







Rewrite this text to  
make it as  
**STRAIGHTFORWARD**  
as possible

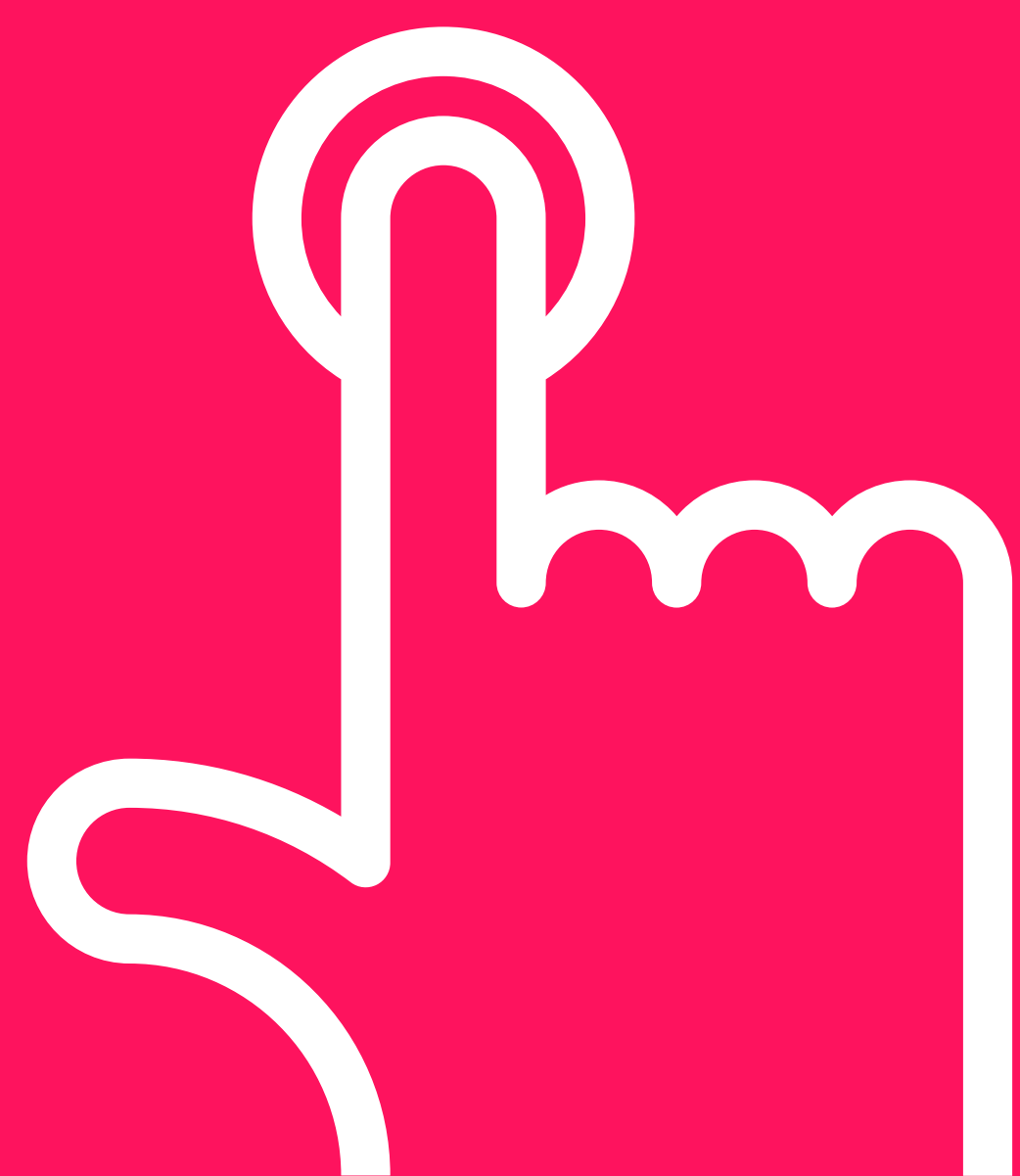
Rewrite this text  
to make it  
**JARGON-LESS**

Rewrite this text  
using a **FRIENDLY**  
tone of voice

Rewrite this text  
into a **NARRATIVE**  
(that tells a story)  
to a person using  
this service



