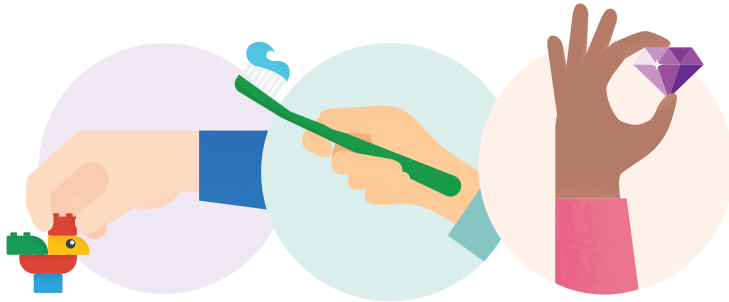


# Principles of Excellence



# Principles of Excellence

## Focused Utility



### Targeted

Concentrates on specific critical needs for its intended user.

### Essential

Honed set of features required to address the problem.

### Extraordinary

Extra attention to key strengths that dramatically surpass expectations.

## Simple Design



### Intuitive

Familiar and well understood on first use; easy to become an expert.

### Harmonious

Seamlessly integrates into people's daily life alongside other tools.

### Respectful

Mindful of people's time, expectations, and privacy.

## Crafted Execution



### Robust

Exemplary reliability, accessibility, and responsiveness.

### Refined

Every detail is intentional and contributes to the whole.

### Beautiful

Modern aesthetics that delight and build confidence.

Principles of Product Excellence

# Focused Utility

Product provides  
meaningful value that  
is easy to recognize.



## Targeted

Concentrates on specific critical needs for its intended user.

- You can clearly define and verify the problems solved by your product
- Users who need it are known, whether broad or narrow
- Your product is built with the identified problems and audience top of mind
- Values are easily articulated and you know who to market it to

## Essential

Honed set of features required to address the problem.

- Every feature is critical for your targeted problem(s) and users
- New features are only introduced if they're necessary
- Features are removed without compromising your product
- No features are added that cause complexity, confusion, and challenges

## Extraordinary

Extra attention to key strengths that dramatically surpass expectations.

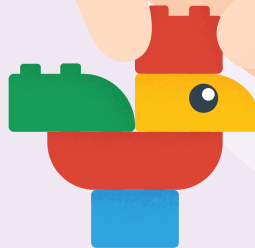
- Your product dramatically improves an existing task or fills a gaping hole
- Aspects of it far surpass and outperform any competition
- Marketing is easier because standout offerings are so clear
- Your product has fundamentally changed user behavior



Principles of Product Excellence

# Simple Design

Product feels effortless  
to adopt and use.



## Intuitive

Familiar and well understood on first use; easy to become an expert.

- Users immediately understand what your product does
- Users quickly learn how to complete tasks using its features
- Minimal instructions and coaching are needed to educate users
- Users easily grasp how to use its full set of features

## Harmonious

Seamlessly integrates into people's daily life alongside other tools.

- It fits naturally with user behavior and can replace pre-existing tools
- Your product's readily at the user's fingertips when they need it most
- It works immediately or has a lightweight set-up
- It seamlessly syncs across apps and devices in an expected manner

## Respectful

Mindful of people's time, expectations, and privacy.

- Your product is compatible with current user habits
- Users feel the time they put in is worth the value they get out
- Your product doesn't have unwelcome or negative surprises
- Users understand and approve of its privacy policy

Principles of Product Excellence

# Crafted Execution

Product evokes joy and engenders trust again and again.



## Robust

Exemplary reliability, accessibility, and responsiveness.

- You know your product's speed and uptime exceed expectations
- Accessibility and localization needs are carefully addressed
- Data is complete, accurate, useful, and shown in a uniform way
- It can scale without compromising integrity or performance

## Refined

Every detail is intentional and contributes to the whole.

- You get positive user feedback about its cohesion, polish, and efficiency
- No detail is overlooked, even if that means including less
- All elements come together in one unified experience
- Your product feels flawless thanks to tight teamwork and shared priorities

## Beautiful

Modern aesthetics that delight and build confidence.

- You get positive user feedback about its simple sophistication and clarity
- It creates moments of user delight (animated icons, illustrations, etc)
- It adheres to Material design creating hierarchy, meaning, and focus
- Deviations from Material design principles appropriately evolve them