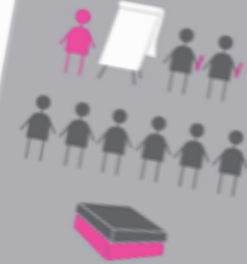**Your challenge**
facilitated by Rich Clayton

Trust
Identify a set of design principles for establishing user trust in the digital environment. Pay particular attention to exploring which visual techniques & interaction flows reassure users & create a trusted bond.

Creative sessions
Solve a design challenge over 2 days

Inputs

- MEX facilitator: guides team with questions & support
- Brunel designers: contribute ideas & visual skills
- Everyone: solves team challenge through collaboration
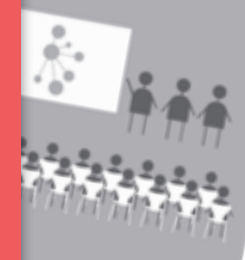- Kit: examples & creative tools

Sessions
Day 1

1. Understand the challenge, explore examples
2. Exercises to iterate response

Day 2

3. Refine response, rehearse & critique internal presentation
4. Distill & visualise insights into final presentation template
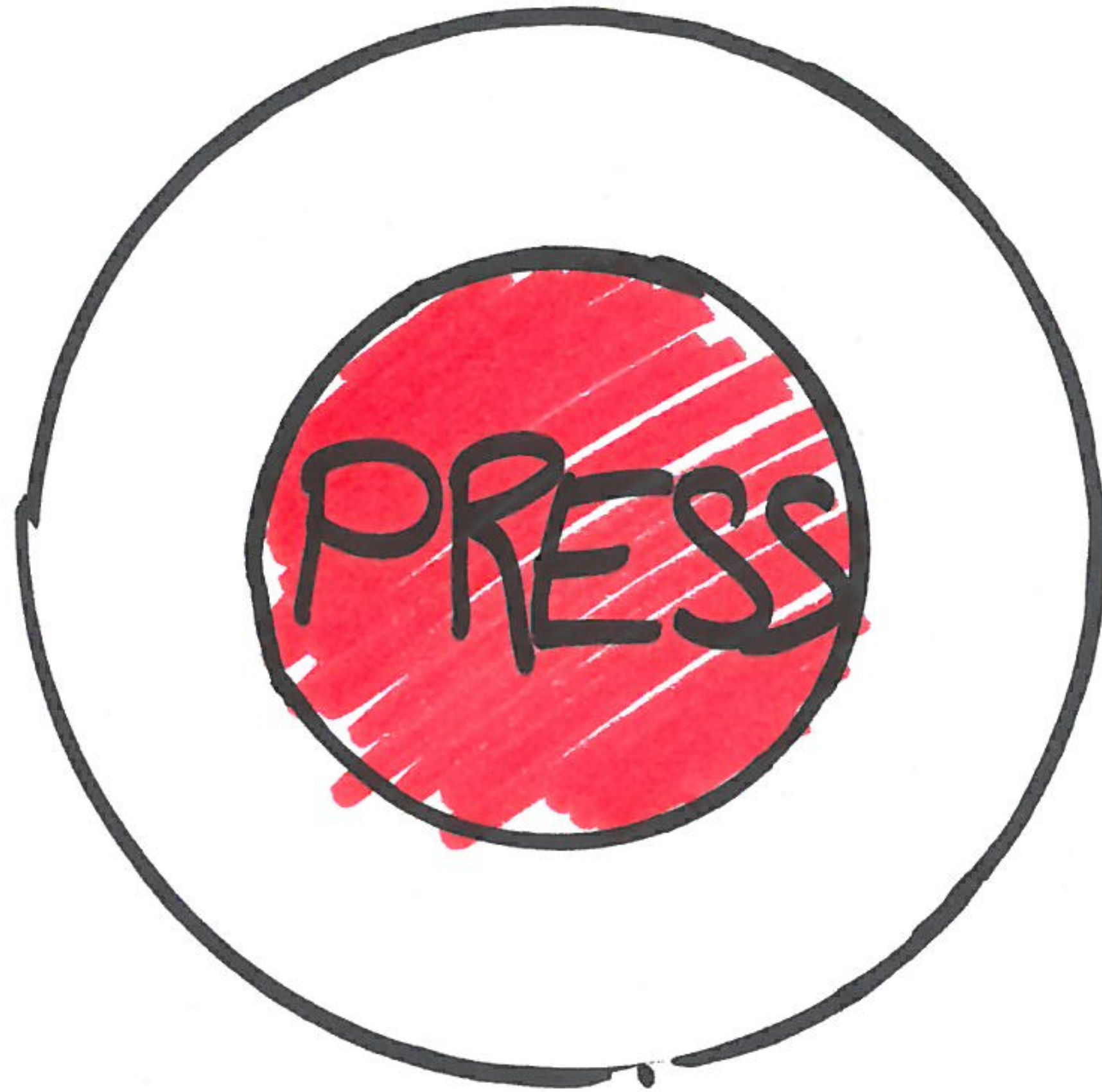
Outputs