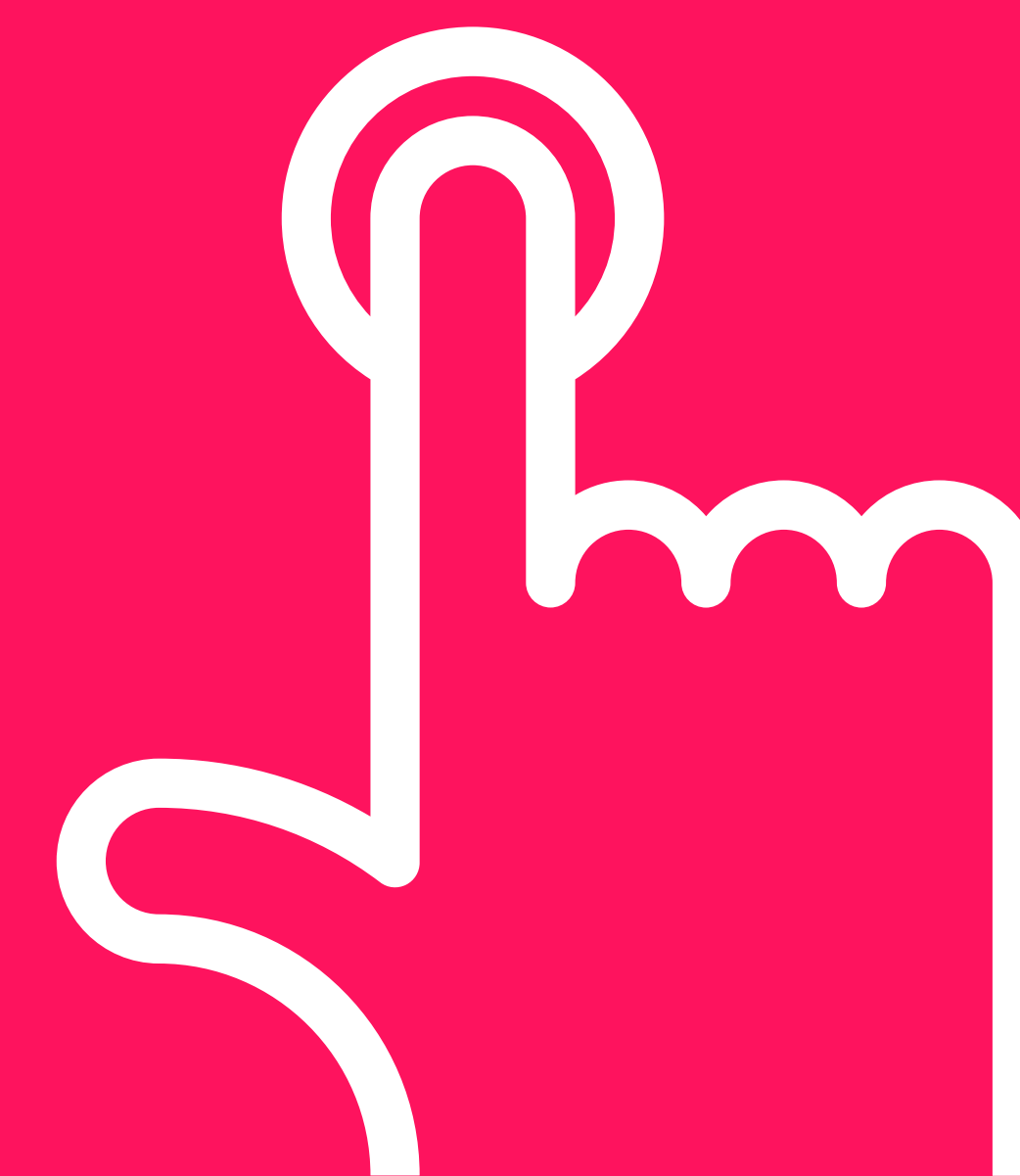
Interaction



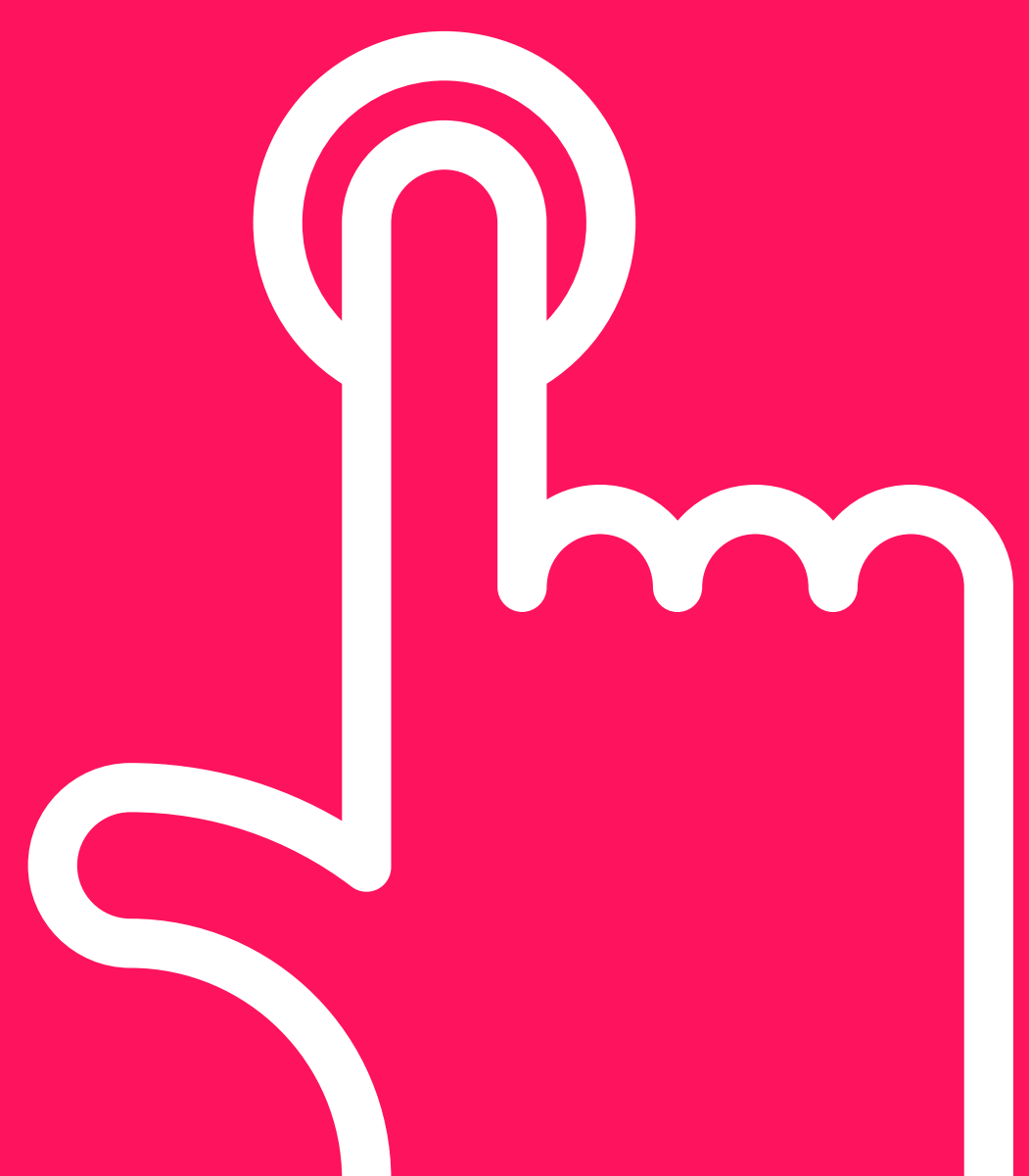
Interaction



Interaction



Interaction



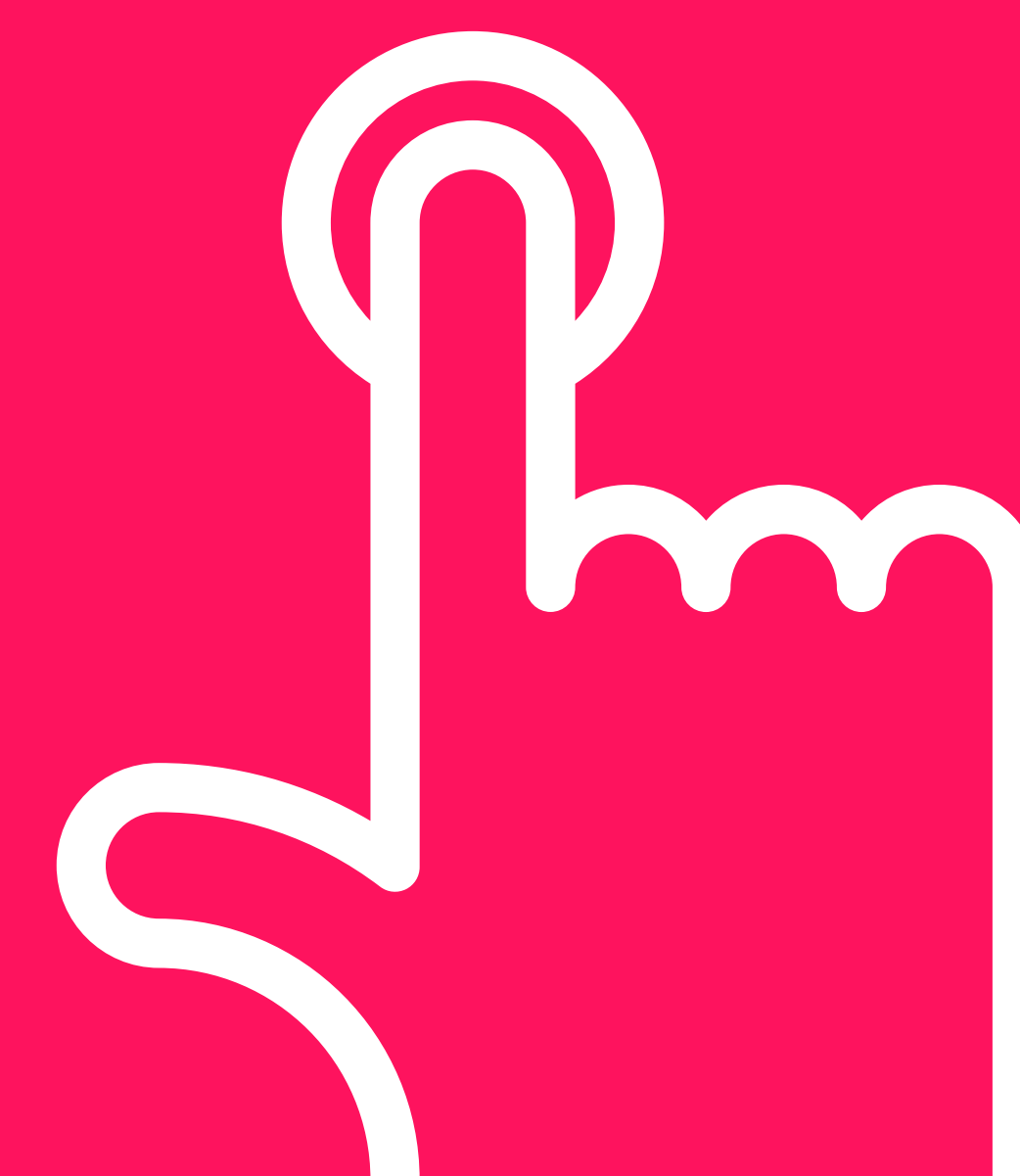
Interaction



Interaction



