

UX/UI Design

Prototyping  
and testing

## KNOWING THE DIFFERENCE BETWEEN

# UX

&

# UI

DESIGN

INTERACTION DESIGN



WIREFRAMES &  
PROTOTYPES



INFORMATION  
ARCHITECT

USER RESEARCH



SCENARIOS



VISUAL DESIGN



COLORS



GRAPHIC  
DESIGNER



LAYOUTS

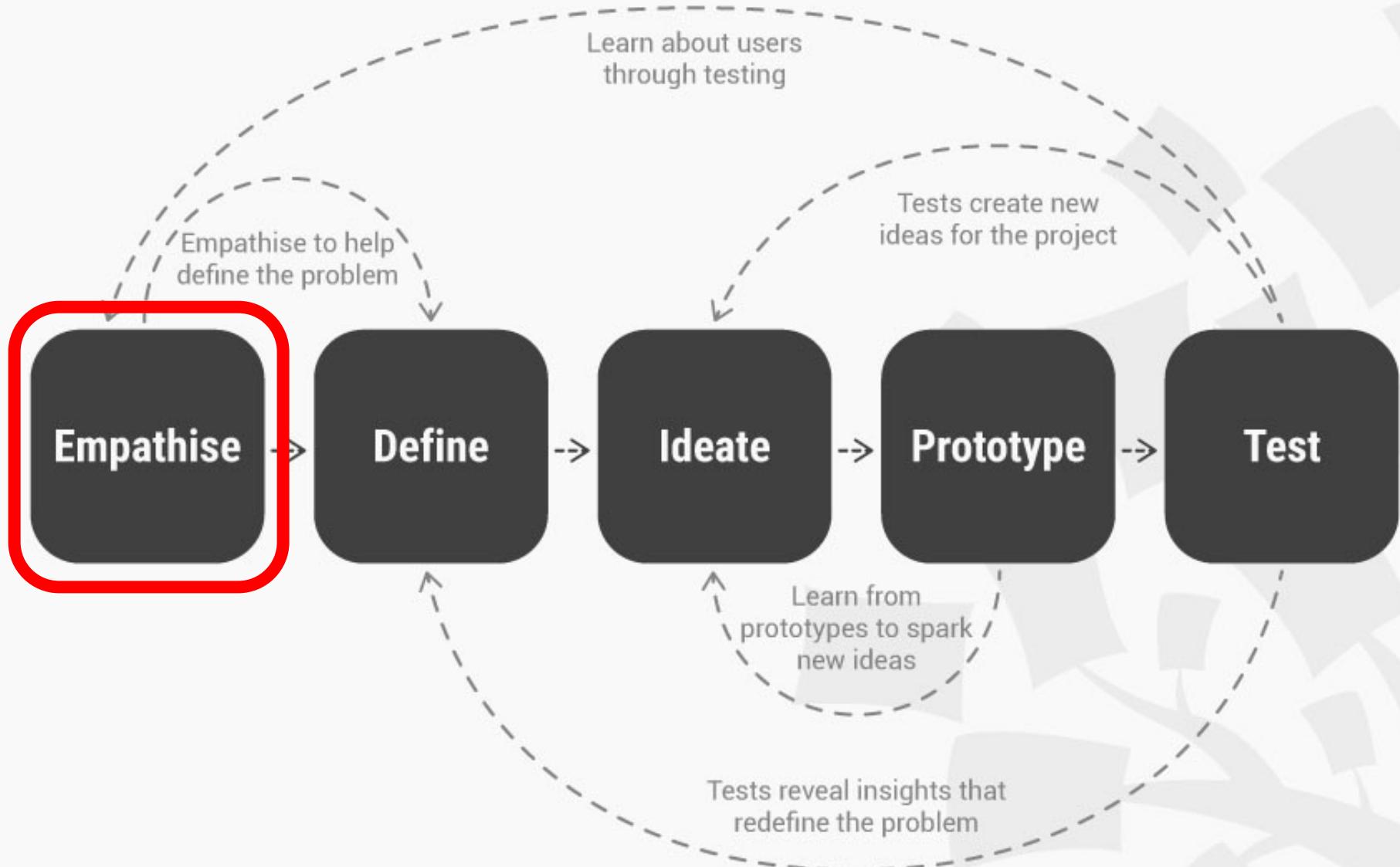
TYPOGRAPHY

Aa

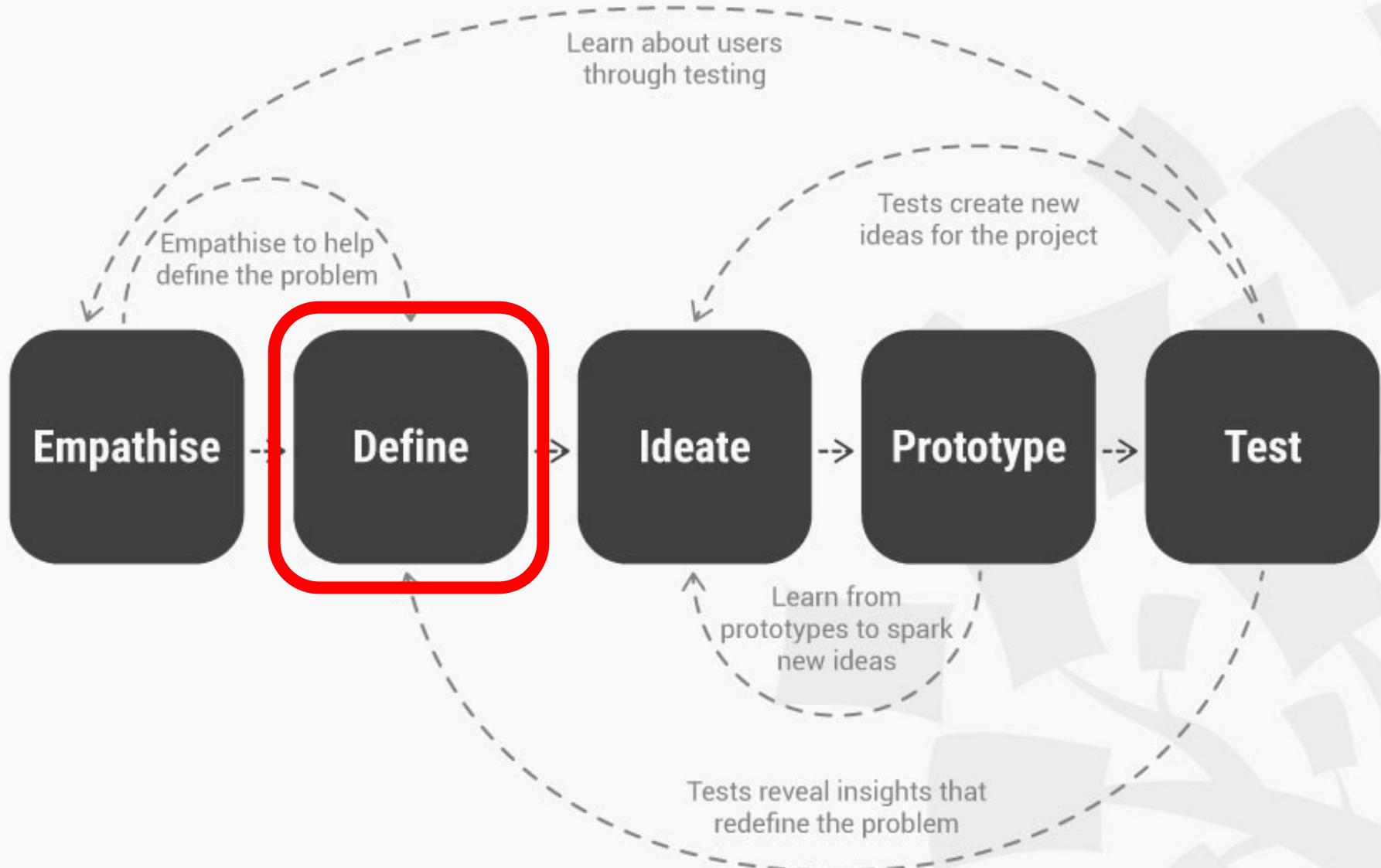


