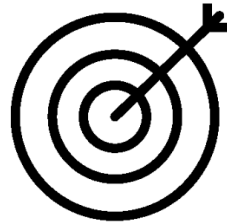


design directives



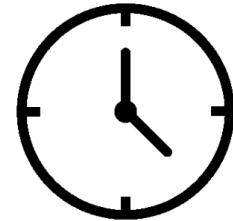
simple

Consistent plain language, clear guidance, visual hierarchy across all communication materials.



clear expectations

Help customers know when and how to take action on their case.



just in time

Provide information that is most relevant to customers' immediate needs.

design best practices

- **Less is more.** Only include essential information to prevent information overload.
- **Simplified language.** Replace jargon with everyday language to increase comprehension. Use short sentences and paragraphs.
- **Visual hierarchy.** Arrange content in a consistent, organized structure so users can easily identify what's most important first.
- **Clear next steps.** Provide users with an understanding of what they need to do next. Whenever possible provide specific dates and a list of action items.
- **Help text.** Give users tips to prevent errors and describe how to successfully complete a next step.