Interaction




Interaction

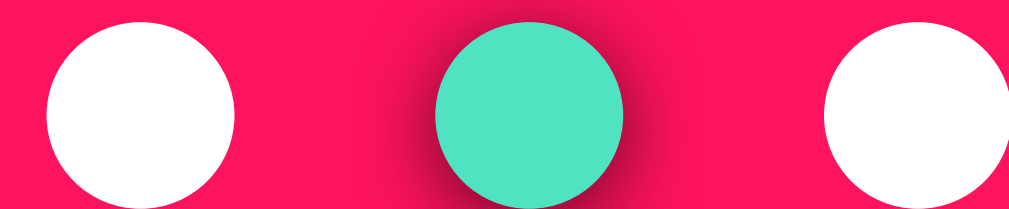
Break down  
information  
– steps

1 

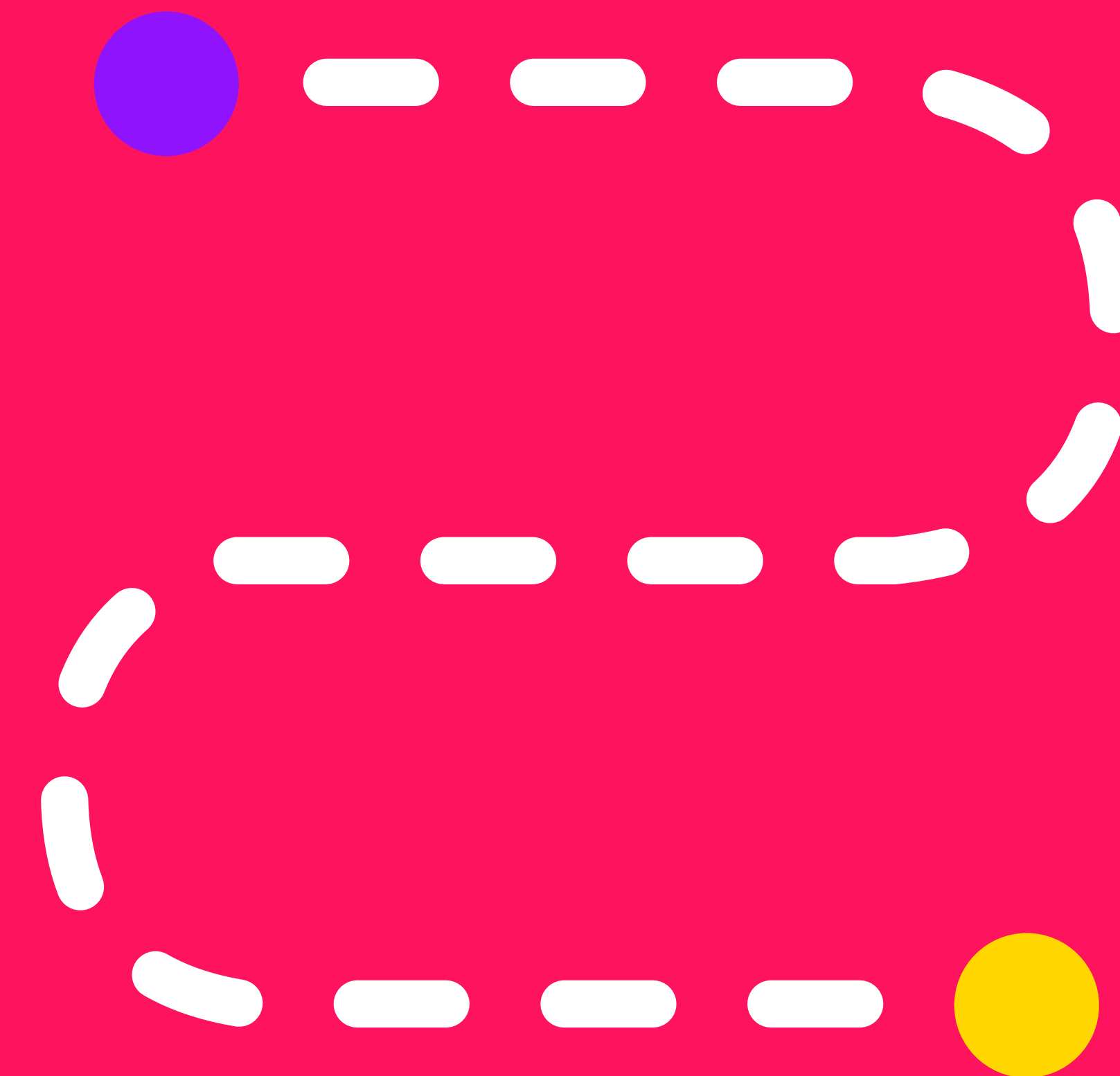
2 

3 

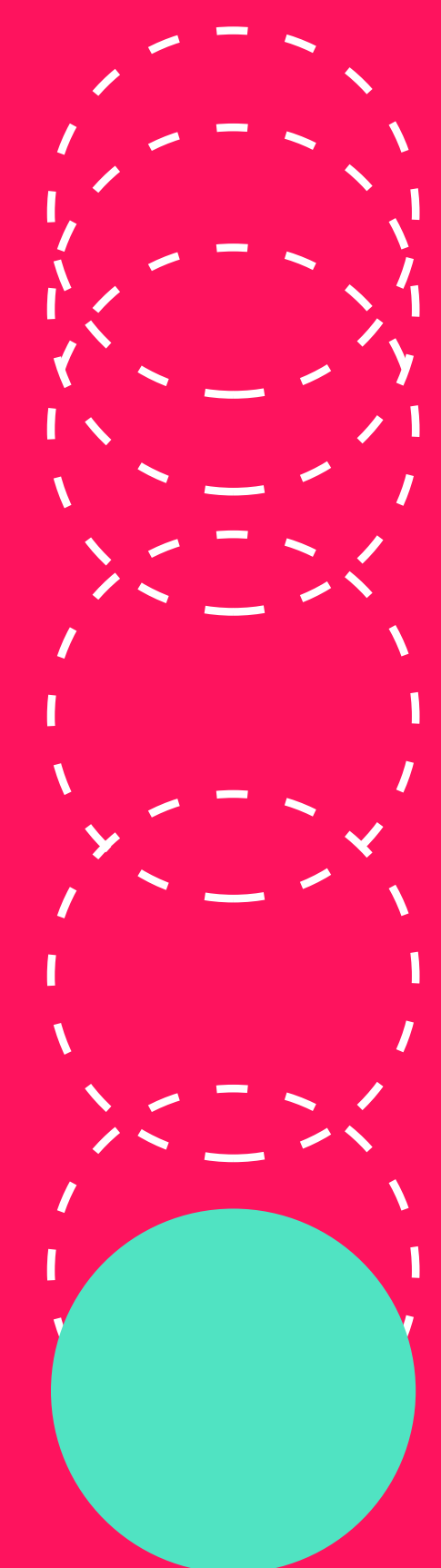
Break down  
