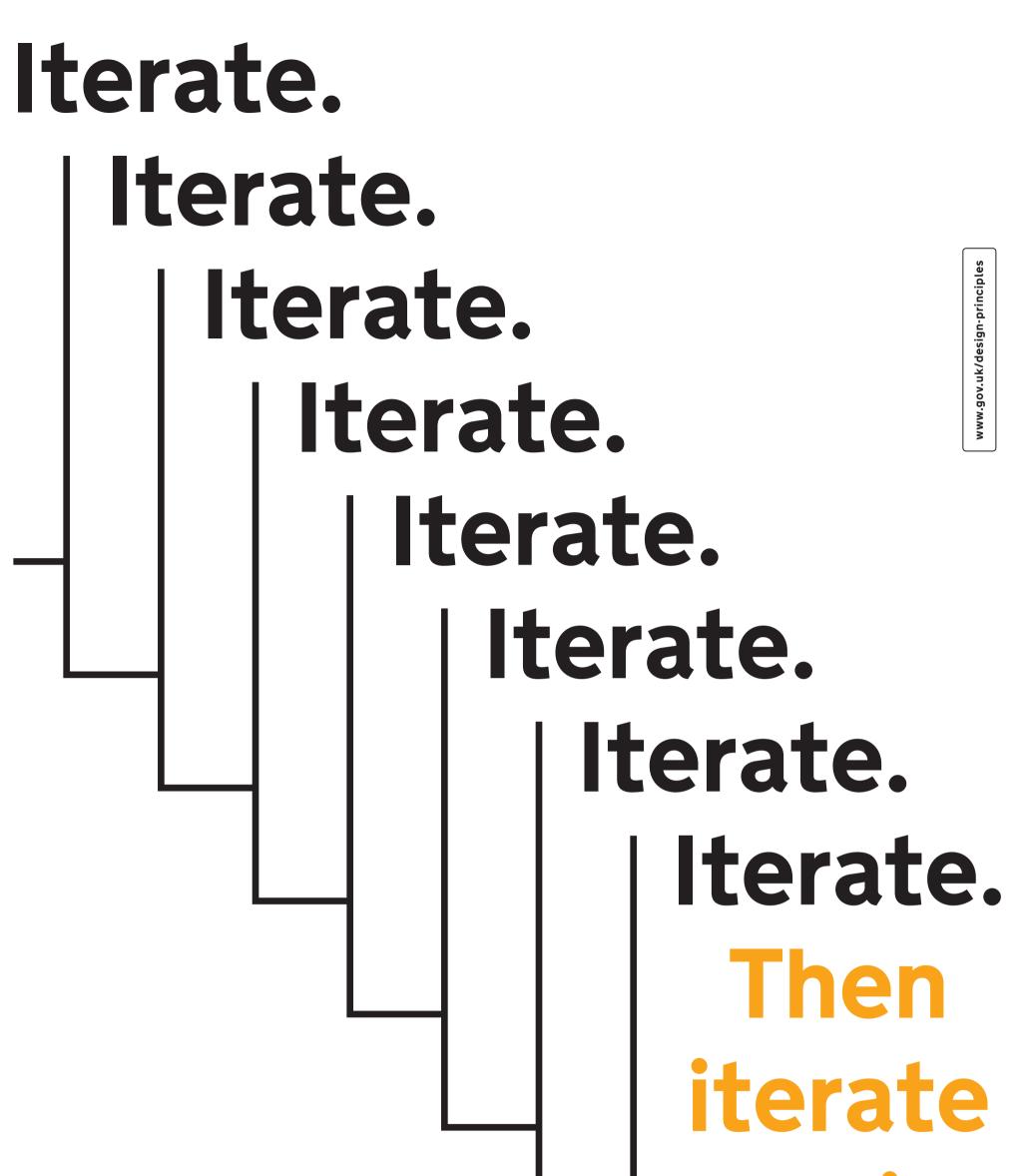
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one

one

everyone

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