

# POLARIS UX DESIGN PRINCIPLES



## Customer First

Don't just satisfy customers, love them. Keep surprising them, delighting them and making things magical for them.



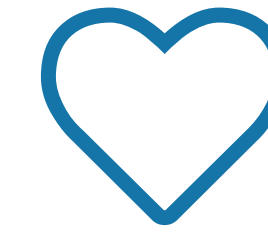
## Ask Why

Talk to people. Discover unarticulated needs through curiosity and intent.



## Be Authentic

Earn trust, build and cherish relationships. Be transparent.



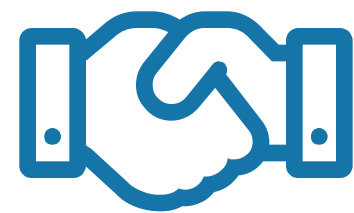
## Empathize Obsessively

Collaborate, co-create, and deeply connect with users to create consistent, emotional experiences with them. Drive prioritization by balancing user needs and business intent.



## Communicate Effectively

Speak the same language. Know your audience and how to speak to them to avoid causing confusion.



## Be Influential

Educate and evangelize digital. Leverage digital and data to tell stories that influence others. Fuel their passion.



## Go All In

Take risks. Show confidence. Trust your instincts and be the expert you were hired to be. Be accountable. Stand your ground. Become comfortable in uncomfortable situations.



## Show, Don't Tell

Actions and ideas spark conversation and speak louder than words.



## Deliver Valuable, Well-Crafted Solutions

Put in the hard work. Don't take shortcuts. Pay attention to details. Create something you are proud of that exceeds customer expectations.



## Always Learning

Validate solutions with customers. Identify and measure both quantitative and qualitative KPI's. Continually iterate and improve the experience.