information  
– flows



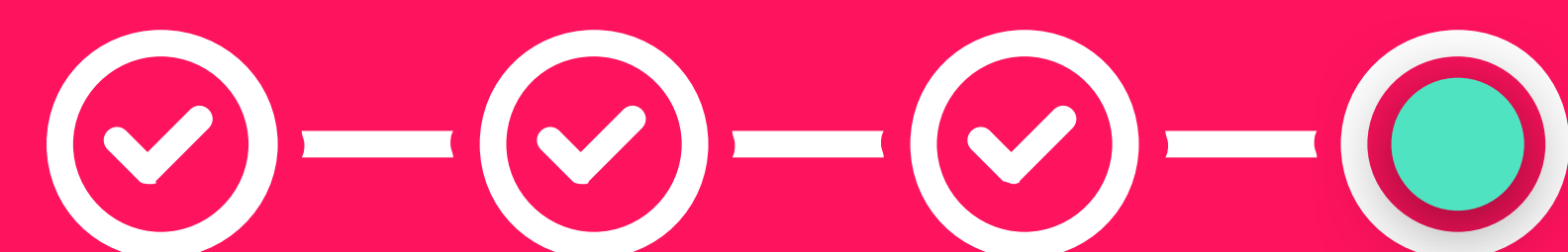
Build a narrative  
– path



Use **animation**  
to enhance the  
experience



Build a narrative  
to create a lively  
experience



