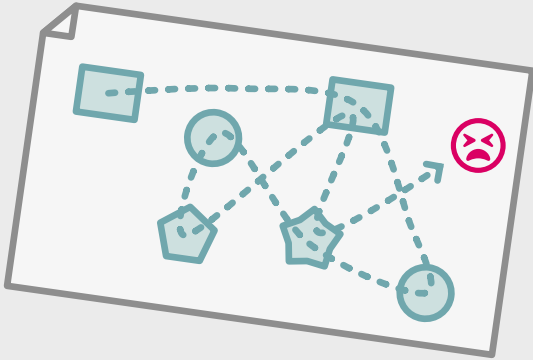




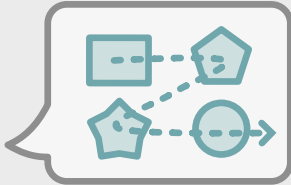
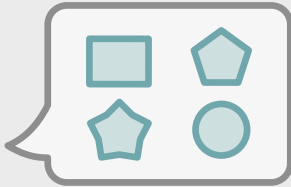
The shortest path
might not be the
easiest



If it doesn't flow
on the page, it
won't flow in the
product



Design journeys,
not features



Don't assume
it's a good idea;
test it



Your users'
emotions expose
hidden truths

The details
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