papdan.com

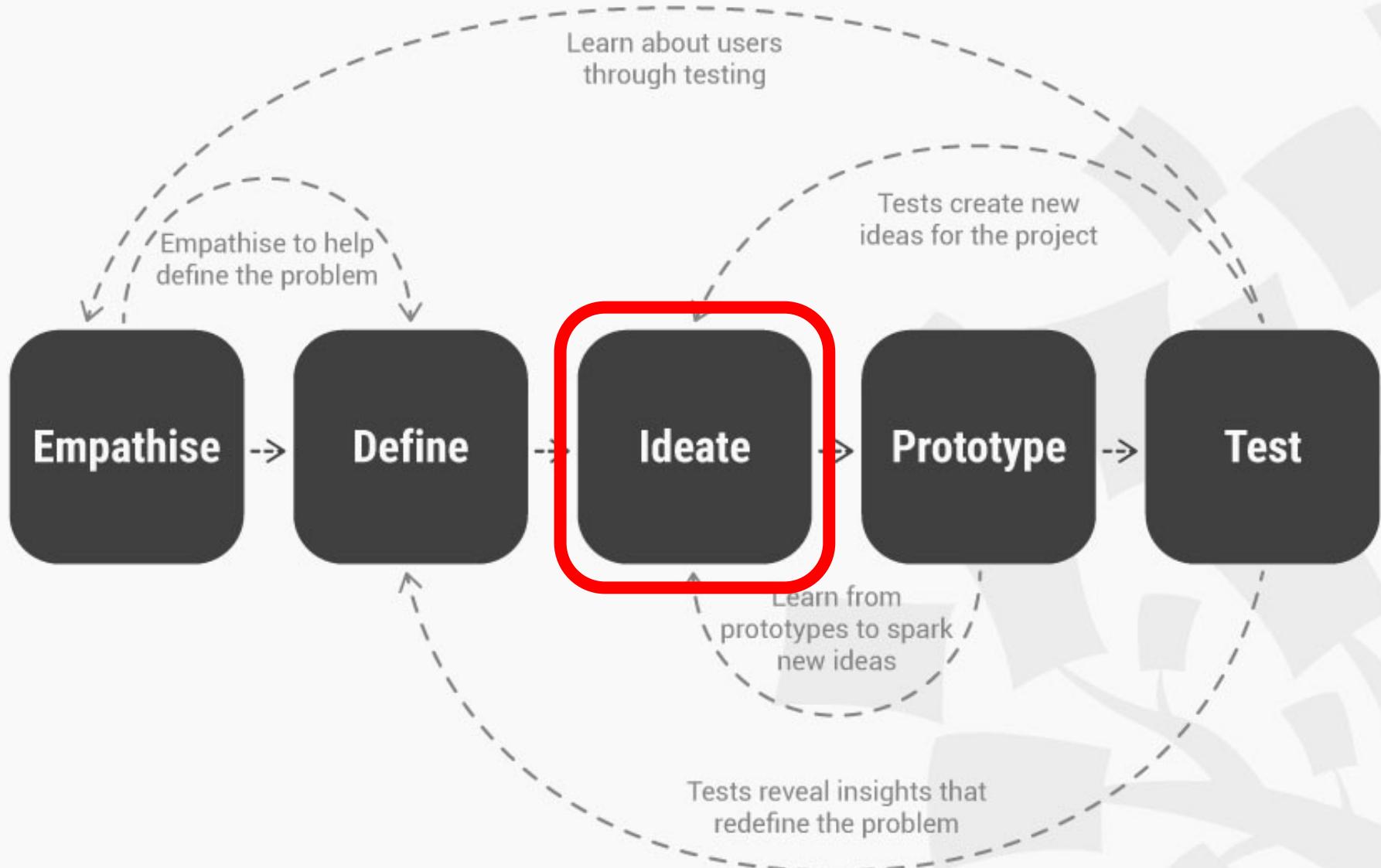
# DESIGN THINKING: A NON-LINEAR PROCESS



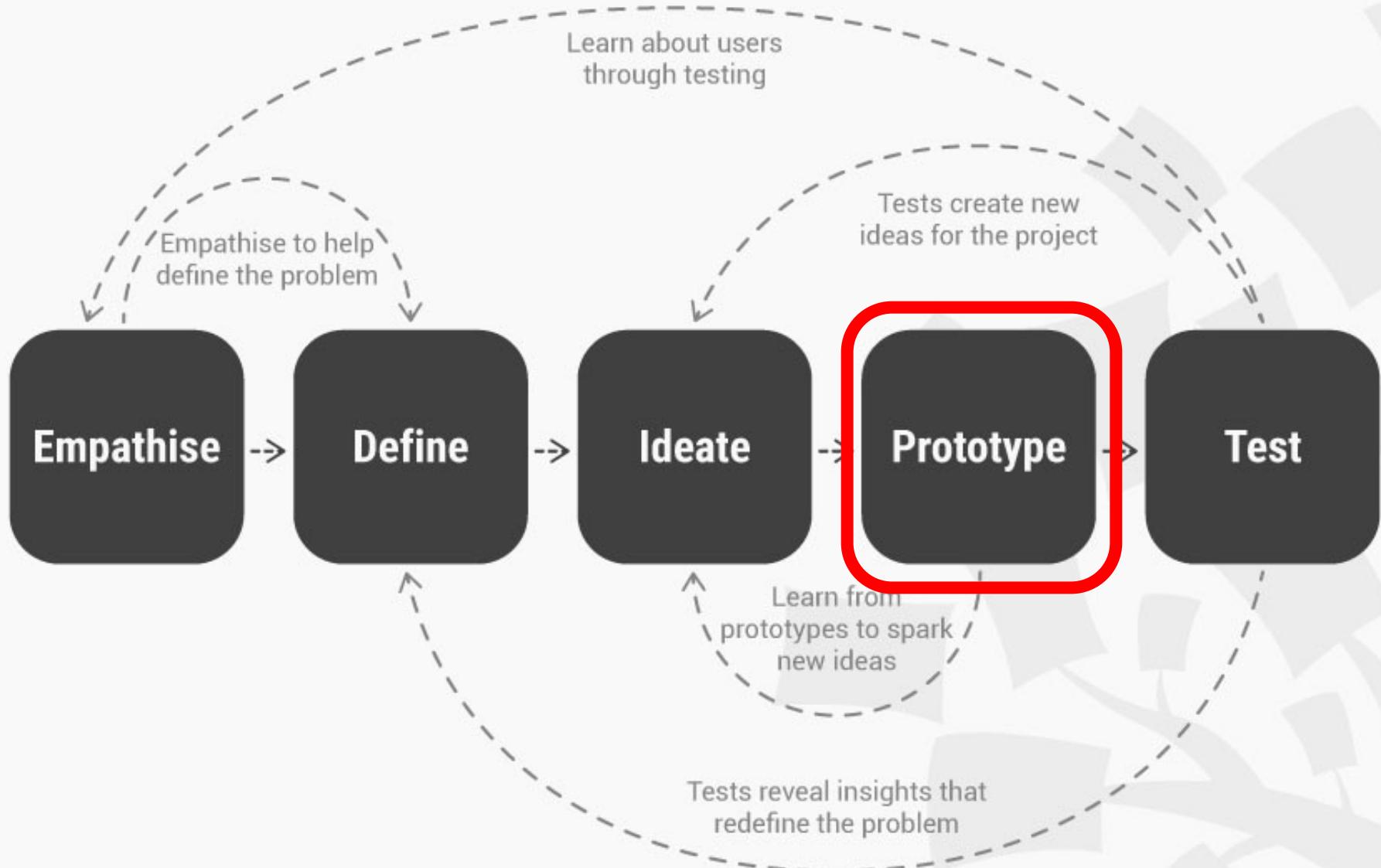
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