# The 6 UX Principles of the 4 Tendencies

|  |  | Rebel | Obliger | Questioner | Upholder |
|---|---|---|---|---|---|
| 1. | They rely on | Neither themselves nor the interface | The interface | Themselves | Both themselves and the interface |
| 2. | They're motivated by | Freedom and Exploration | Directive Empathy | Autonomy | Symbiotic engagement |
| 3. | They play the role of | Explorer | Adherer | Determiner | Discerner |

Description

Design

|  |  | Rebel | Obliger | Questioner | Upholder |
|---|---|---|---|---|---|
| 4. | The design features should | Feel low commitment and offer customisation | Be reward-based | Feel specifically chosen for the user | Not be gimmicky |
| 5. | The user flow should feel | Open-ended | Easy | Quick | Systematic |
| 6. | Communicate with | Example over instruction | A personal and authoritative tone | Concision | Correct and relevant information |

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