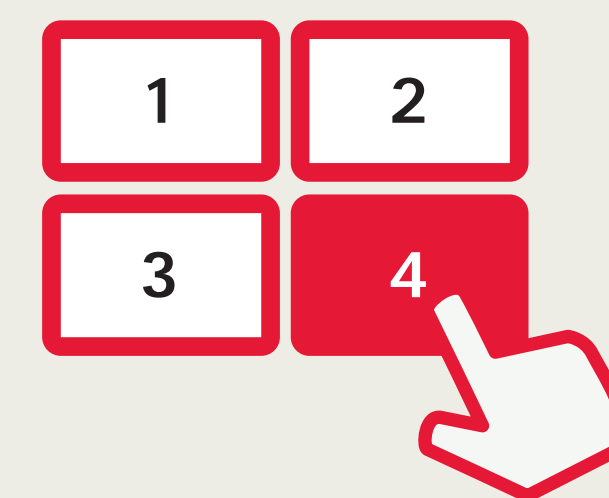Give users enough time to complete an action

Rush users or set impractical time limits

Make important information clear

Leave users uncertain about the consequences of their actions

Give users the support they need to complete a service