

# Design for Compliance

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Ricardo Pellafone



BROADCAT

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**Utility,**  
not decoration

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**Behavior,**  
not entertainment

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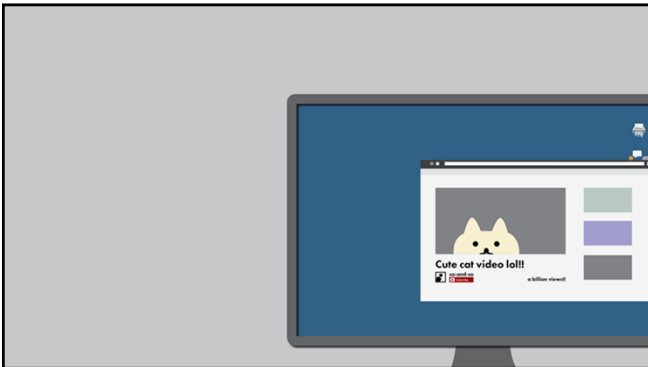
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**Problem,**  
not format

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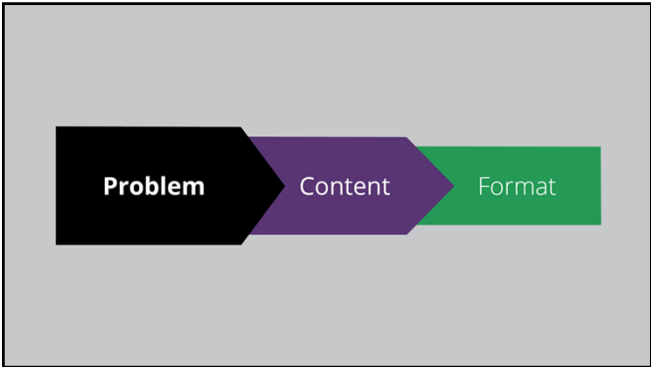
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Problem	Tool
Vague decision	Do/Don't
Complex decision	Flow chart / Decision tree
Lots of simple decisions	Checklist
Emotional hurdle	Strong, visual narrative
Pattern recognition	Callouts

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Policies Hotline Training

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Ricardo Pellafone



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