

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



Jelle Niemantsverdriet

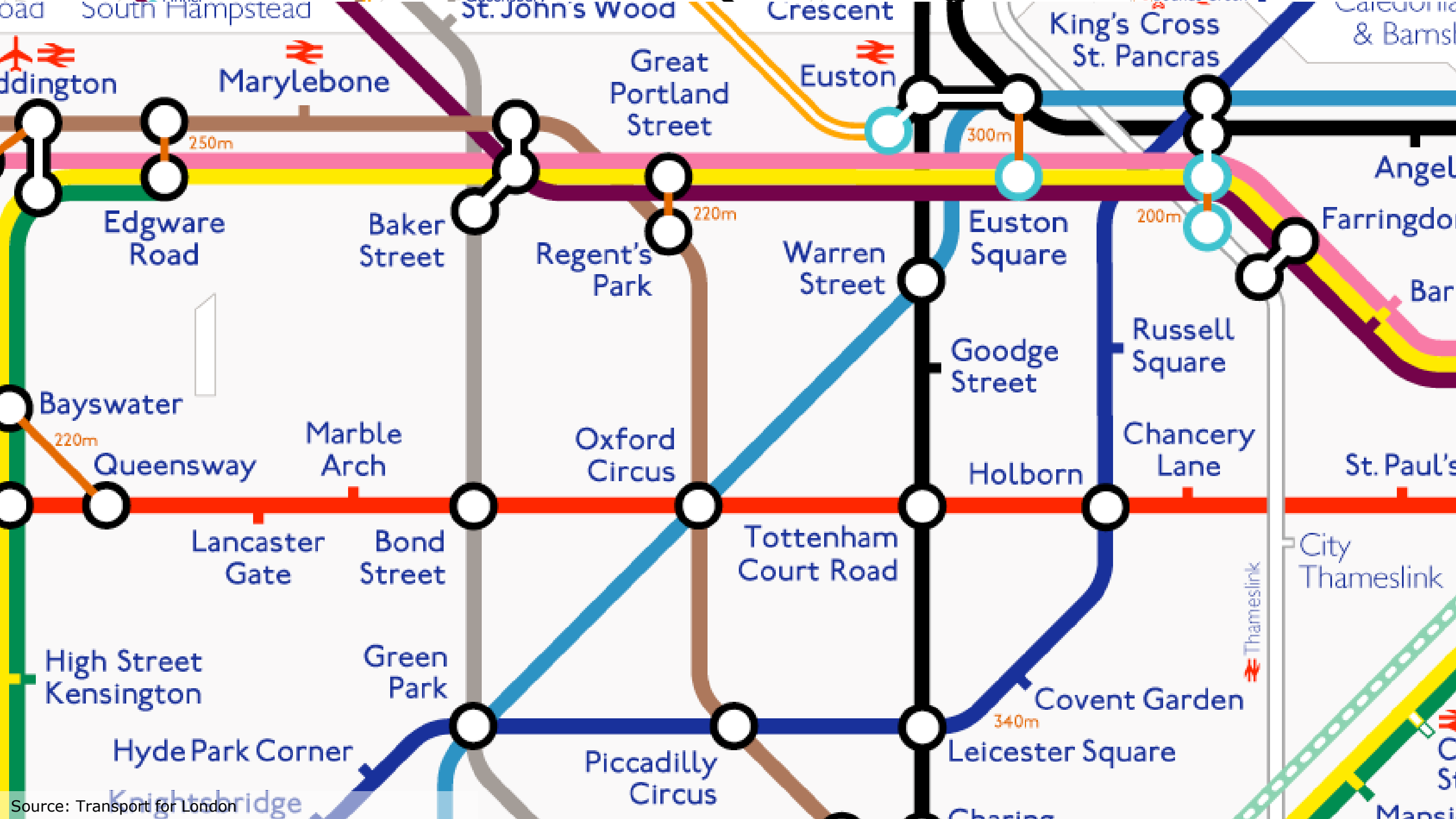


@jelle_n

Cyber













WEST END
Oxford Street

↗ **HYDE PARK**
 Marble Arch ↔
 Edgware Road
 ↖ **MAYFAIR**
 Bond Street
 ↘ **MARYLEBONE** →
 Portman Square
 Baker Street




