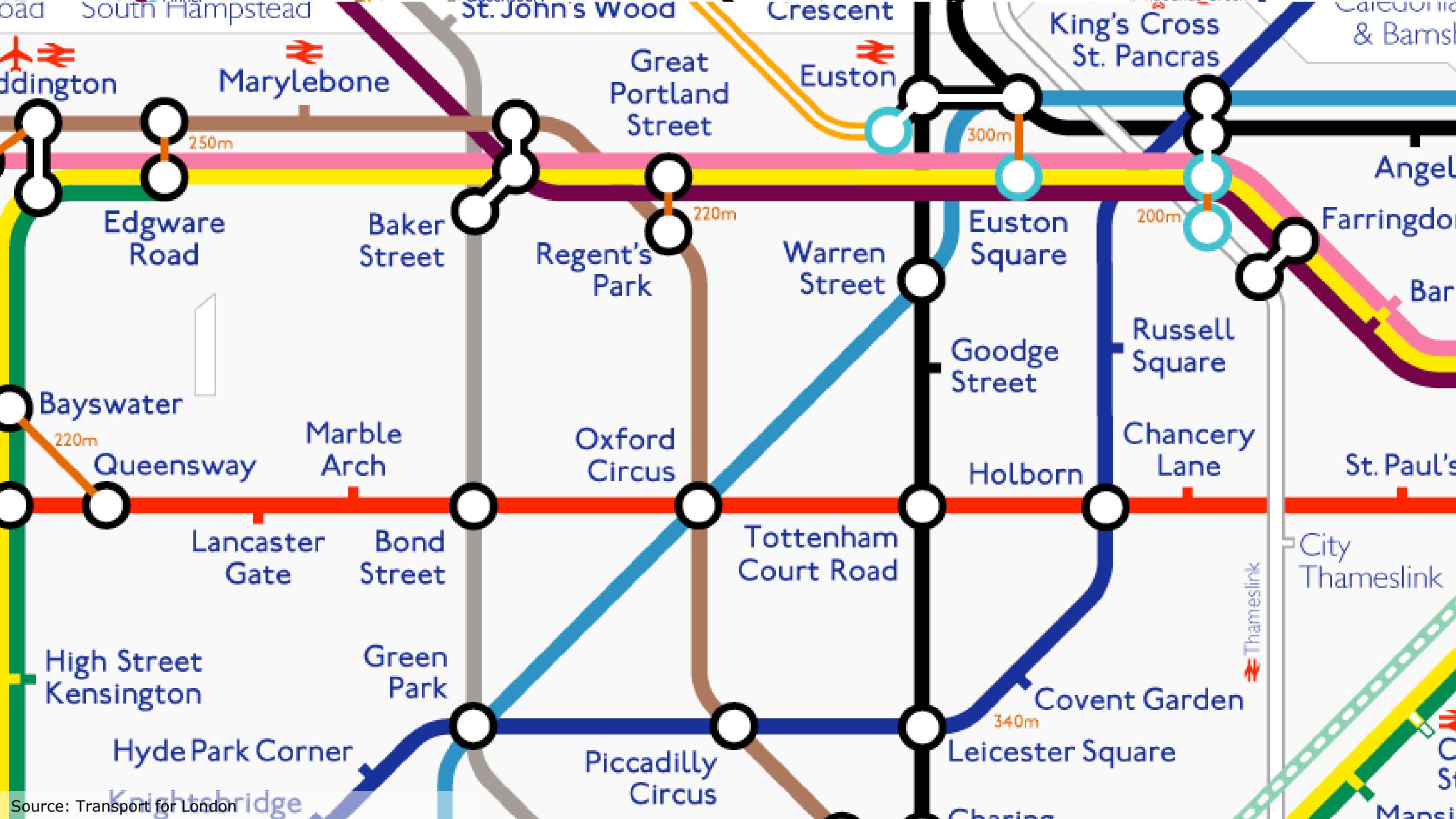




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Don't make something unless it is both made necessary and useful;
but if it is both necessary and useful,
don't hesitate to make it
beautiful