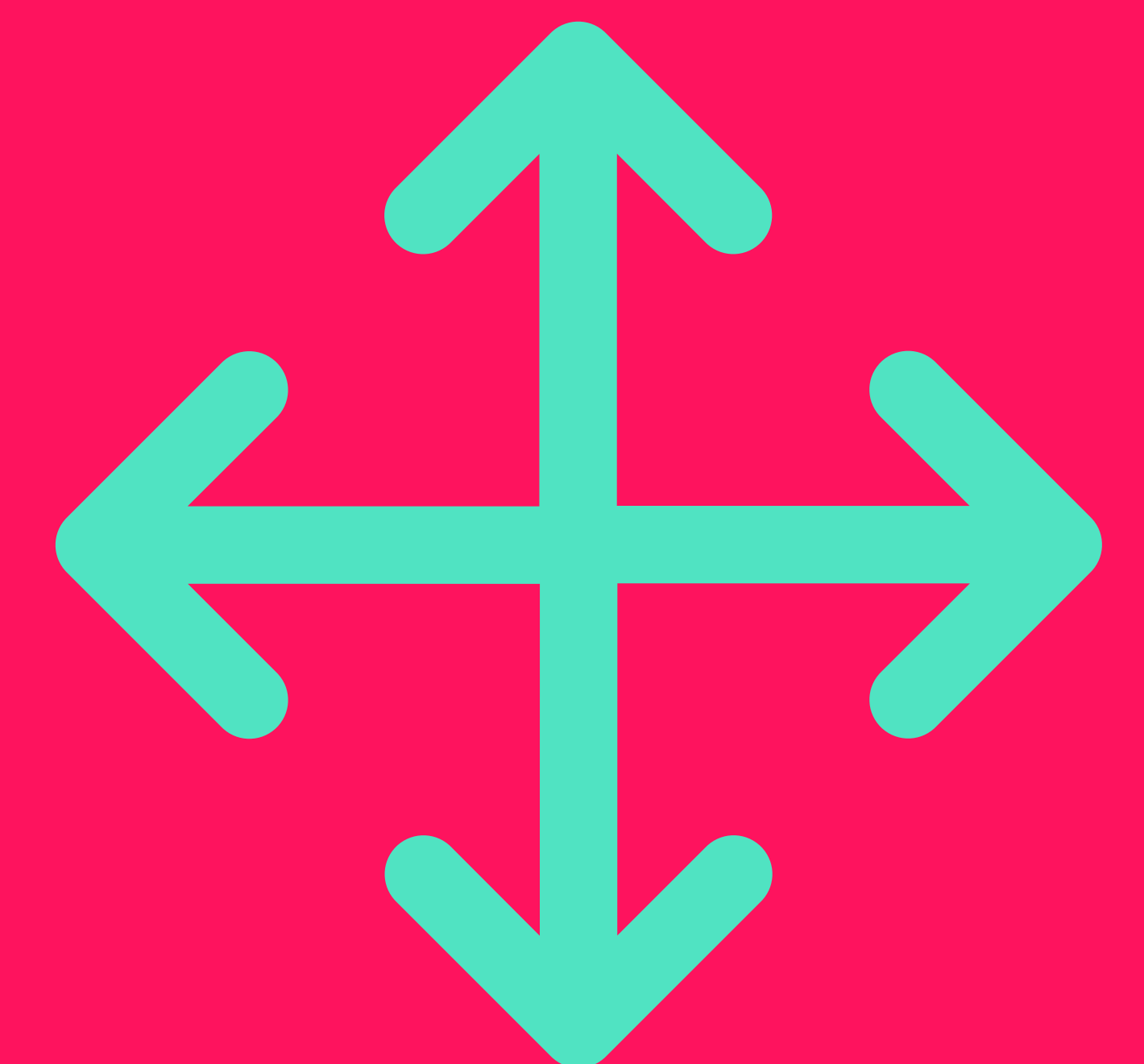
Build a narrative  
– chat

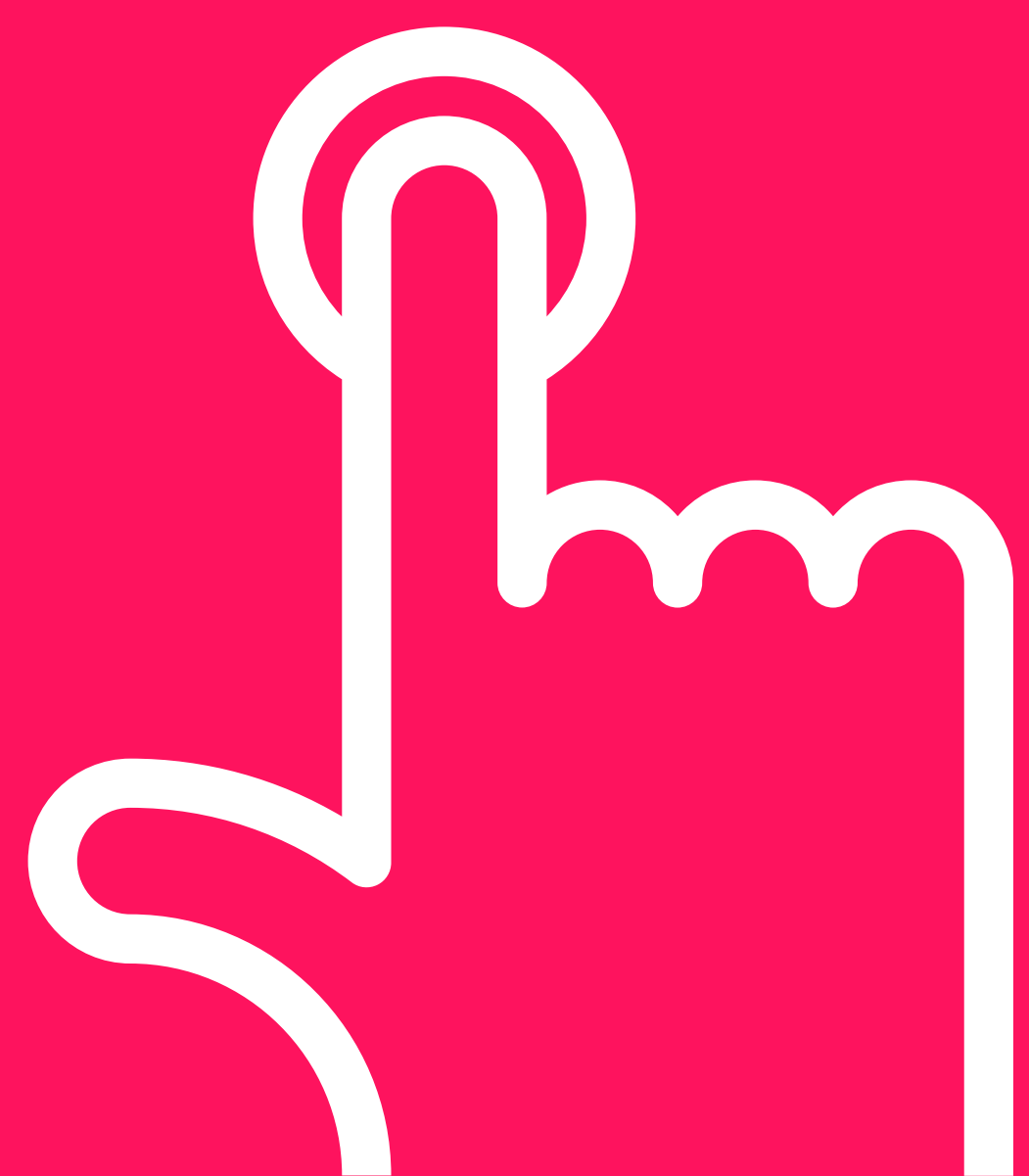


Use **orientation**  
to engage with  
the user

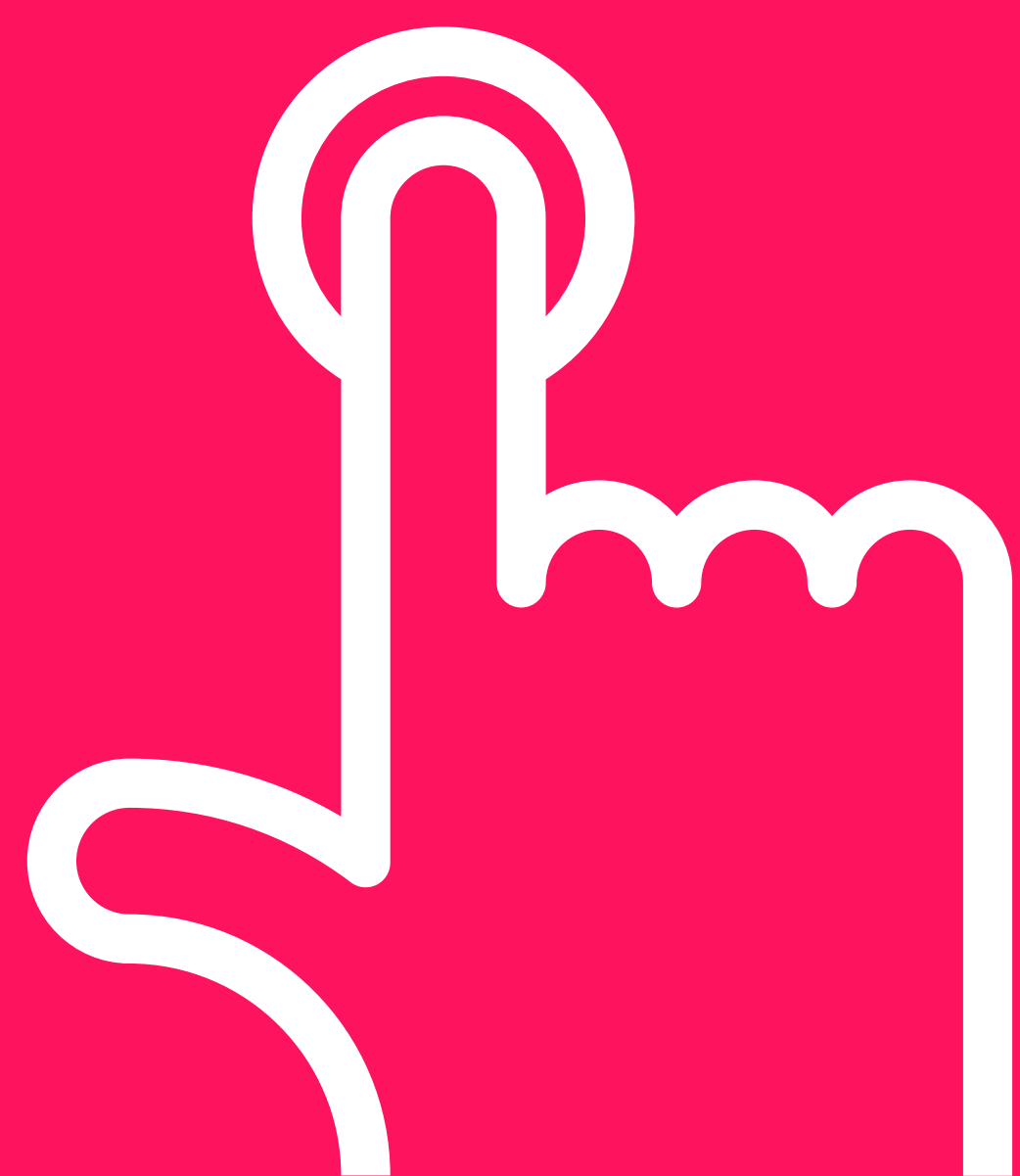