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WEST END
Oxford Street

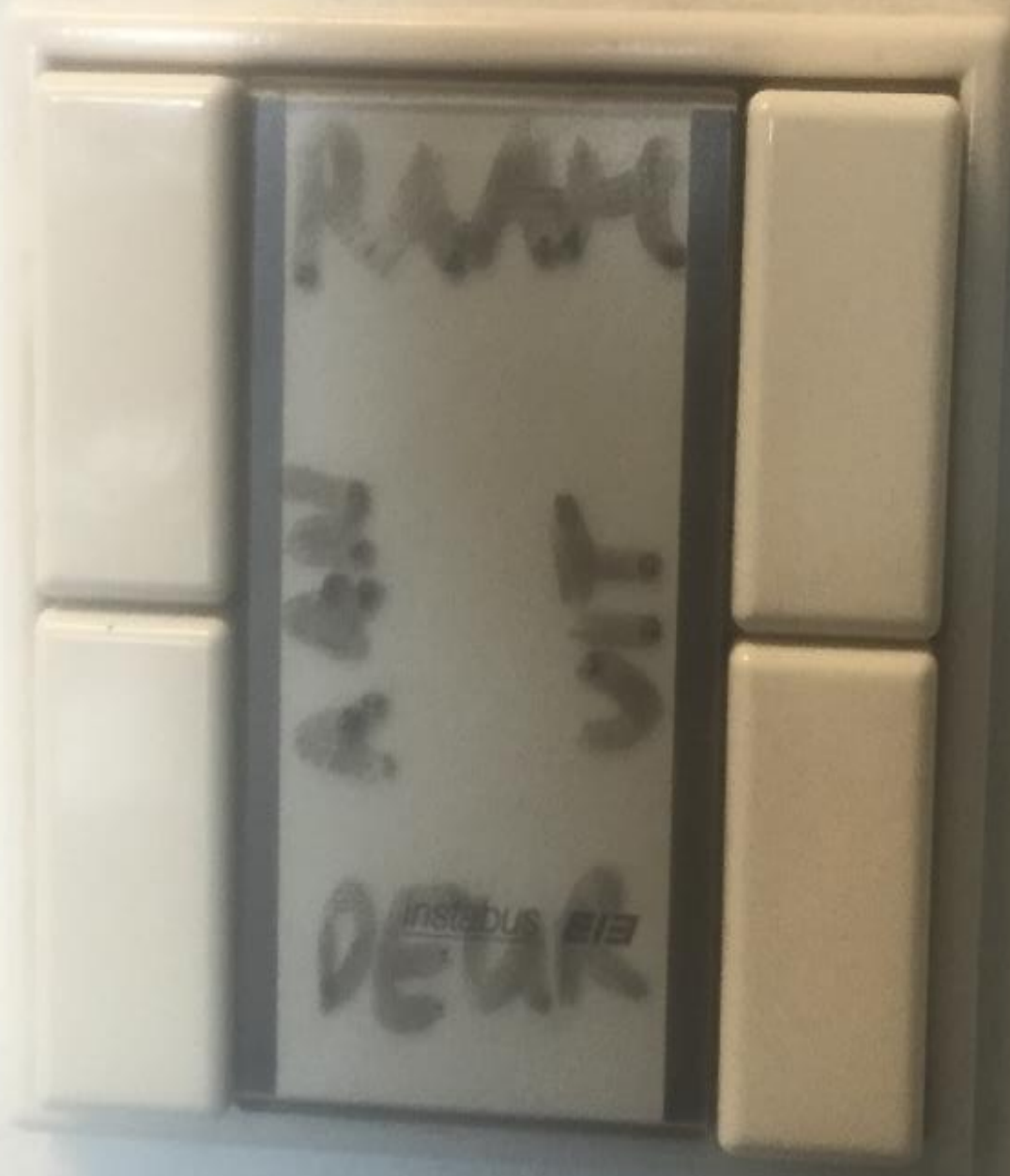
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On / Off

50:114872

Competitors/friends



TalkTalk: how not to deal with a security breach

👤 Davey Winder 📁 Opinion 💎 Data breach, DDoS, exploit, Hacking, SQL injection 💬 0 Comments

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TalkTalk has been breached; we know that much. What else we know about it is, in actual fact, very little indeed at

INFLAMMATORY
50c a Bottle.



