

Design for Compliance

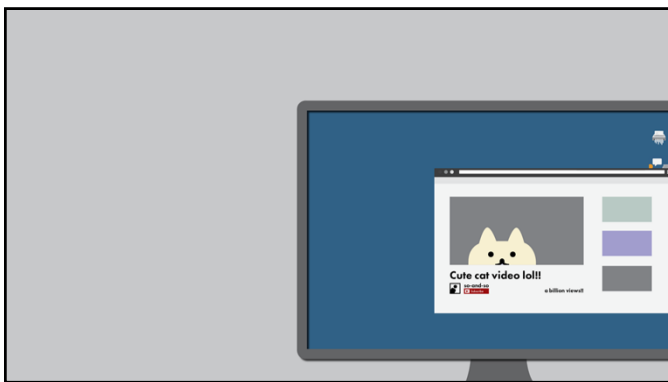
Ricardo Pellafone



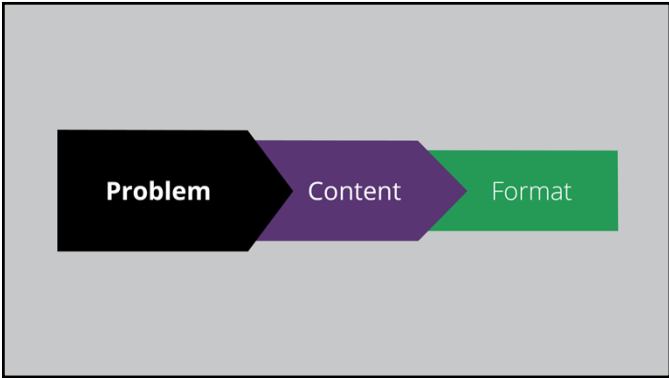
BROADCAT

Utility,
not decoration

Behavior,
not entertainment



Problem,
not format



Problem	Tool
Vague decision	Do/Don't
Complex decision	Flow chart / Decision tree
Lots of simple decisions	Checklist
Emotional hurdle	Strong, visual narrative
Pattern recognition	Callouts

Policies **Hotline** **Training**

Ricardo Pellafone



ricardo@thebroadcast.com