Use **movement**  
to engage with  
the user

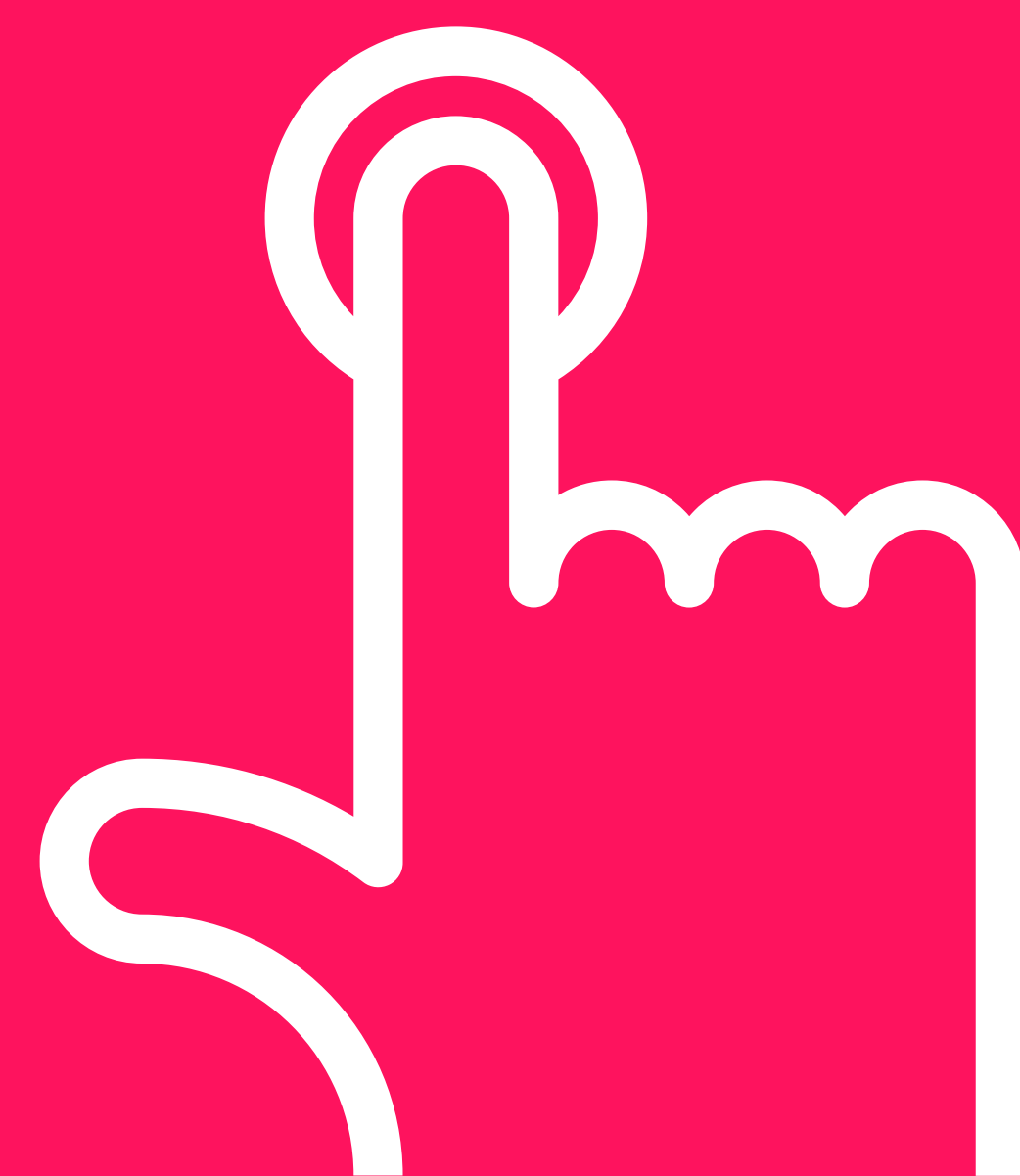




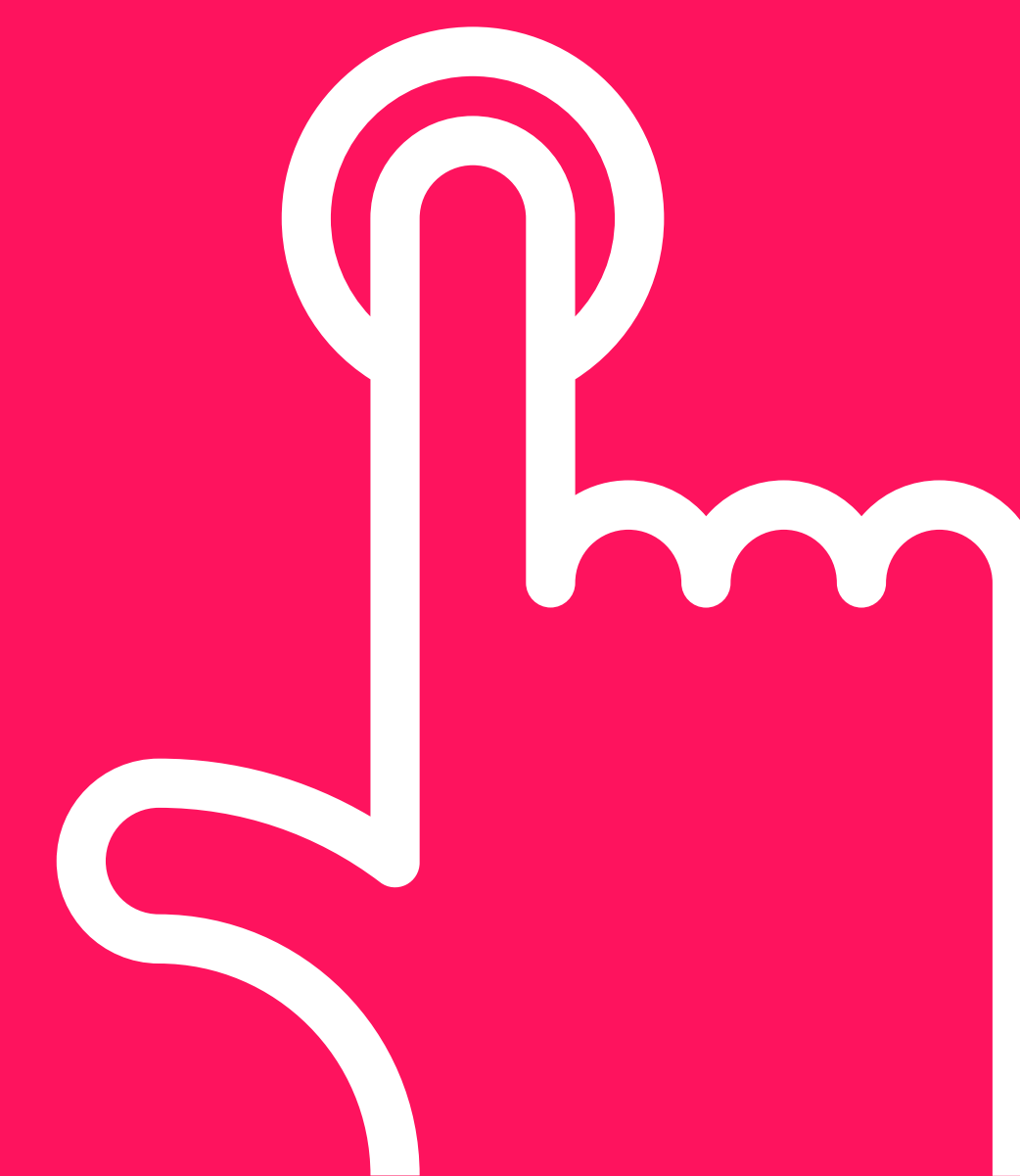
Interaction



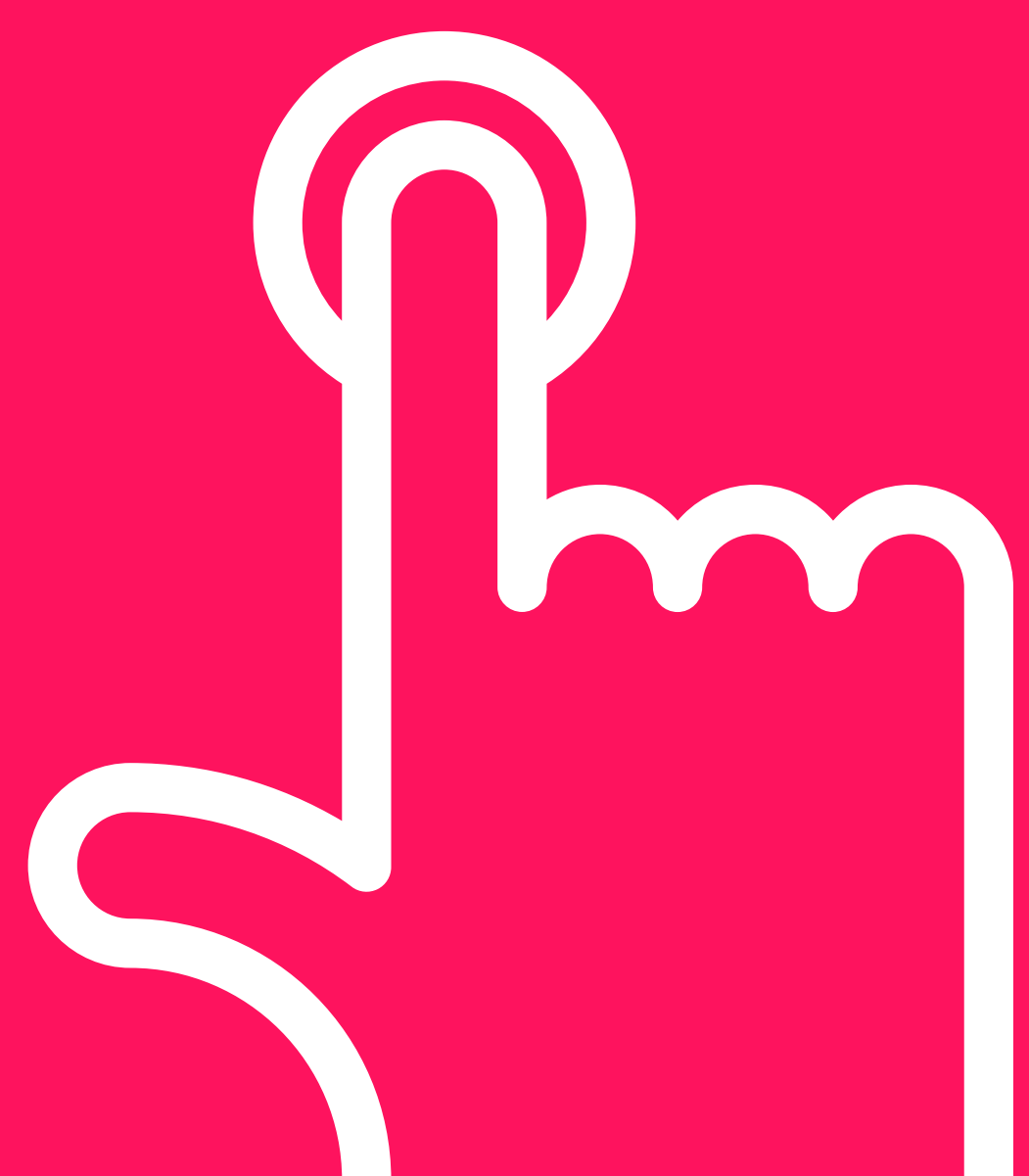
Interaction



