



**BUILD
TRUST**
IN EVERY
INTERACTION

Trust is earned throughout the Atlassian experience, from our home page to a build's status page. Through the routine tasks and the infrequent. Through the simple and the complicated. In how we respect their privacy and keep their data private. We follow convention where appropriate, and introduce changes to our products carefully.



QUESTIONS TO HELP YOU APPLY THIS PRINCIPLE:

- Are we building or eroding trust in this design?
- Is this design behaving in a predictable, reliable way?



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**CONNECT
PEOPLE**
TO COLLABORATE
BETTER



Our products are born to bring people together to work in teams, rather than just as individuals. They are as accessible as possible, for any context or range of ability, temporary or permanent. They are as inclusive as possible, increasing confidence to contribute to the team next door or the team across the globe. They are as open as possible, for teams to discover, access, understand, contribute to and share work wherever appropriate.



QUESTIONS TO HELP YOU APPLY THIS PRINCIPLE:

- Are we encouraging inclusion, accessibility, and openness in this design?
- Does this design connect people to each other and their work better?



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MATCH PURPOSE

**AND FEEL
FAMILIAR**



Our products are individually fit-for-purpose as well as collectively harmonious, with each other as well as other products that people use. Although there's a persistent visual and behavioural similarity, they adapt to people's devices and contexts, rather than being consistent for the sake of consistency.



QUESTIONS TO HELP YOU APPLY THIS PRINCIPLE:

- Does this design put utility and usability before visual consistency?
- Does this design keep a harmonious resemblance to others 'in the family'?



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DRIVE MOMENTUM

**FROM END
TO END**



The Atlassian experience respects the work people need to get done, and knows when to advise and when to get out of the way. It considers the progress already made, offers better ways to work, connects the dots between stages of work and the work itself (for example pages, specs, issues and code). It celebrates what's done, and nudges action on tasks, builds, sprints and drafts.



QUESTIONS TO HELP YOU APPLY THIS PRINCIPLE:

- Does this design actively consider the whole journey?
- Can this design help someone be more effective by anticipating a next step?



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GUIDE MASTERY

FOR GREATER
VALUE



Our products are satisfying to master, from the first evaluation through to complex configuration, from onboarding to upgrading, whether doing a task for the first time or after a long time. They gracefully reveal depth over time, and enable discovery over time, as teams' challenges grow. This is done in a way that keeps people focused on their work, and not how to make our products work.



QUESTIONS TO HELP YOU APPLY THIS PRINCIPLE:

- Does this design reveal greater power only in response to people actually needing it?
- Can this design help both individuals and teams be more effective?



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