Shaker design philosophy











WEST END
Oxford Street

HYDE PARK
Marble Arch →
Edgware Road

← MAYFAIR
Bond Street

MARYLEBONE →
Portman Square
Baker Street

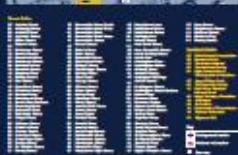


WEST END
Oxford Street

HYDE PARK
Marble Arch
Edgware Road

← MAYFAIR
Bond Street

MARYLEBONE →
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WEST END
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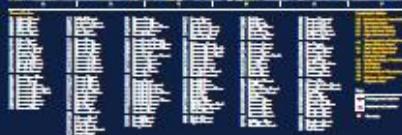


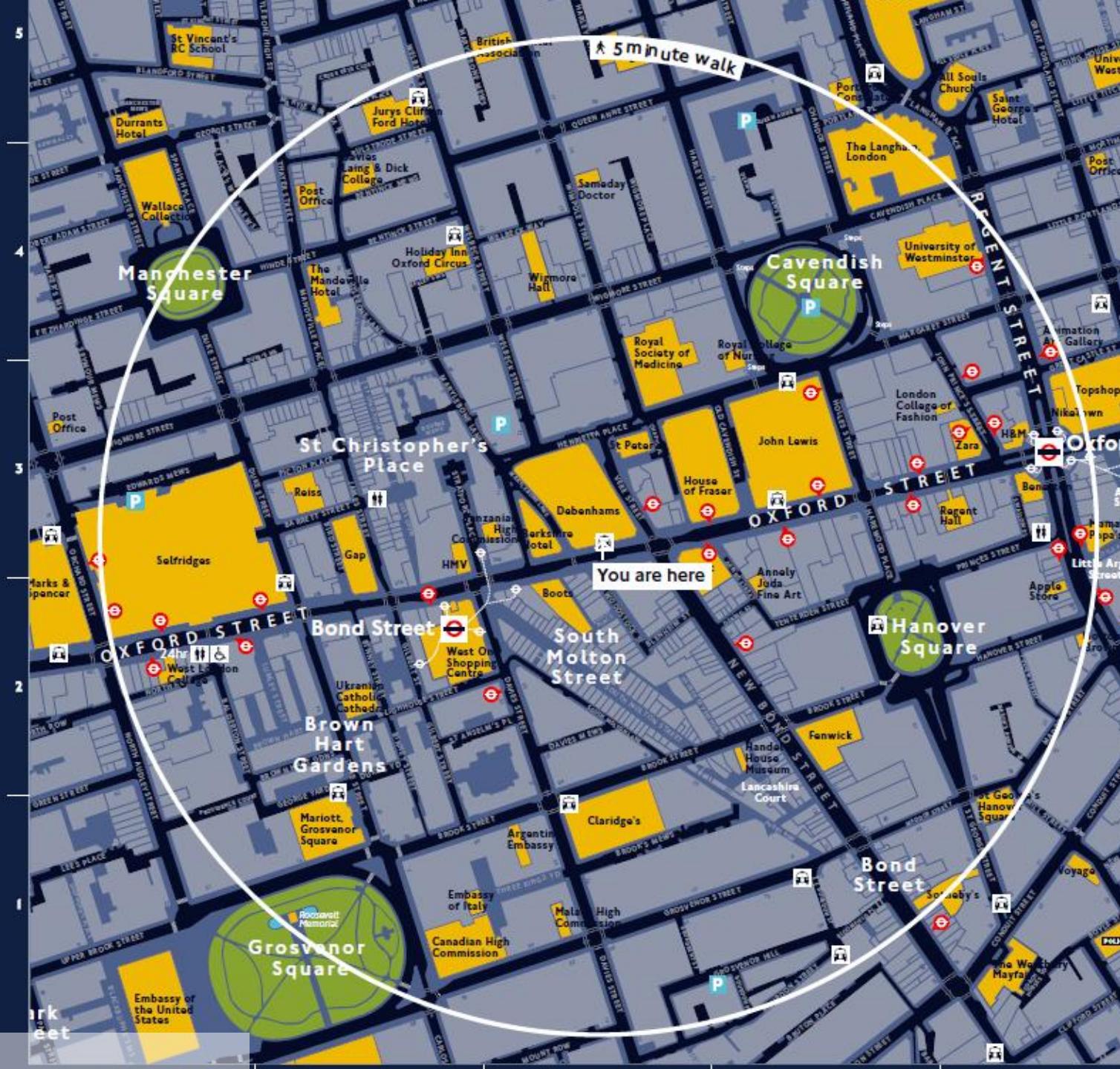
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Marble Arch
Edgware Road