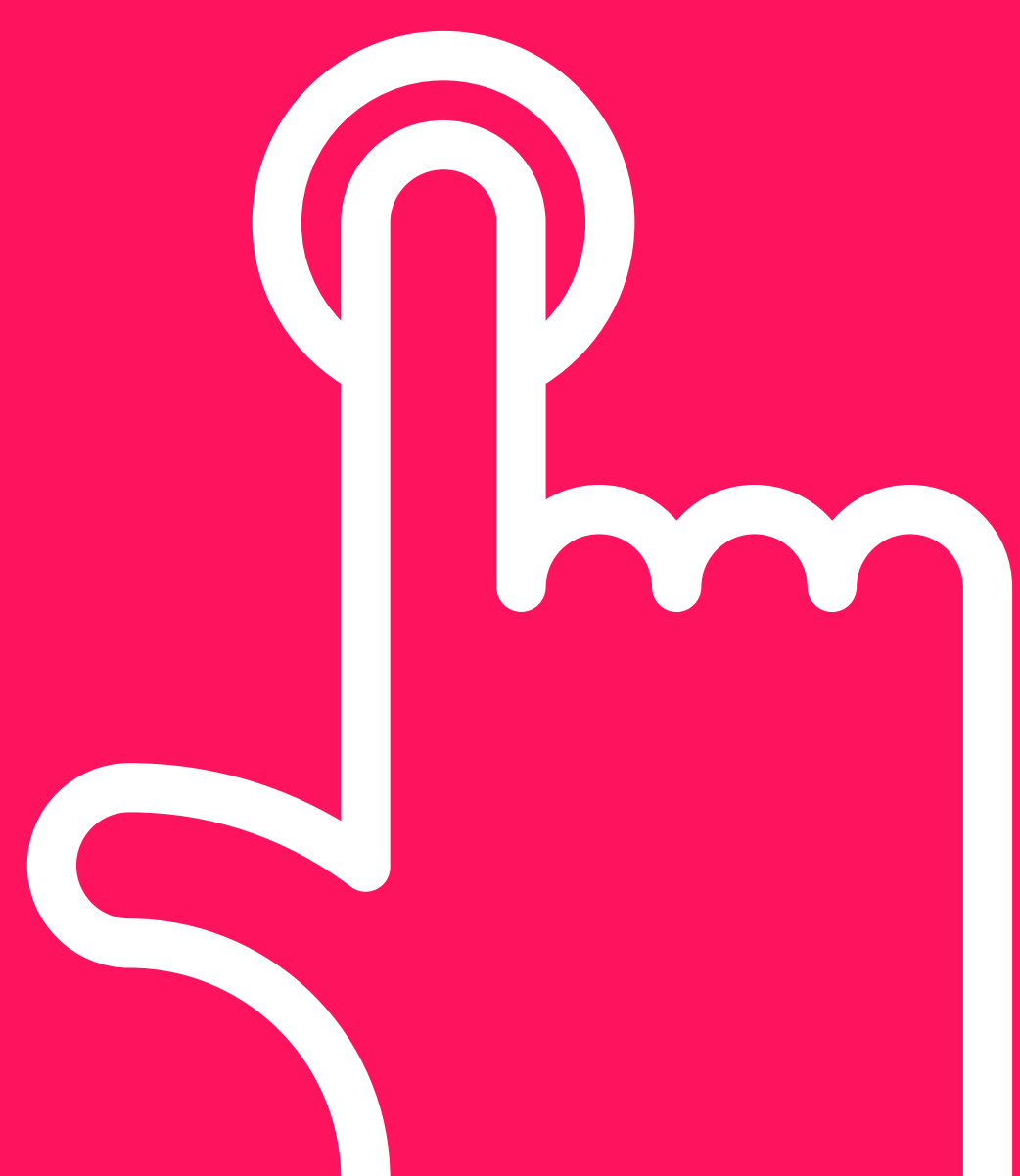
Interaction



Interaction



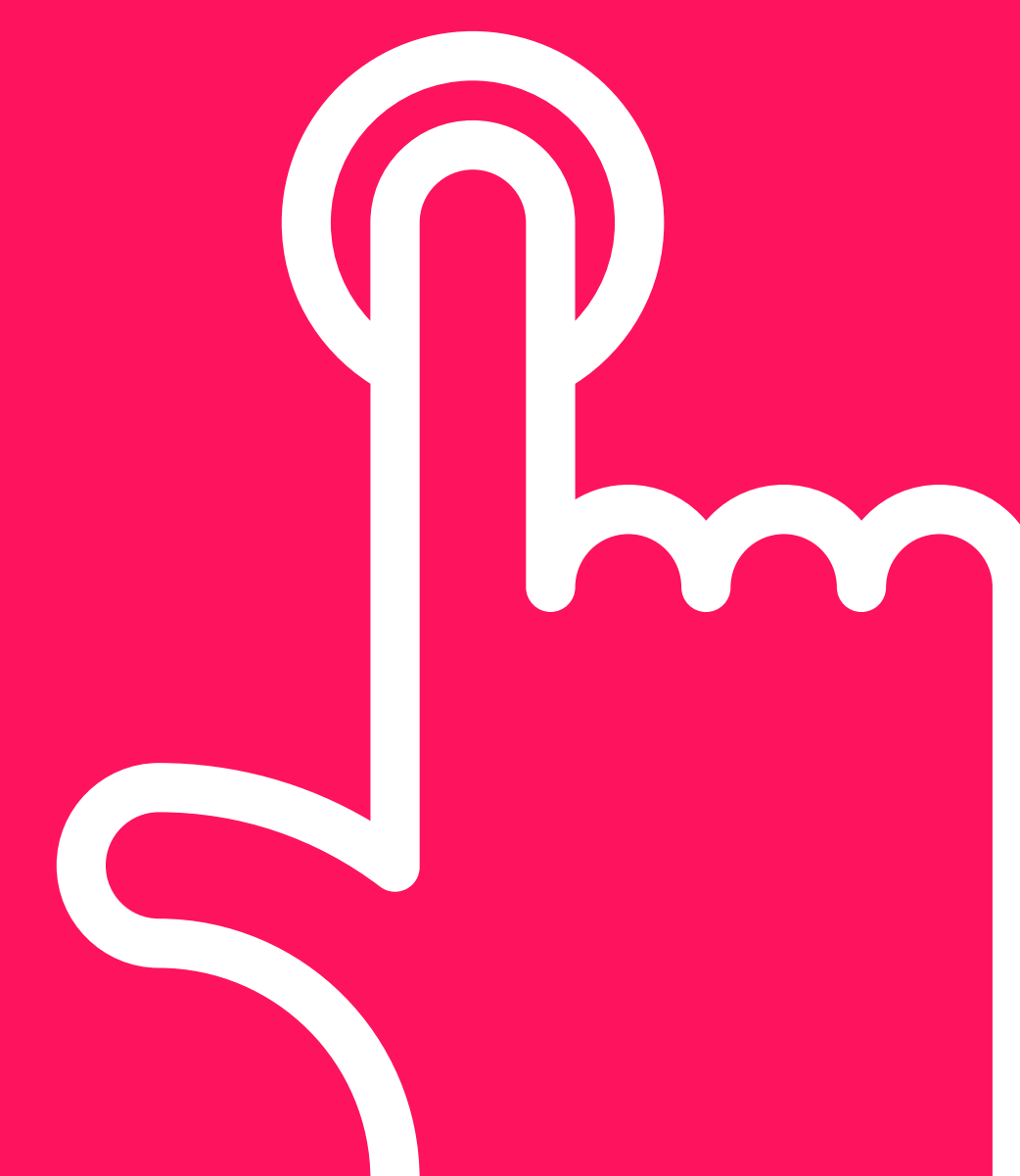
Interaction



Interaction



Interaction



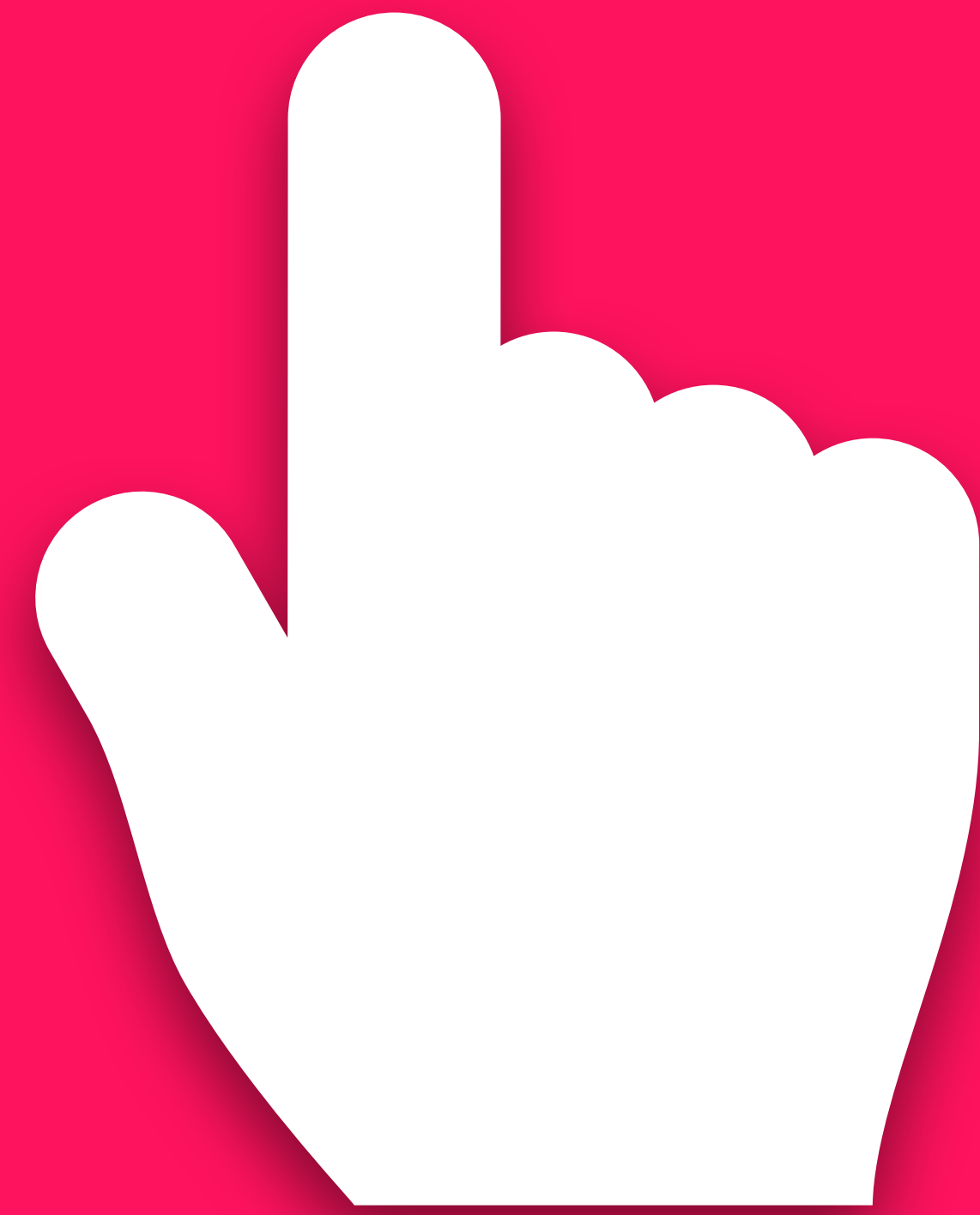
Interaction



