Toshimitsu Ota

Be Creative

Attempt problem-solving with an open mind. Be flexible with constraints and limitations.

Be Thoughtful

Consider users' needs, emotions and context with an empathetic mind set. Design experience and benefits not features.

Be Clear

Carefully define key goals to deliver effective functionalities and messages. Do not confuse users. Offer features or information when they need it.

Be Responsible

Consider social responsibility and implications from design decisions. Use reflect-in-action in all process of designing.

Be Honest

Design with transparency. Do not manipulate or mislead users in a harmful way. Use persuasive design with a caution.

Be Inclusive

Design for all. Be mindful of the power to potentially exclude a certain group of users.

Be Consistent

Use conventions effectively to align with universal design language. Develop a intuitive pattern to help users understand and learn the design easily and quickly.