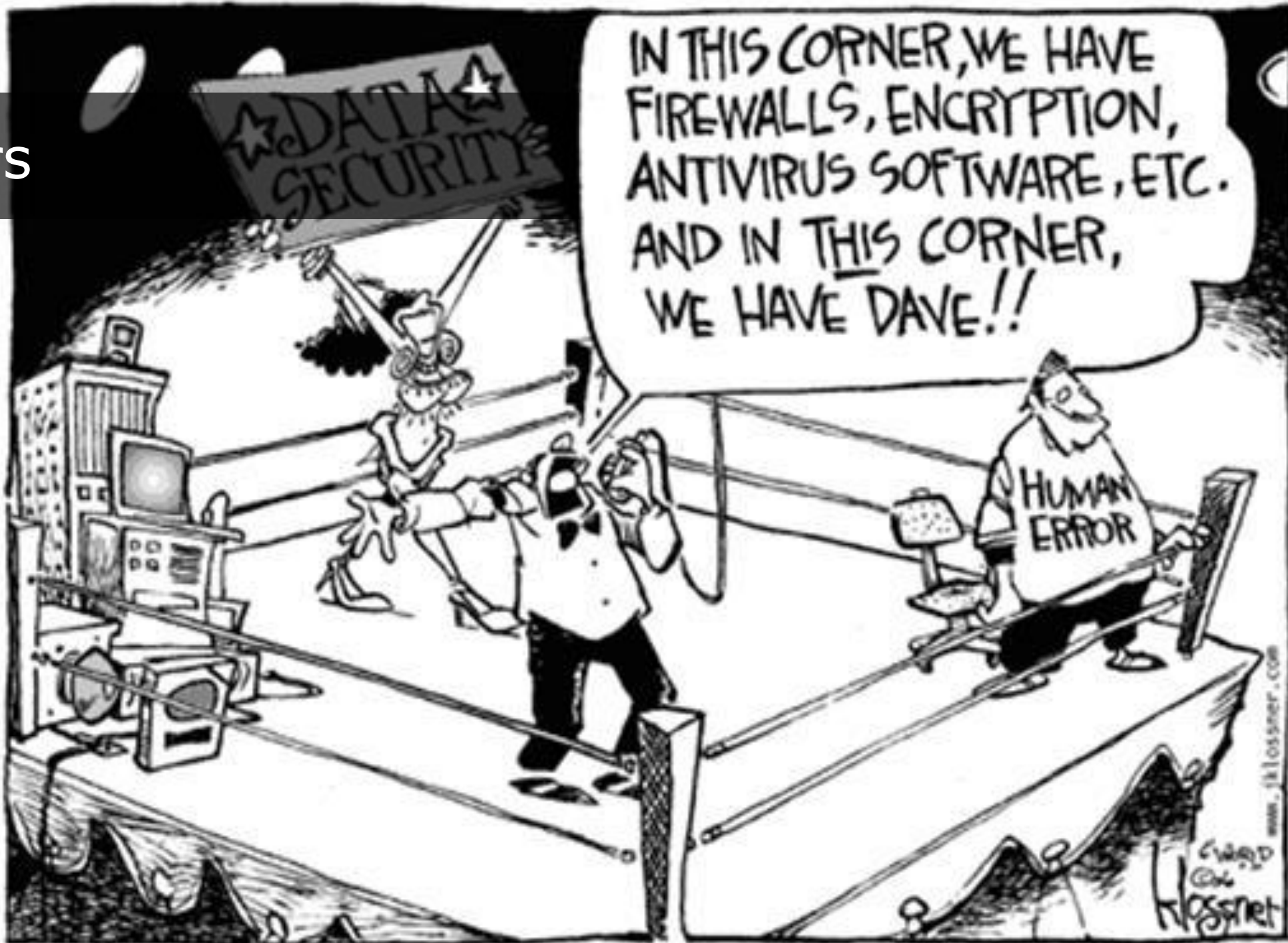
ARTICLE.
50c a Bottle.