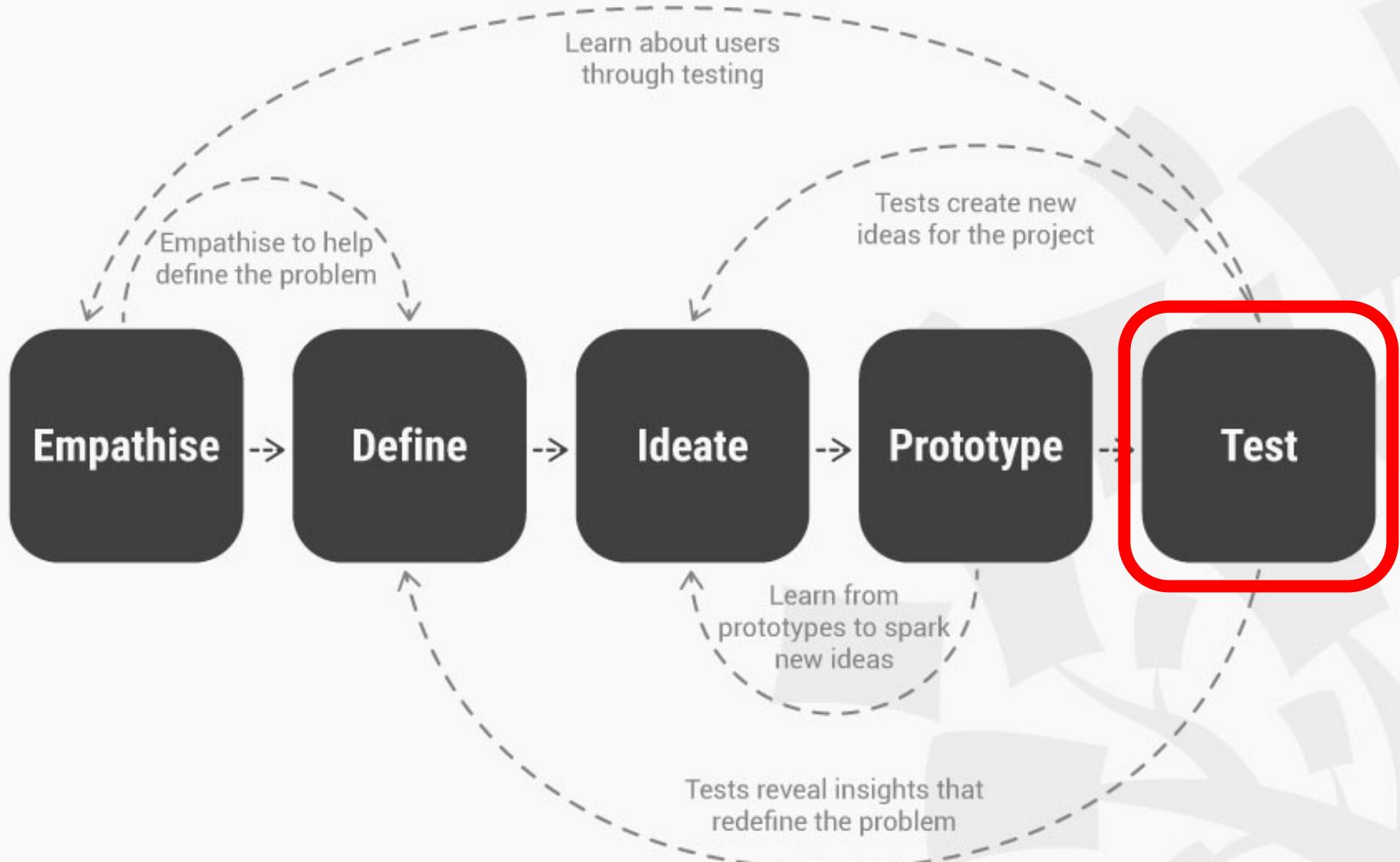
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# DESIGN THINKING: A NON-LINEAR PROCESS



# **Empathise**



**Understanding the human needs involved**

# User research

## 1 Focus groups





VIDEO >>

# User research

## 2 Cultural probes

Gathering **inspirational** data about people's lives, values and thoughts.

