Don't make something unless it is both made necessary and useful; but if it is both necessary and useful, don't hesitate to make it beautiful

*Shaker design philosophy*
Source: Transport for London
On / Off
TalkTalk: how not to deal with a security breach

TalkTalk has been breached; we know that much. What else we know about it is, in actual fact, very little indeed at
In this corner, we have firewalls, encryption, antivirus software, etc. And in this corner, we have Dave!!
WE NEED A PATCH FOR HUMAN STUPIDITY
I do!

The Field Guide to Understanding ‘Human Error’

Sidney Dekker

THIRD EDITION
Work as done
Work as imagined

Source: https://flic.kr/p/6833R6 (Creative Commons)
<table>
<thead>
<tr>
<th>Item</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIRCUITBREAKERS</td>
<td>CHECKED</td>
</tr>
<tr>
<td>BATTERY</td>
<td>ON</td>
</tr>
<tr>
<td>STANDBY POWER</td>
<td>AUTO</td>
</tr>
<tr>
<td>HYDRAULIC DEMAND PUMPS</td>
<td>OFF</td>
</tr>
<tr>
<td>WINDSHIELD WIPERS</td>
<td>OFF</td>
</tr>
<tr>
<td>ALTERNATE FLAPS AND GEAR LEVER</td>
<td>DOWN</td>
</tr>
<tr>
<td>FLAPS</td>
<td>CHECKED</td>
</tr>
</tbody>
</table>
Design

Thinking like a designer can transform the way you develop products, services, processes – and even strategy.

Thinking by Tim Brown

Patch 2

Source: Harvard Business Review June 2008
2G Tuesdays

Source: https://flic.kr/p/5anguQ (Creative Commons)
Why Johnny Can’t Encrypt: A Usability Evaluation of PGP 5.0

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University of California
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1999...
Smile
In regards to an Acquisition that we are currently working on, Attorney Tyler Smith will be getting in contact with you. If you can please devote your full attention and comply with any requests that he makes. We will need to proceed with several payments in regards to this operation.
WHEN USING AN E-TICKET, DO NOT PRESS THE GREEN BUTTON

To click or not to click
To phishing or not to phishing

vr 09-01-2015 21:38

van Zwam, Marko (NL - Amsterdam)

‘Talent Survey’-emails => not a phishing-email simulation
**Protected View**

Printing is not available in Protected View. To leave Protected View and enable this command you must select Enable Printing.

![Enable Printing Button](image)

**Print**

Copies: 1

![Print Button](image)
Impact of a choice

Zoveel ruimte neemt een 50 cm deur in beslag als deze wordt geopend.

Deze ruimte bespaar je als je kiest voor schuifdeuren.
A/B testing
A/B testing

Source: http://mercury.io/blog/the-psychology-of-waiting-loading/animations-and-facebook
Power of defaults

Source: Do Defaults Save Lives, Johnson & Goldstein (2003)
# Sign Up Instantly for Grasshopper

30 Day Money Back Guarantee. No Long Term Contracts

<table>
<thead>
<tr>
<th></th>
<th>MAX</th>
<th>GROW</th>
<th>RAMP</th>
<th>PAY AS YOU GROW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$199 A MONTH</td>
<td>$49 A MONTH</td>
<td>$24 A MONTH</td>
<td>$12 A MONTH</td>
</tr>
<tr>
<td>Minutes</td>
<td>10,000 minutes</td>
<td>2,000 minutes</td>
<td>500 minutes</td>
<td>6¢ / minute</td>
</tr>
</tbody>
</table>
| Features   | 3 Toll Free/Local Numbers  
   Unlimited Extensions  
   Unlimited Voice Studio  
   EVERY INCLUDED FEATURE | 2 Toll Free/Local Numbers  
   Unlimited Extensions  
   EVERY INCLUDED FEATURE | 1 Toll Free/Local Number  
   Unlimited Extensions  
   EVERY INCLUDED FEATURE | 1 Toll Free/Local Number  
   Unlimited Extensions  
   EVERY INCLUDED FEATURE |
| Activation | FREE Activation | $25 Activation  
   FREE Activation | $25 Activation  
   FREE Activation | $25 Activation  
   FREE Activation |

Choose Plan »
Dropbox might soon offer you additional free storage space if you create a stronger password

Dropbox sees sloppy passwords as its biggest security threat and may soon start offering additional free space to users who create stronger passwords.

Patrick Heim, Dropbox's head of security, says that a simple password is the strongest predictor of a password being cracked. While Dropbox offers two-factor authentication to help users secure their accounts, it has noticed a pattern of users still using weak passwords.

Incentives
Proportion of devices running vulnerable versions of Android

This figure shows our estimate of the proportion of Android devices running insecure, maybe secure, or secure versions of Android over time.

Incentives (macro)

HD Moore @hdmoore · Oct 15
This is just depressing: androidvulnerabilities.org
This airport has a color coded signing system

Follow yellow signs when flying
- Ticketing
- Gates
- Check-in

Follow black signs for airport services
- Restrooms
- Escalators
- Phones

Follow green signs when leaving the airport
- Ground Transportation
- Parking
Mijksenaar’s

Simple, intuitive...

99

do’s & don’ts of wayfinding
Good design...

is innovative
makes a product useful
is aesthetic
makes a product understandable
is unobtrusive
is honest
is long-lasting
is thorough down to the last detail
is environmentally-friendly
is as little design as possible

Dieter Rams

Source: https://www.vitsoe.com/rw/about/good-design
Thank you!

Jelle Niemantsverdriet
JeNiemantsverdriet@deloitte.nl

Source: https://flic.kr/p/ehcgP3 (Creative Commons)