- 5 reusable design principles
- Clear visual summary using MEX template
- Present in 5 minutes

Trust, a MEX/14 challenge

Identify a set of design principles for establishing user trust in the digital environment. Pay particular attention to exploring which visual techniques & interaction flows reassure users & create a trusted bond.
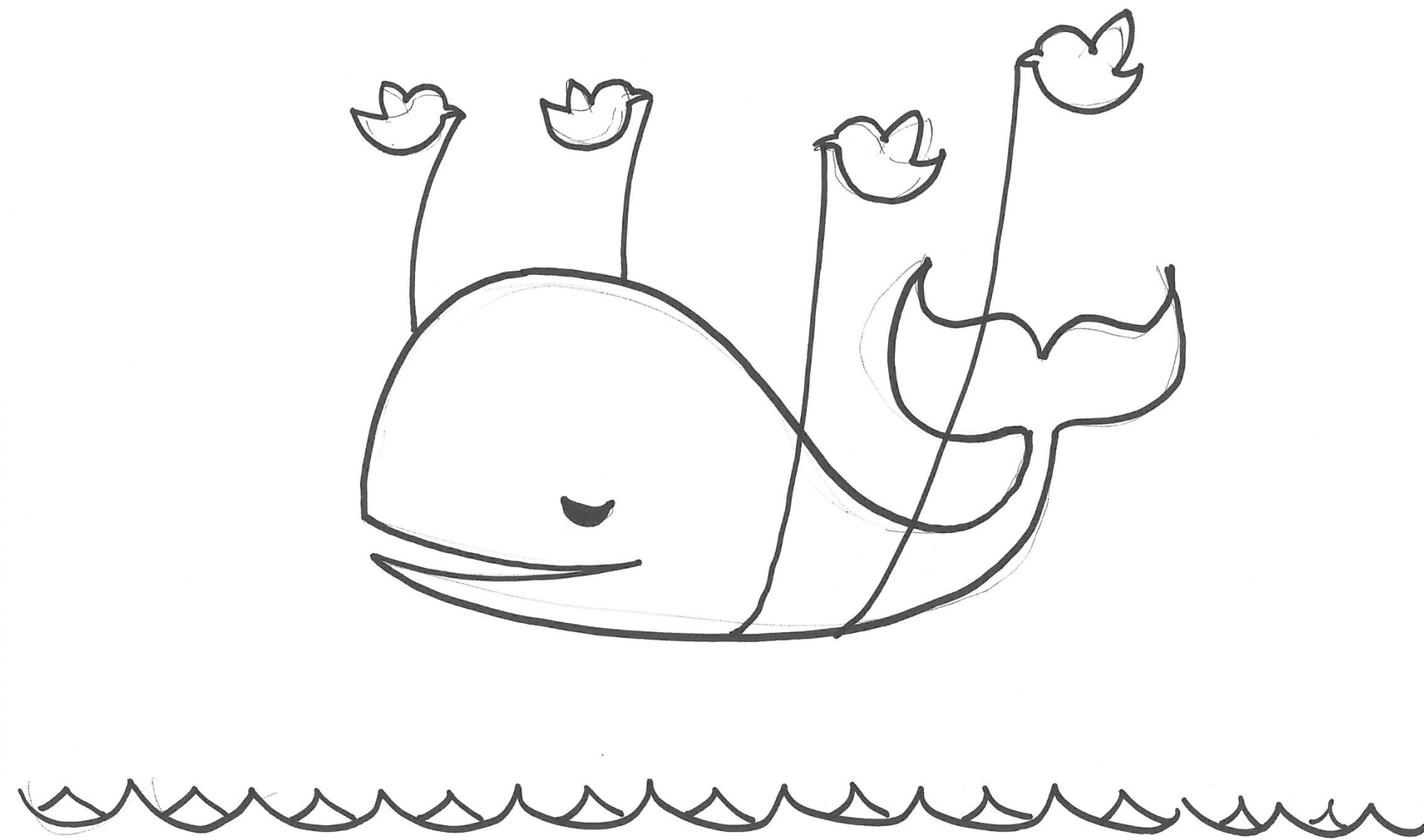
MEX

