

**Choose  
obvious  
over clever,  
every time**

**Not,  
we can't.  
How might  
we?**

**Be great.  
Be consistent.  
Love the  
Guides.**

**Release  
early.  
Release  
often.**

**Describe  
the task,  
not the  
technology.**

User  
research  
is a **team  
sport.**

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

# Work in the open.



**One team.**  
**One dream.**

**If someone on  
your team is  
working  
remotely, you  
are working  
remotely.**