What is important to know from: <https://uxdesign.cc/the-design-secret-apple-stole-from-volkswagen-66a20d17a609#.2rzj7ec7a>

* When Apple introduced the Macintosh
* Apple’s ability to incorporate human details
* iPhone’s passcode screen
* Apple’s decision to dress their product as an easy-going, well-adjusted college grad was the simplest way to illustrate their modern, user-friendly approach.
* [Design for Humanity](http://designforhumanity.danieleckler.com/) is an interactive essay exploring the past, present, and future of anthropomorphic design.
* Combining an understanding of interaction design, usability, psychology, and technology,
* My favorite:

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