← MAYFAIR
Bond Street

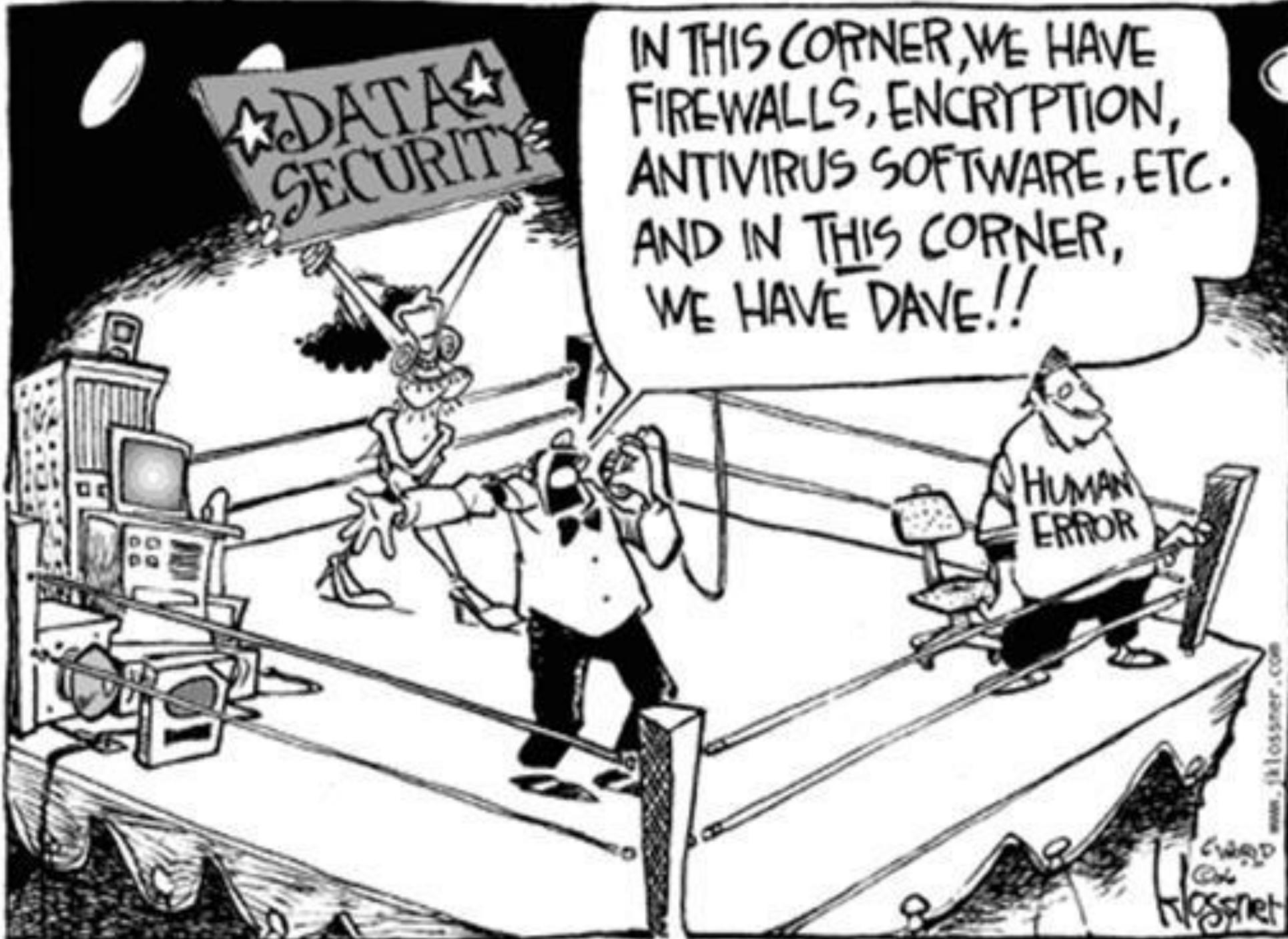
MARYLEBONE →
Portman Square
Baker Street







סְבִּרְבָּד



WE NEED
A PATCH
FOR HUMAN
STUPIDITY



WE NEED
A PATCH
FOR A MAN
STUPID



The Field Guide to Understanding 'Human Error'