Communicate clear affordances
People trust things they immediately know how to use.
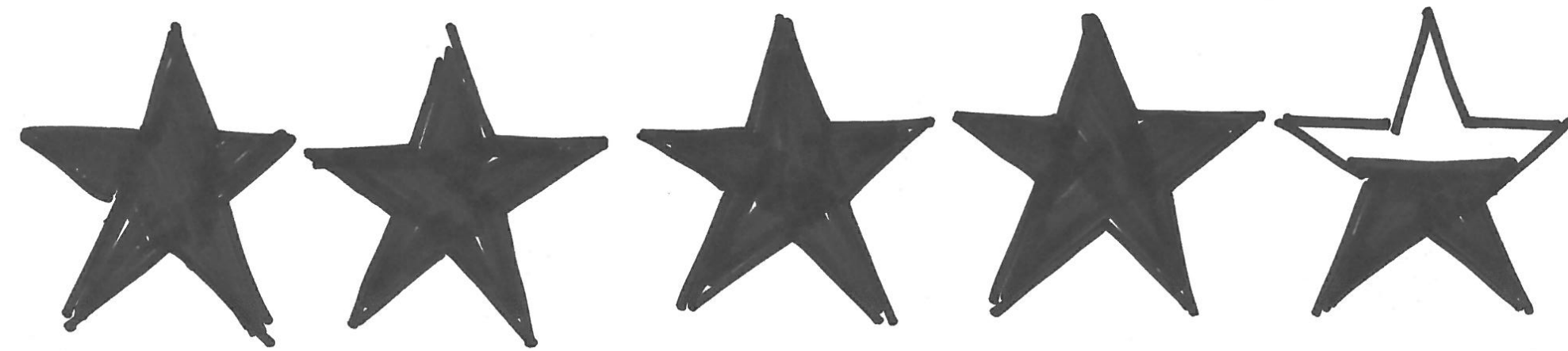
MEX
mobileuserexperience.com

Visibility of system status

Keep users informed of every action within reasonable time.