SNAKE OIL

RELIEVES INSTANTANEOUSLY

AND CURES HEADACHE, NEURALGIA, TOOTHACHE, RHEUMATISM, BACKACHE,
SWELLING, SPRAINS, SORE THROAT, CONTRACTIONS OF THE THROAT, CONTRACTIONS OF THE
MUSCLES, STIFF JOINTS, BRUISES, DISLOCATIONS, CUTS and BURNS

Users



Users

WE NEED
A PATCH
FOR HUMAN
STUPIDITY





I do!



The Field Guide to Understanding 'Human Error'

Sidney Dekker



VERDICT:
HUMAN ERROR

THIRD EDITION



Work as done



Work as imagined

Department of

NO



Infosec Jenga

BOEING 747-400 NORMAL PROCEDURES CHECKLIST

POWER UP / SAFETY CHECK

First Officer

Captain

CIRCUITBREAKERS.....	CHECKED
BATTERY.....	ON
STANDBY POWER.....	AUTO
HYDRAULIC DEMAND PUMPS.....	OFF
WINDSHIELD WIPERS.....	OFF
ALTERNATE FLAPS AND GEAR LEVER.....	DOWN
FLAPS.....	CHECKED

Patch 1



Design

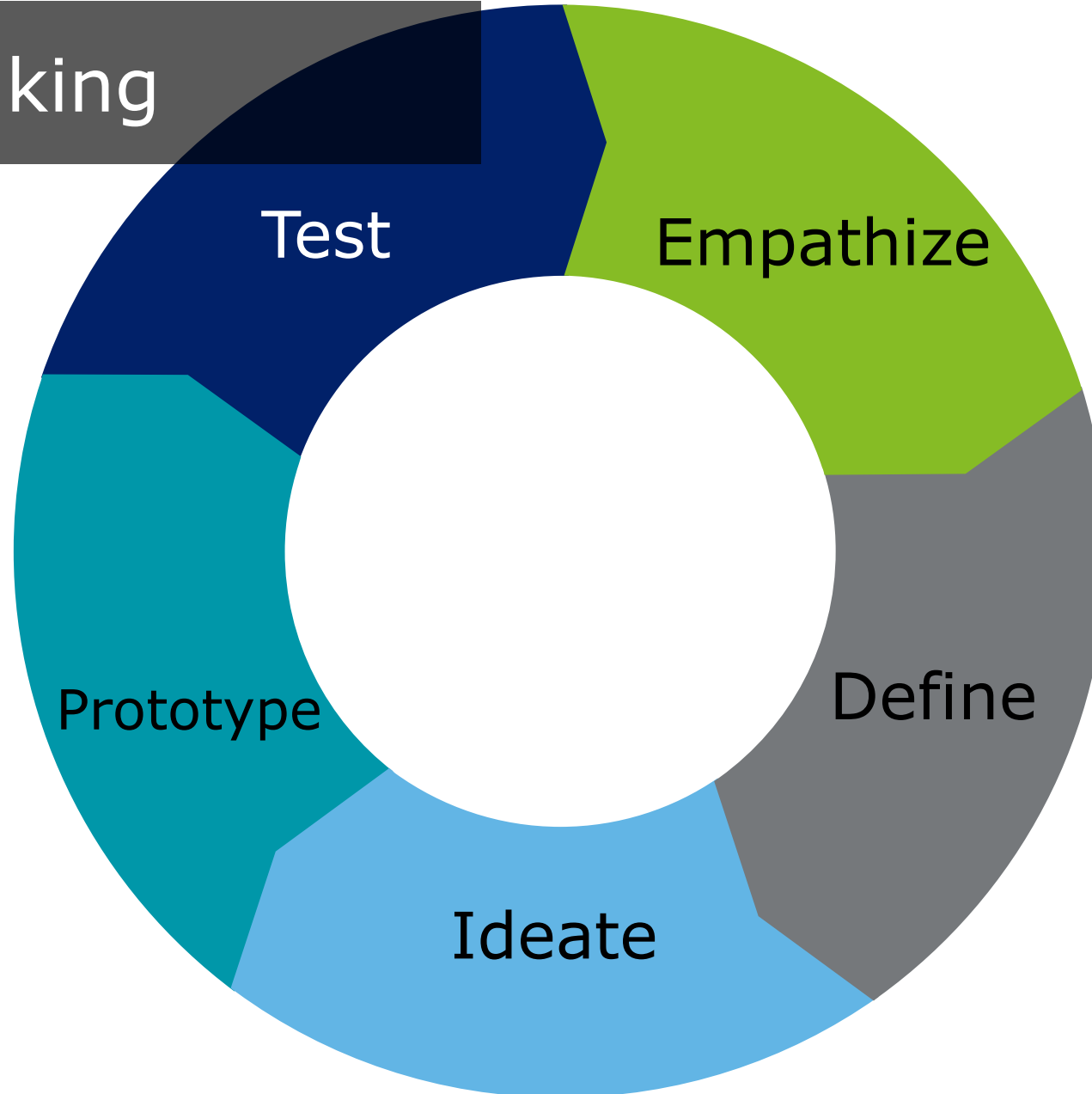
*Thinking like a designer
can transform the way
you develop products,
services, processes – and
even strategy.*

