

**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.**