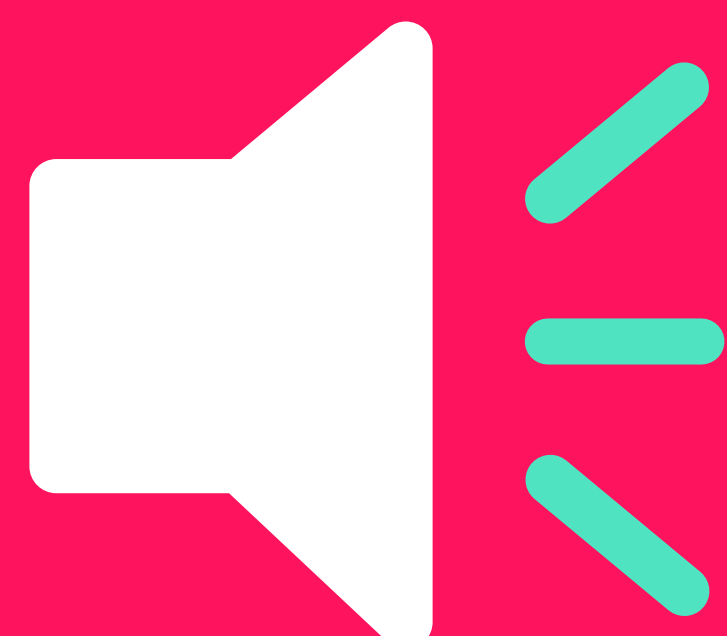
Call for action  
using elements to  
make decisions



Use gesture



Use an  
**interactive element**  
to bring your data  
to life



Build a  
**relationship**  
with your user

