Manifesto for service and product design

A simple but essential core set of rules to guide us towards better solutions.

We want to uncover better ways to build user-centred products and services. Our principles provide a framework which serves to align us with our goals and help us invest our time and money wisely. They are an essential but straightforward set of rules which guide us to better solutions.



We focus on our users' needs

We seek to understand their emotions, feelings, and aspirations rather than making assumptions about what they want.



We test and iterate

We are aware that our solutions are assumptions unless tested with real users. We test hypotheses, learn, and improve our ideas.



We are obvious

The experiences we craft are obvious, transparent, and inevitable. We go the extra mile to make the experience feel predictably inevitable.



We make it usable and attractive

We care about how our solutions look and feel. We make our work pleasant to look at, and a delight to interact with.



We imbue ownership

We imbue ownership with reliability, clear privacy, and control. We design experiences for the right type of ownership.



We collaborate

We tackle problems together. We listen, we understand, and we encourage rather than force solutions. We learn from each other and understand the value of what we are building.



We acknowledge that design never stops

Design is an ongoing imperative. We listen to user feedback and make data-driven decisions to refine and improve our product.



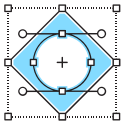
We add value and not features

Every piece of functionality we add to the system should add value for our users.



We learn from failure

We encourage failure, embrace setbacks, and allow mistakes. We learn, iterate, and grow from them.



We are consistent

We are consistent with our designs, the language we use on interfaces, our code, and our data. We understand that consistency will make our design better, easier to use, and practically invisible.



We make it accessible and inclusive

Everything we build should be accessible, responsive, and inclusive. We put inclusiveness, readability, and legibility before elegance.



We design with data

We embrace data-driven decision-making. We make sure analytics are built-in and always on.



We make it shareable and reusable

If we have found a way of doing something that works, we share it whenever we can instead of reinventing the wheel every time.

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