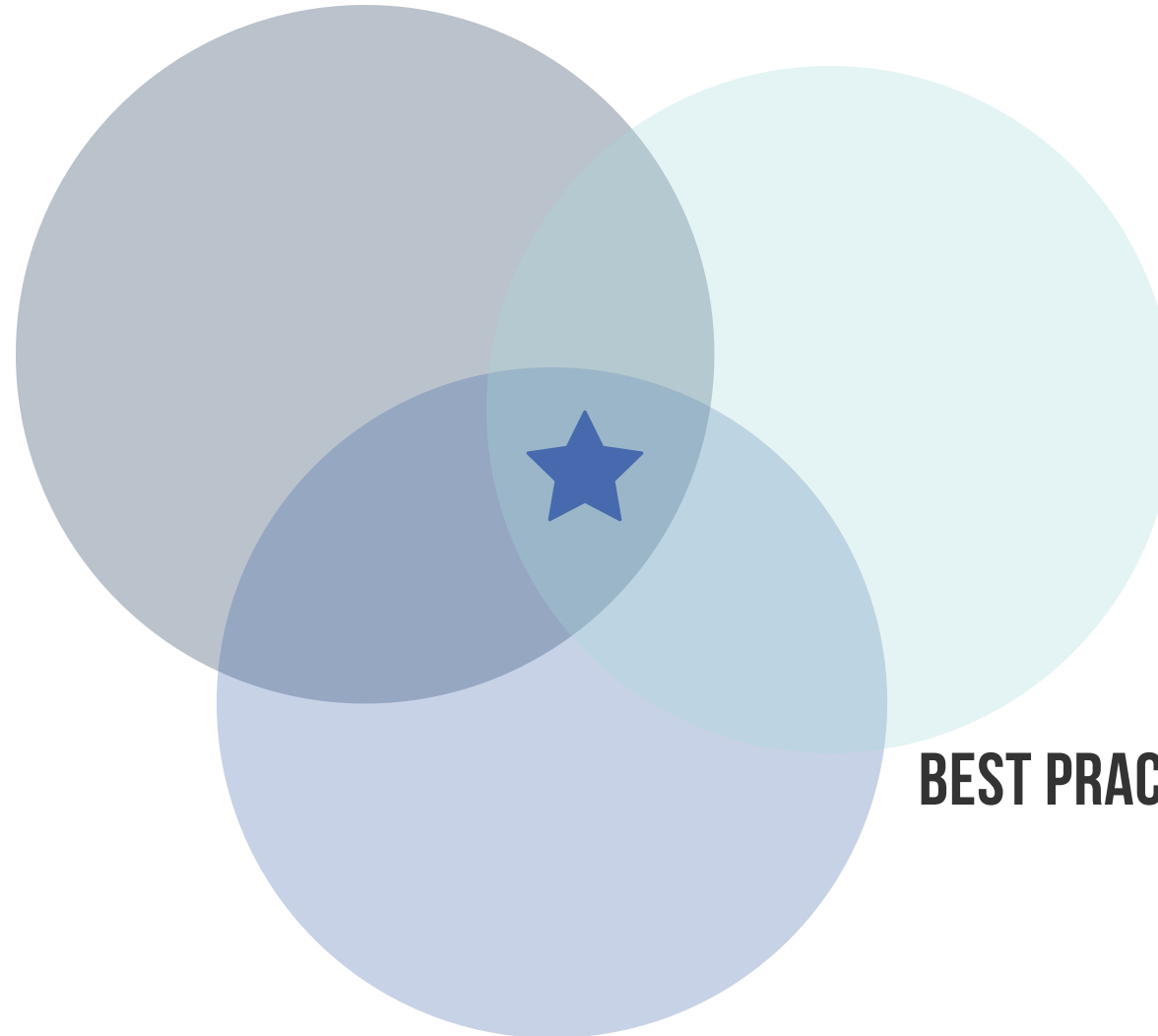


THE THREE PILLARS

GUEST DATA

EXPERT OPINION

BEST PRACTICES



UX Decisions should be **Informed** using **Test Data**, **Expert Opinion**, and/or **Best Practices**