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*
On / Off
SO: WHAT?
In this corner, we have firewalls, encryption, antivirus software, etc. And in this corner, we have Dave!!
WE NEED A PATCH FOR HUMAN STUPIDITY
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
Infosec Jenga

Source: https://flic.kr/p/9temgv (Creative Commons)
<table>
<thead>
<tr>
<th>Item</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circuit Breakers</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.

by Tim Brown

Patch 2
2G Tuesdays

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

Alma Whitten
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J. D. Tygar¹
EECS and SIMS
University of California
Berkeley, CA 94720
tygar@cs.berkeley.edu
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 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

Copies: 1

2016...
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>Plan</th>
<th>MAX</th>
<th>GROW</th>
<th>RAMP</th>
<th>PAY AS YOU GROW</th>
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<tbody>
<tr>
<td>Monthly Price</td>
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<td>$24</td>
<td>$12</td>
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<td>Minutes</td>
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<td>2,000</td>
<td>500</td>
<td>6¢ / minute</td>
</tr>
<tr>
<td>Toll Free/Local Numbers</td>
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<td>2</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Extensions</td>
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<td>Voice Studio</td>
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<td>Activation</td>
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<tr>
<td>Choose Plan</td>
<td>»</td>
<td>»</td>
<td>»</td>
<td>»</td>
</tr>
</tbody>
</table>

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, told Business Insider that the company will soon offer users a little extra space (up to 500 MB) to encourage them to use stronger passwords. The feature could be available any day now.
This figure shows our estimate of the proportion of Android devices running insecure versions of the operating system, relative to devices running secure versions.

Incentives (macro)
This airport has a color coded signing system

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

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

Follow green signs when leaving the airport
• Ground Transportation
• Parking

Language matters
Mijksenaar’s

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!

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