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?
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
INFLAMMATORY

ARTICLE.

50c a Bottle.

SNAKE OIL

RELIEVES INSTANTANEOUSLY

AND CURES HEADACHE, NEURALGIA, TOOTHACHE, RASHES, RHEUMATIC, SWELLINGS, STRAINS, NERVE CORD, NECK PAIN, DISEASES, CUTS AND BURNS.

Vendors
In this corner, we have firewalls, encryption, antivirus software, etc. And in this corner, we have Dave!!
We need a patch for human stupidity.
Work as done

Source: https://flic.kr/p/bNU5cF (Creative Commons)
Keep off the grass

Dogs too

Work as imagined
Infosec Jenga
Prevention is dead?
<table>
<thead>
<tr>
<th>Description</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>OFF</td>
</tr>
<tr>
<td>Flaps</td>
<td>DOWN</td>
</tr>
<tr>
<td></td>
<td>CHECKED</td>
</tr>
</tbody>
</table>
Design

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

Patch 2
Design Thinking

- Ideate
- Define
- Prototype
- Test
- Empathize
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
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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 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...
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)
Amplify

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>
</tr>
</thead>
<tbody>
<tr>
<td>Price</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 Per Month</td>
<td>10,000</td>
<td>2,000</td>
<td>500</td>
<td>6¢ / minute</td>
</tr>
<tr>
<td>Toll Free/Local Numbers</td>
<td>3</td>
<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>
<td>EVERY INCLUDED FEATURE</td>
<td>EVERY INCLUDED FEATURE</td>
<td>EVERY INCLUDED FEATURE</td>
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<tr>
<td>FREE Activation</td>
<td></td>
<td>$25 Activation</td>
<td>$25 Activation</td>
<td>$25 Activation</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 product, said in an interview with Business Insider that the company has seen how a user's password becomes their 'private key' and that strong passwords are the most effective way of keeping their data protected.

Heim also said that Dropbox is working to get its users to make better use of password managers and is considering offering a free password manager to current and potential customers.

The company is also looking into offering a more secure two-factor authentication method, which would require users to enter a code sent to their phone in addition to their password.

Incentives
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

Language matters
Mijksenaar’s

Simple, intuitive...

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)