

# HEX-Works Design Manifesto

## I.

Design based on how we want people to feel. Not just what we expect them to do. Design is an opportunity to express an understanding about others; caring about how they see the world and how they engage with it.

Design can shape what people see and understand and it has the power to mitigate risks, explicate information, and save lives.

Good design is grounded in evidence-based research, balancing business goals, technical constraints, and, first and foremost, the use related needs; meeting users where they are with the utmost attention to their success.

Design is a promise, an offering, a responsibility, a reflection of our integrity, and an indication of how much we care for those for whom we apply our craft -- moving beyond the aspiration of "personalized" to that of the "personal."

Beyond serving the task-oriented needs of users, experience-centric design focuses on how each individual experience infuses every moment with feelings -- feelings that evolve into memories. These feelings and memories enhance the lives of those who bear them as well as the lives of others.

## II.

We believe in balancing innovation and standards.

We follow established patterns whenever possible, deviating only when necessary -- conservatively and transparently. At the same time, we take care to avoid constraints in our thinking or trying to contort design choices to fit past patterns that do not meet current needs.

When we build something that works we make that design accessible and reusable so that others do not have to "reinvent the wheel". This approach enables us to drive innovative, efficient and safe user solutions.

We want to support the need for users to leverage familiarity with our products, but we also understand that circumstances and context of each problem space vary. Hence, new patterns are created using consistent and transparent methods, and are shared openly with the community along with justification and supporting evidence for their appropriate use.

### III.

We believe that design guidance must be living and dynamic.

Guidance evolves, grows, and is refined under the changing pressures of context. In that sense, design is never done; it is a process of discovery. Every time we engage in a new project, explore a new context or new set of constraints we obtain another piece of a larger puzzle. Each design potentially provides a new set of letters to add to our design alphabet, enabling us to construct new words and expressions to meet the changing needs of our audience.

### IV.

We believe that experience always exists.

We expect that users will have an experience with our designs regardless of whether we participate in a mindful way in the crafting of those experiences (or not). Thus, users will develop \*some\* understanding of our designs, have experiences regarding usability and find-ability, and have feelings about those experiences.

If we were to not care if users can find features, or if they can use them correctly, or how they feel about them, or how they feel about themselves while using them, then our job would be done before it begins. However, we do care about all of that, and we recognize the reality that users will have an experience that we play a critical role in creating. Thus, we own the responsibility of making experiences positive. These positive experiences should balance the needs of the end user, the business, the contextual constraints, and the people and problems that our end-users serve.

### V.

We believe that we do not know everything.

We strive to respect our limits and keep open minds. We appreciate that there is always more to discover and will never assume otherwise.

Compelling design and the "right" content are not enough, if the user and their context is not adequately considered. To understand each user's journey, we focus as much on their emotional state as we do on the tasks that they are trying to complete in a given environment.

### VI.

In the end, we recognize that the lives of real people will be impacted based on the successes and failures of the design choices that we are entrusted to make.