Thinking

by Tim Brown

Patch 2

Design Thinking





**! SLOW!
TRAFFIC AHEAD**

2G Tuesdays

Why Johnny Can't Encrypt: A Usability Evaluation of PGP 5.0

Alma Whitten

School of Computer Science

Carnegie Mellon University

Pittsburgh, PA 15213

alma@cs.cmu.edu

J. D. Tygar¹

EECS and SIMS

University of California

Berkeley, CA 94720

tygar@cs.berkeley.edu

1999...

Smile




From: CEO

<name.ceo@company...

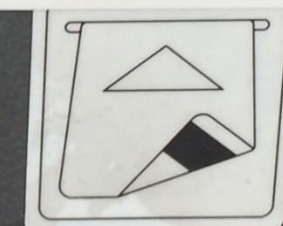
In regards to an Acquisition that we are currently working on, Attorney Tyler Smith will be getting in contact with you. If you can please devote your full attention and comply with any requests that he makes. We will need to proceed with several payments in regards to this operation.

Phishing – now what?



WHEN USING AN E-TICKET, DO NOT PRESS THE GREEN BUTTON

E-TICKET SCANNEN



Creditcard

To click or not to click

To phish or not to phish



vr 09-01-2015 21:38

van Zwam, Marko (NL - Amsterdam)

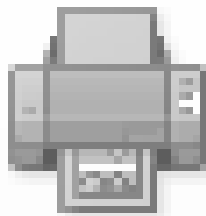
'Talent Survey'-emails => not a phishing-email simulation

Protected View

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



Enable Printing



Print

Print

Copies:

1

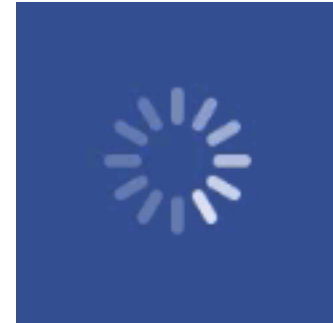
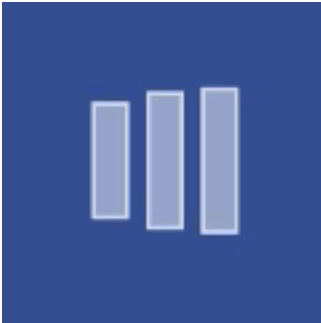
2016...

