

POLARIS UX DESIGN PRINCIPLES



Customer First

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



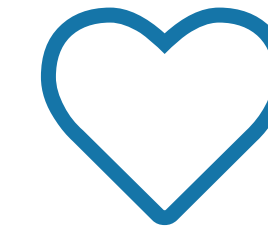
Ask Why

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



Be Authentic

Earn trust, build and cherish relationships. Be transparent.



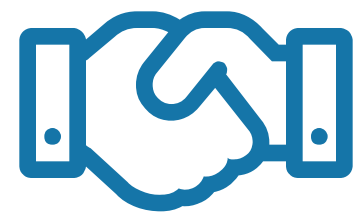
Empathize Obsessively

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.