Sidney Dekker



Department of



NO



Infosec Jenga



Work as done



Work as imagined

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.....	Patch 1
GEAR LEVER.....	DOWN
FLAPS.....	CHECKED



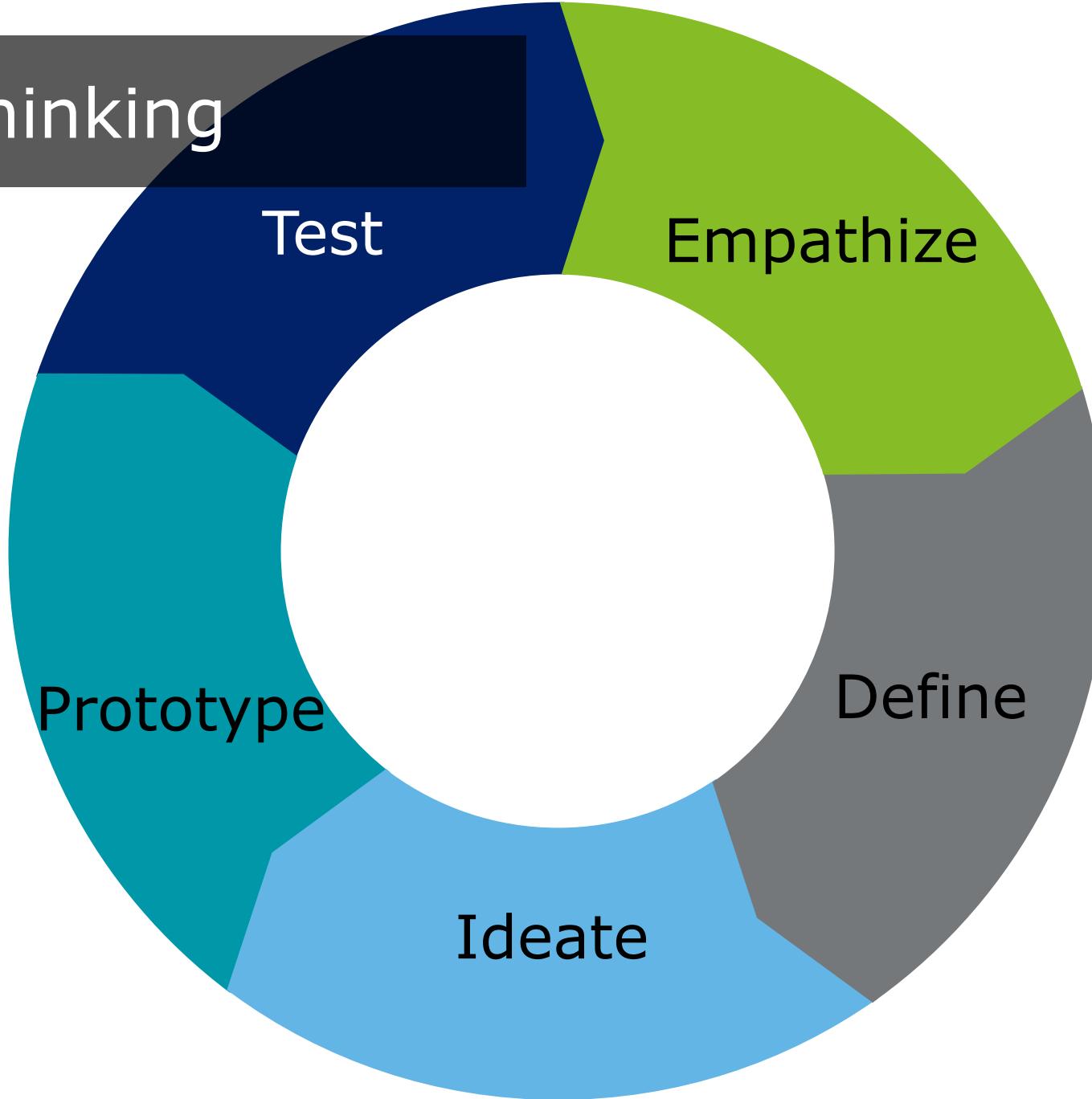
Thinking like a designer can transform the way you develop products, services, processes – and even strategy.

Thinking

by Tim Brown

Patch 2

Design Thinking





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*

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.