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.**

et voor schuifdeuren.
bespaar je als je
Deze ruimte



A/B testing

facebook

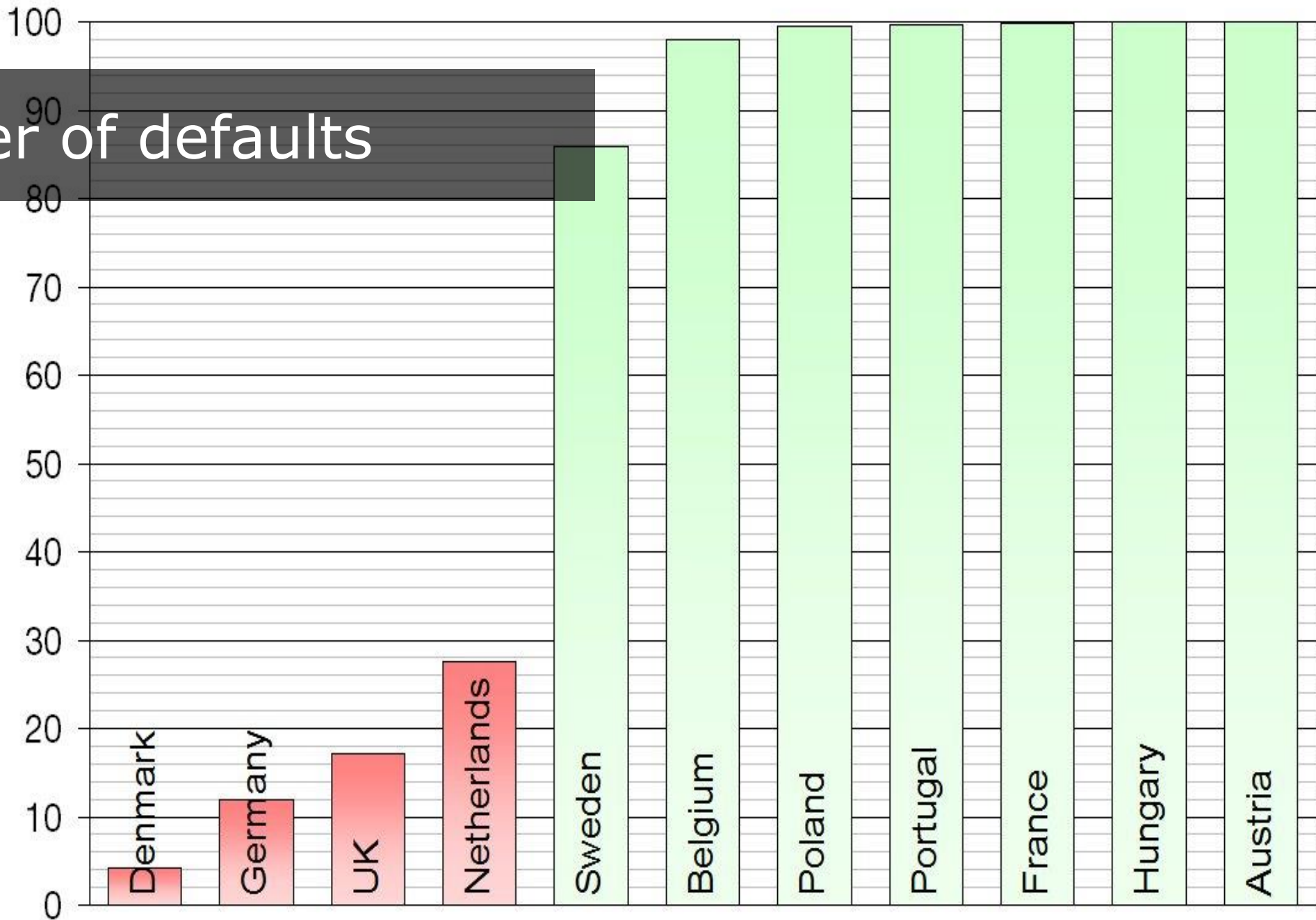


facebook



A/B testing

Power of defaults



Sign Up Instantly for Grasshopper

30 Day Money Back Guarantee. No Long Term Contracts

↙ *Most Popular*

MAX	GROW	RAMP	PAY AS YOU GROW
\$199 A MONTH	\$49 A MONTH	\$24 A MONTH	\$12 A MONTH
10,000 minutes PER MONTH	2,000 minutes PER MONTH	500 minutes PER MONTH	6¢ / minute
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
FREE Activation	\$25 Activation FREE Activation	\$25 Activation FREE Activation	\$25 Activation FREE Activation
Choose Plan »	Choose Plan »	Choose Plan »	Choose Plan »


