# The ExperienceFirst Manifesto

We are uncovering better ways to build products
by designing, validating, and operating experiences.

## VALUES

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### **Experiences** OVER Features

Working software matters — but how it feels to operate a business with that software matters more.

### **Customer Control** OVER Product Control

The product should adapt to a customer’s business logic, not force businesses to adapt to our application logic.

### **Clarity** OVER Cleverness

Intelligent users deserve systems that respect their intent, make consequences visible, and enable recovery from mistakes.

### **EndtoEnd Journeys** OVER Isolated Interfaces

An experience spans roles, moments, failures, and outcomes — not just screens and clicks.

PRINCIPLES

### 01 Experience is the product

A product is not complete when it works — it is complete when it earns trust and confidence through use.

### 02 Everyone impacted is a user

If a person is affected by our system — customers, end customers, partners, administrators, agents — they are having a user experience, whether they log in or not.

### 03 Respect user intelligence; design for human fallibility

Assume users are capable and intentional.

Design systems that prevent silent failure, surface impact, and enable correction.

### 04 Business logic belongs to the business

Customers must be able to express their rules, policies, and constraints without being limited by application assumptions.

### 05 Application logic must not dictate organisational reality

Architecture serves the experience — never the other way around.

### 06 Control is a firstclass experience

Authorisation, access, scope, and delegation are not technical details; they are core to how safe and effective a system feels.

### 07 Design for recovery, not perfection

Errors will happen. Great experiences make mistakes understandable, reversible where possible, and learning oriented.

### 08 Prototype to learn, validate to decide

Opinions do not scale. Evidence does.

We validate experiences with real users before committing to build.

### 09 Consistency enables confidence

Coherent behaviour across roles, environments, and products reduces cognitive load and increases trust.

### 10 Friction anywhere degrades trust everywhere

Setup, onboarding, configuration, and failure states are as important as daily use.

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### 11 Experience quality is not subject to the 80/20 rule

Mediocre experiences are remembered longer than missing features.

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### 12 If we cannot articulate the experience, we are not ready to build

Ambiguous promises of “great UX” are a risk, not a strategy.

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## CLOSING

Adopting this manifesto means:

- Accepting complexity without leaking it
- Giving up false certainty early
- Shifting power closer to customers
- Measuring success by trust, not output

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