# Product Philosophy UX View

| | << | > | < | >> | |
|---|---|---|---|---|---|
| Simple | | X | | | Detailed |
| Innovative | | X | | | Traditional |
| Social connecting | X | | | | Capsuled |
| Focussed | | X | | | Playful |
| Responsive | | X | | | Static |
| Adorable | | X | | | Maintainable |
| Informing | | X | | | Engaging |
| Plattform look and feel | X | | | X | Individual look and feel |

global       Local
komplizint     einfach

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# Product Philosophy Architecture

| | << | < | > | >> | |
|---|---|---|---|---|---|
| Simplicity | | | | | Personalization |
| Innovative | | X | | | Proven |
| Attractive technologies | | | | | Traditional technologies |
| Efficiency | | X | | | Accuracy |
| Long-living | X | | | | Short living |
| Fast responding | X | | | | Secure solution development |
| Platform specific | | X | | | Platform independent |
| Availability – offline work | | X | | | Scalability – online work |
| Generic operability | | X | | | Regular updates – specific interfaces |
| Observeability | | | | X | Human based API |
| Standards | | | | X | Individuality |

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