Amplify



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



Eugene Kim  

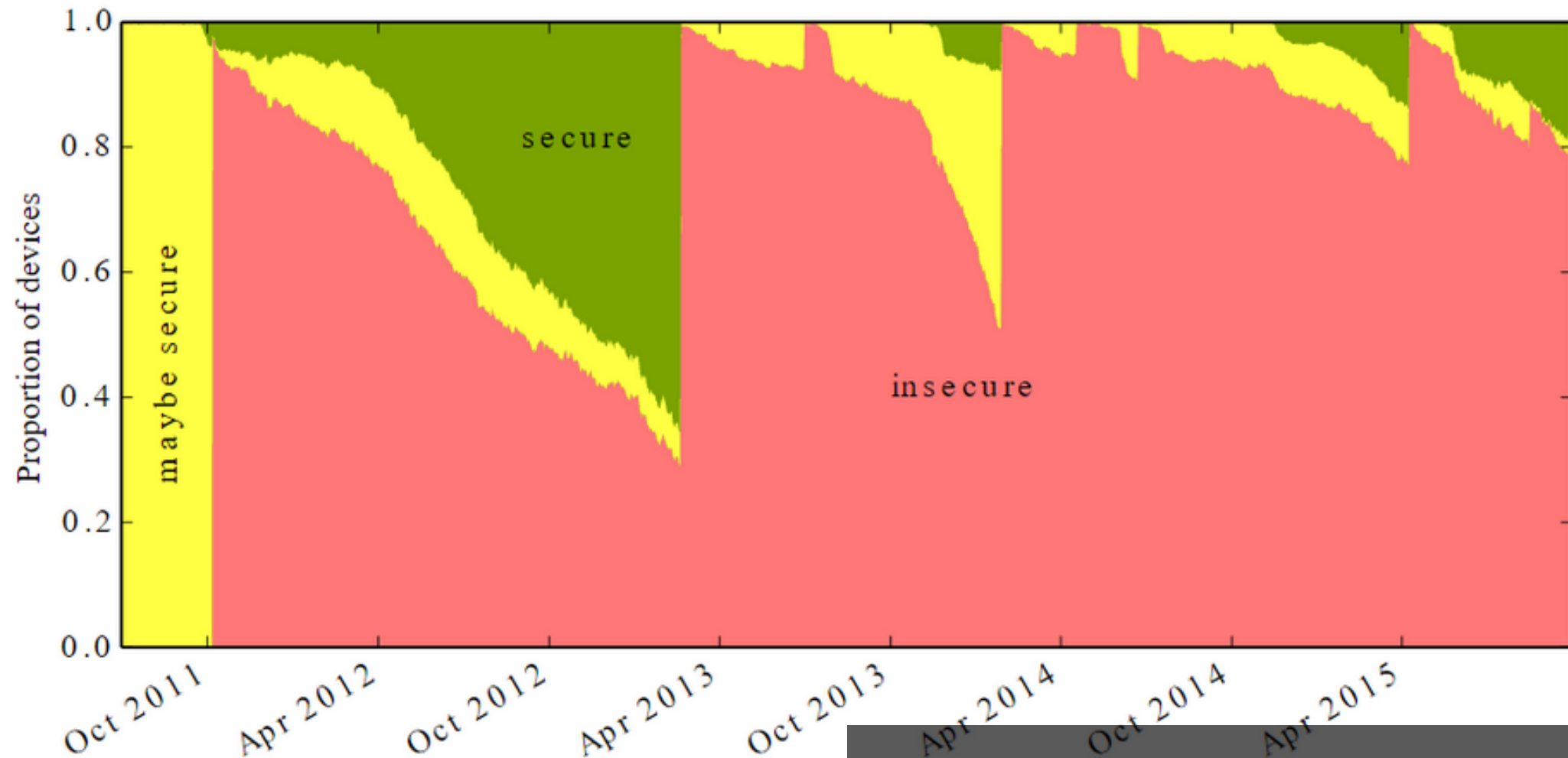
🕒 Jul. 1, 2015, 8:06 PM  262

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

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

Incentives (macro)



HD Moore @hdmoore · Oct 15

This is just depressing: androidvulnerabilities.org



815



371



This airport has a color coded signing system

Follow yellow signs
when flying

- Ticketing
- Arrivals
- Gates
- Check-in

Follow black signs
for airport services

- Restrooms
- Phones
- Escalators

Follow green signs
when leaving the airport

- Ground Transportation
- Parking

Language matters

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



Thank you!



Jelle Niemantsverdriet



JeNiemantsverdriet@deloitte.nl



@jelle_n