Create authoritative appeal
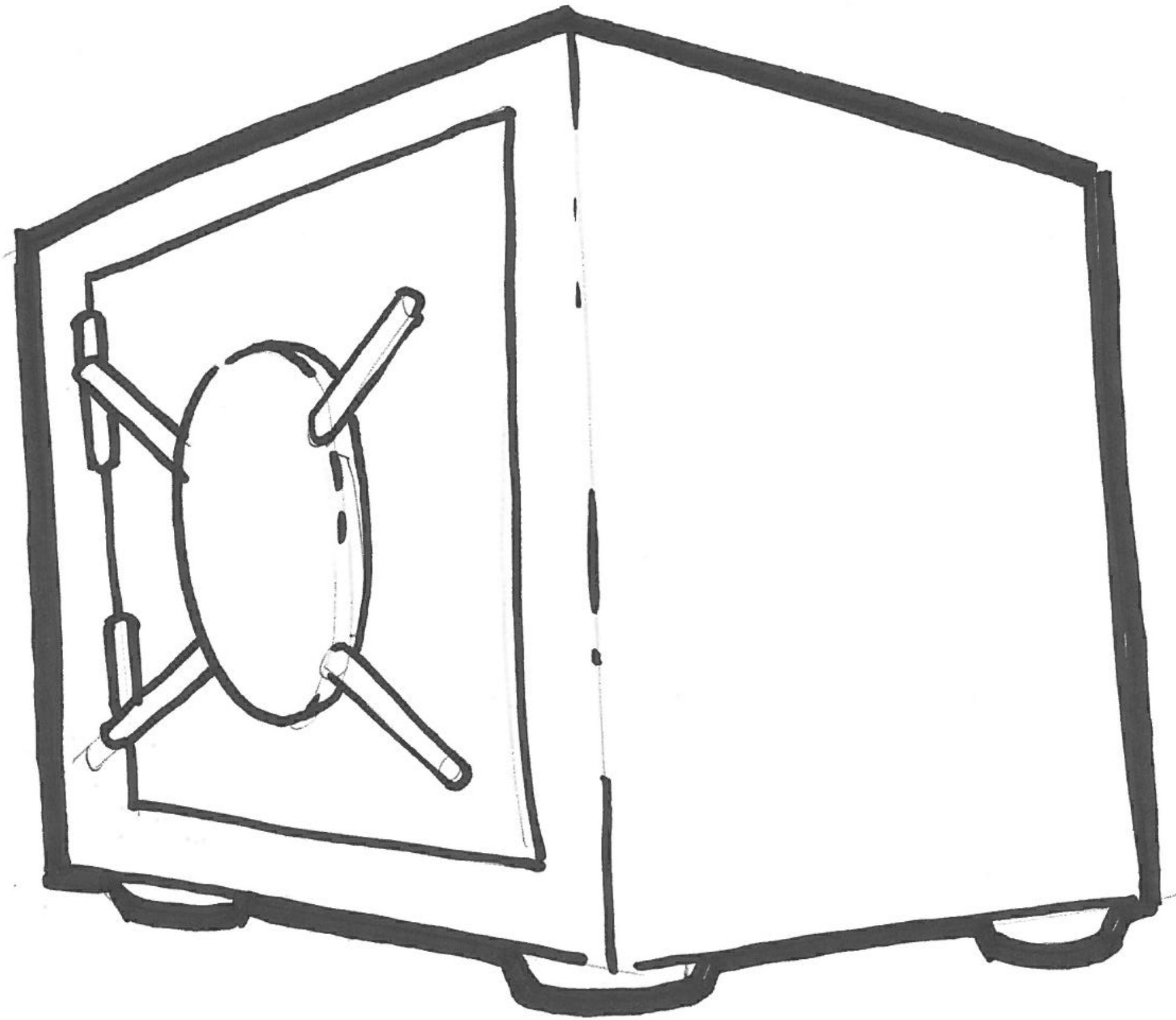
People seek guidance from domain experts.

MEX

Facilitate social proof

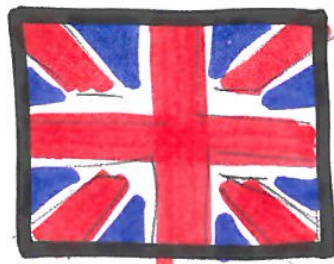Build confidence, driven from like minded communities, through endorsements.

Set expectations and verify
Establish your brand promise to create understanding, communicate purpose & encourage a cycle of validation.

Culture trumps everything

Speak the user's language with familiar words, phrases and symbols.