To phish or not to phish



vr 09-01-2015 21:38

van Zwam, Marko (NL - Amsterdam)

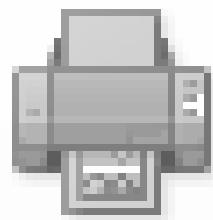
'Talent Survey'-emails => not a phishing-email simulation

Protected View

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



Enable Printing



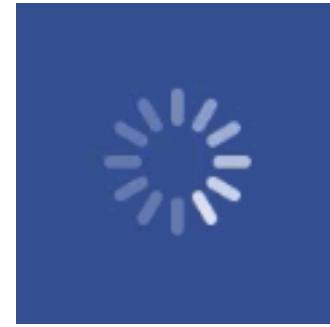
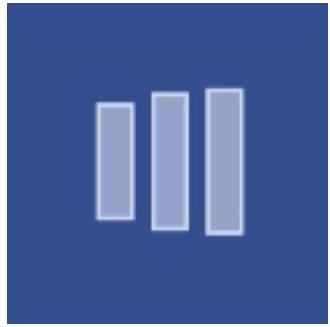
Print

Print

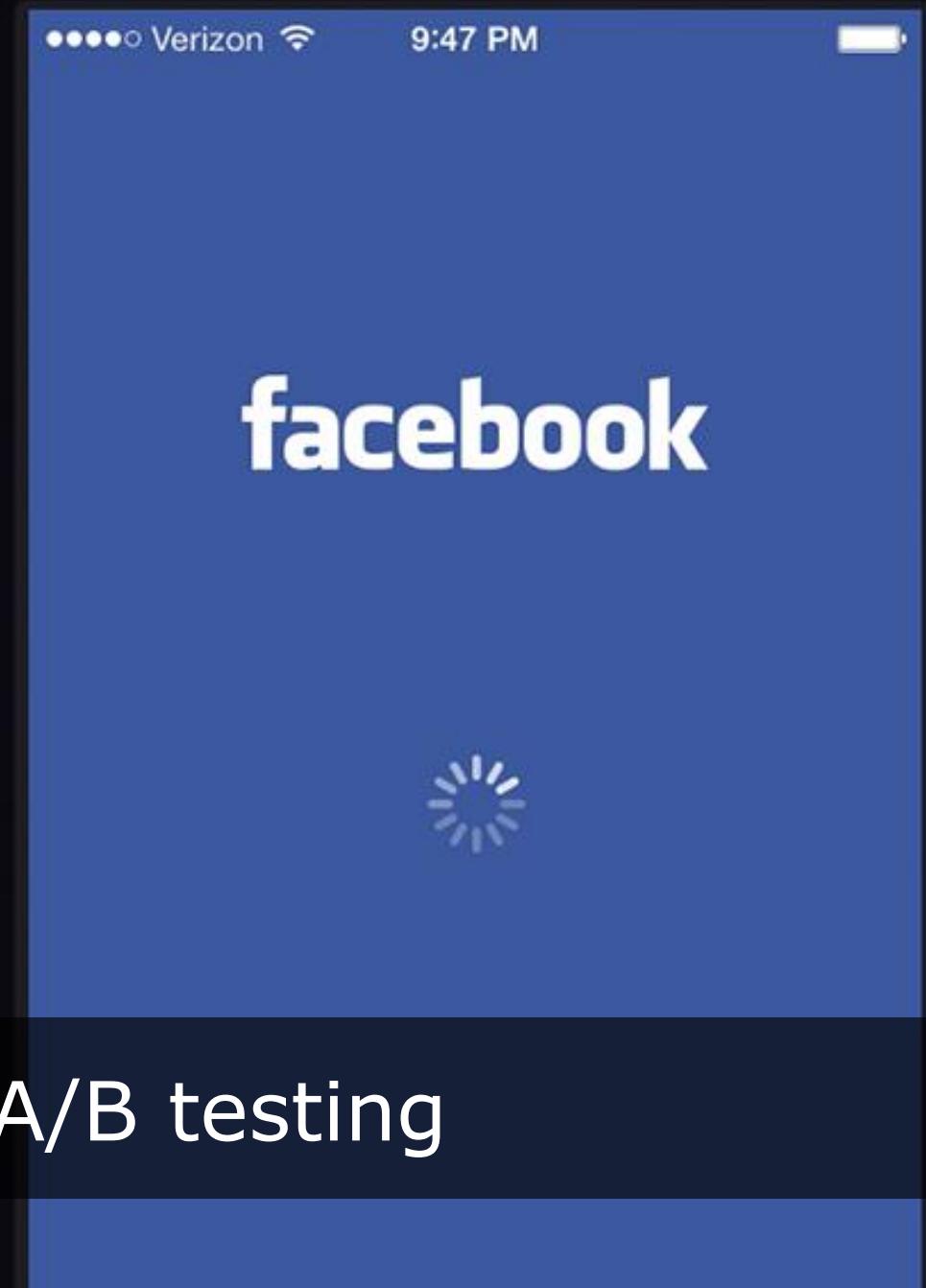
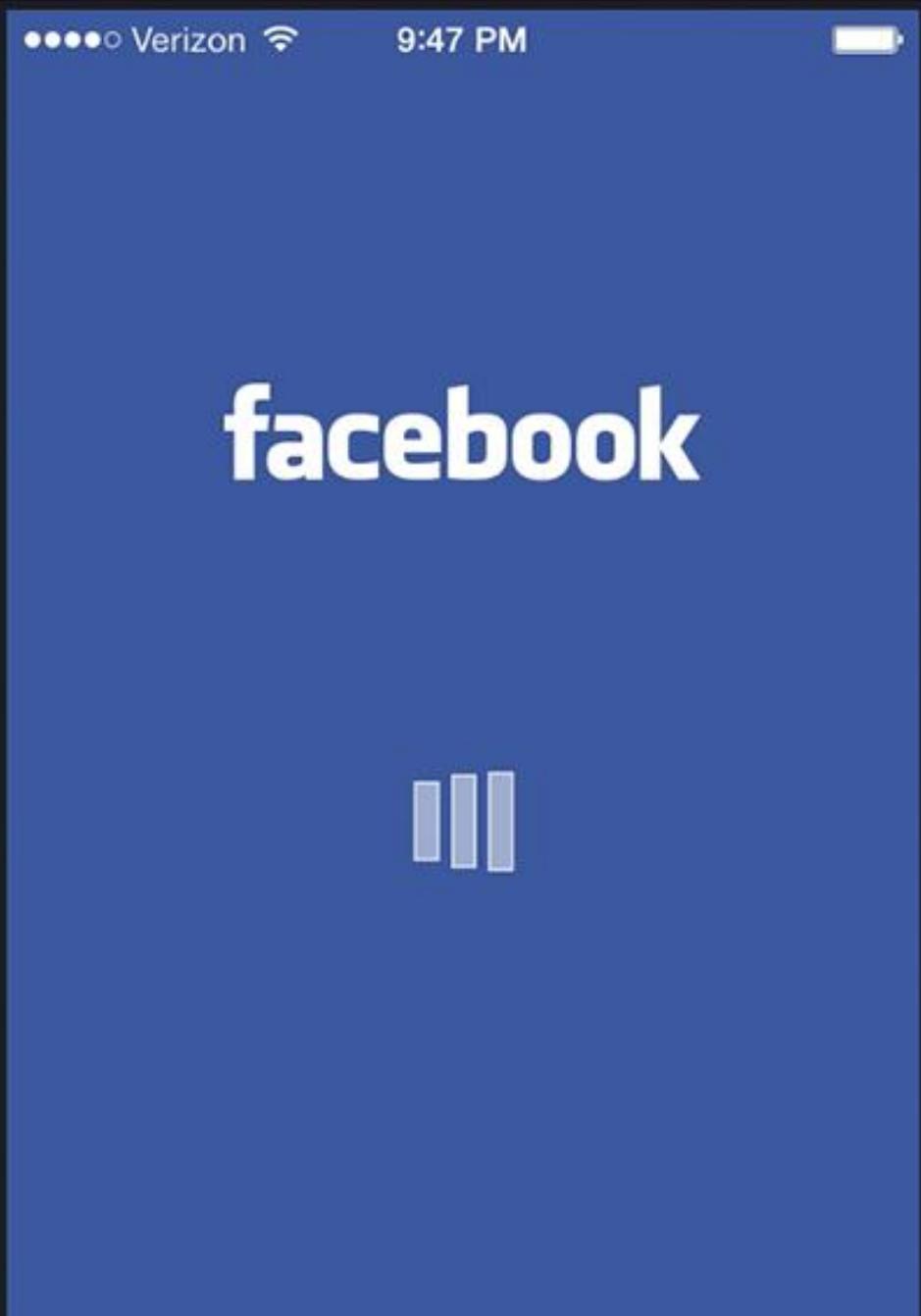
Copies:

1

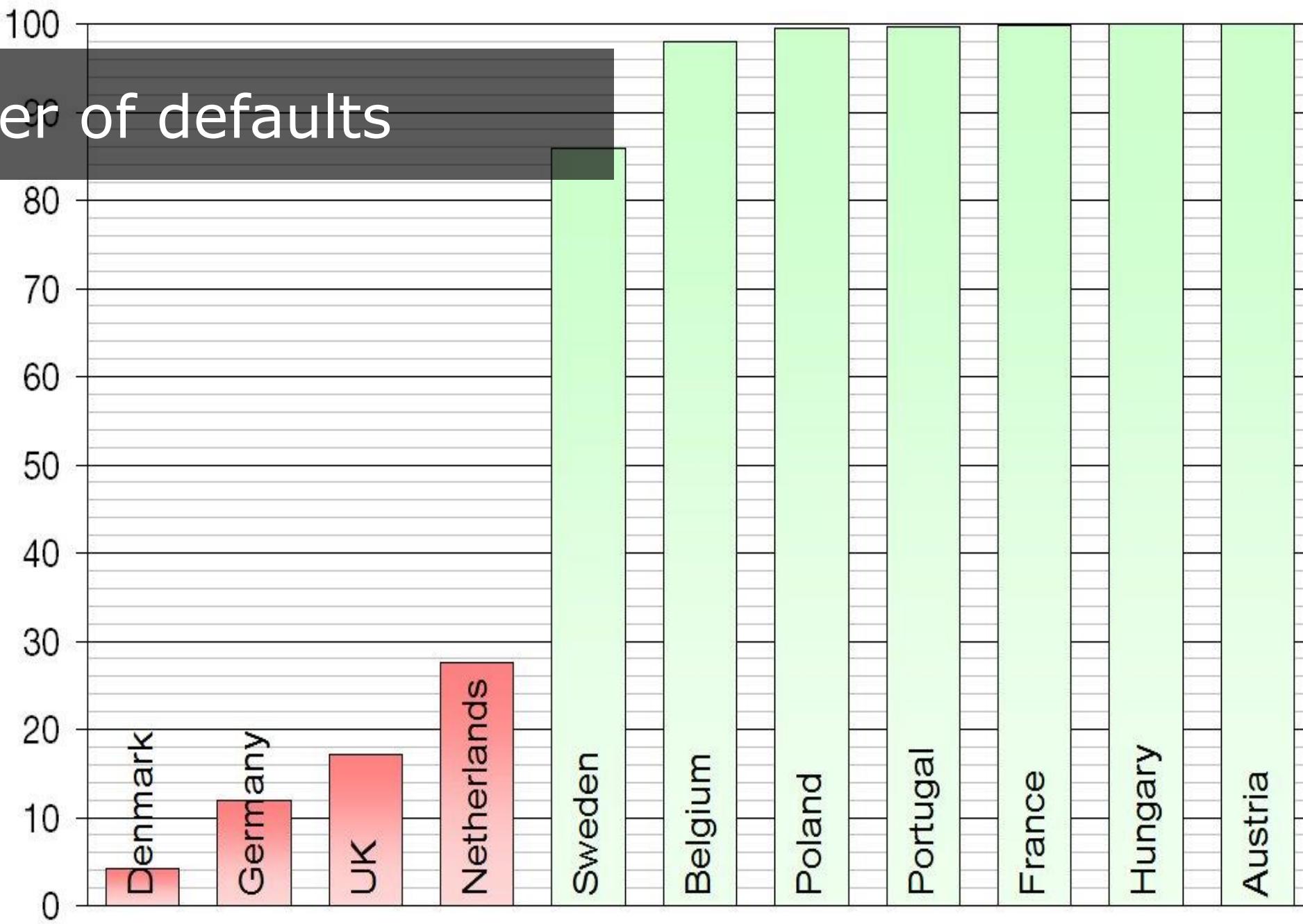
Security in 2016



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 »	Amplify	Choose Plan »

