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.