**Sitater til prosjektet**

“Design is about demonstrating how beautiful something can be. It has a very profound quality. Design is a way of changing life and influencing the future.” - Sir Ernest Hall

“An experience designer must love and care about people and the world in which we all live. It’s his mission in the world to proudly spread love and happiness through his creations.” - Andrë Braz

“Observe how your users approach information, consider what it means, and design to allow them to achieve what they need.” - Donna Spencer

“When a business defies the traditional, when it ‘colors outside the lines,’ customers often receive exceptional experiences.” - The Starbucks Experience by Joseph A. Michelli

“If we want users to like our software, we should design it to behave like a likeable person.” - Alan Cooper

“Features are meaningless. They mean nothing to users. A coherent product user interface is the product to users.” - Kim Goodwin

“Design creates stories, and stories create memorable experiences, and great experiences have this innate ability to change the way in which we view our world.” - Christian Saylor