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



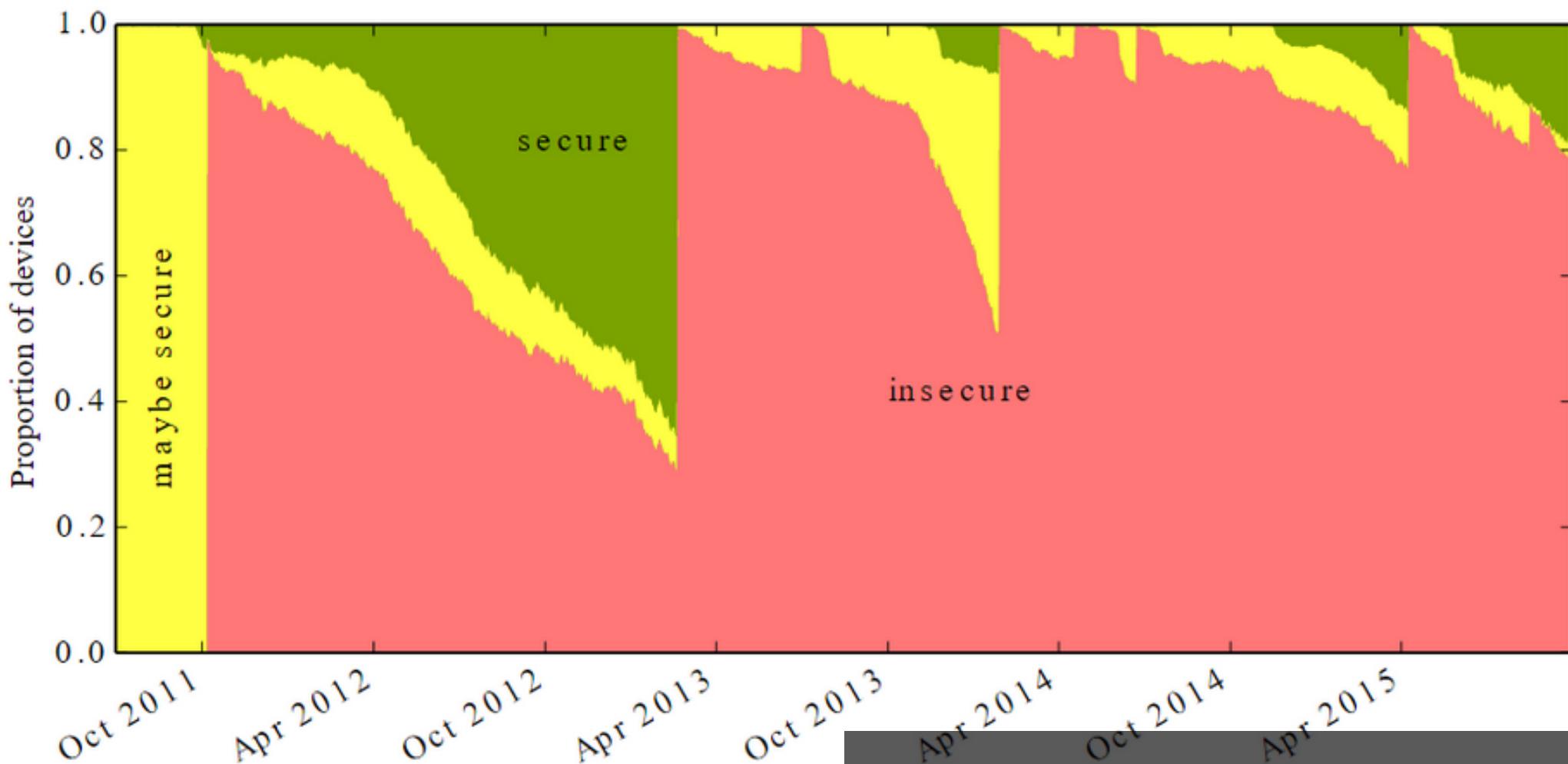
Eugene Kim [✉](#) [🐦](#)

© 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.

Incentives

Proportion of devices running vulnerable versions of Android



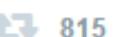
This figure shows our estimate of the proportion of Android devices running *insecure*, *maybe secure*, and *secure* versions of Android over

Incentives (macro)



HD Moore @hdmoore · Oct 15

This is just depressing: androidvulnerabilities.org



...

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
- 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



Thank you!



Jelle Niemantsverdriet



JeNiemantsverdriet@deloitte.nl



@jelle_n



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