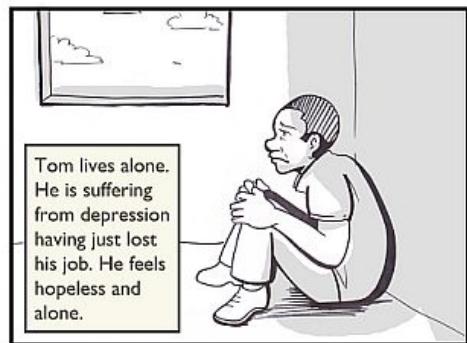




# User research

## 3 Scenarios





# User research

## 4 Personas

# EMMY BLUE

**AGE** 23  
**OCCUPATION** Student  
**UNIVERSITY** University of Washington  
**MAJOR** HCDE  
**LOCATION** Seattle, WA  
**FREQUENCY** Several times per day

**TECHNOLOGY**

IT and Internet	<div style="width: 80%;"></div>
Software	<div style="width: 50%;"></div>
Mobile Apps	<div style="width: 70%;"></div>
Social Networks	<div style="width: 60%;"></div>

**PERSONALITY**

Extrovert	<div style="width: 50%;"></div>	Introvert
Sensing	<div style="width: 20%;"></div>	Intuition
Thinking	<div style="width: 10%;"></div>	Feeling



**GOALS**

- To know due time and do not miss any assignment
- To know new study information
- To know study schedule including academic events

**FRUSTRATIONS**

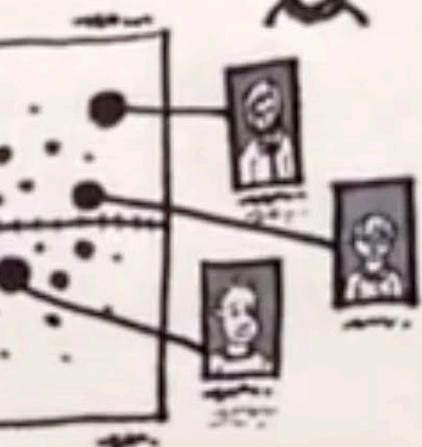
- It takes effort to find the information I check regularly.
- I can not get notification directly from the system.
- I miss many academic events.

**BIO**

Emmy is a hard working full-time undergraduate student at University of Washington. She checks Canvas several times a day to check the assignment due time and what she needs to do. She does not want to miss the deadline of any assignment. Emmy would like to get notification when something new happens in canvas, e.g. the grade change. She is also interested in academic events in school and it is inconvenient to find these information sometimes. Emmy cares about her GPA and wants to know the grade curve.

**QUOTE**

"If I can always know what my GPA might be and what I should do next at the first glance, it will be beneficial for my study"



VIDE



"I love to meet new people, they share their fascinating stories and ideas. After meeting someone new I get a lot of inspiration. I feel there should be an app for a casual meeting with strangers."

### Clever · Organised · Curious

Age: 28

Occupation: Writer · Editor

Family: Divorced

Location: Beijing · China

Archetype: The Creator

### Bio

Alex is a part-time editor for a lifestyle magazine in Beijing. He came with his Chinese wife and stayed after the divorce. Alex loves new places, he often visits bars and restaurants that just opened in the city. In his free time, he is writing a post-apocalyptic science fiction book.

### Goals · Interest

- Find new friends in a foreign city.
- Alex is not interested in new relationships, because not long ago he went through a divorce.
- He is also not that much interested in a hook-up with some stranger.
- Alex is looking to meet someone just for fun, to go to cinema or go for a lunch, talk, travel.
- Alex also travels a lot, but usually alone and rarely meets new friends because he is a little shy to approach people.

### Pain Points · Concerns

- Dating apps that Alex tried doesn't have the right people.
- Some online websites that are used to find a relationship are also not suitable for him.
- Even when he found some interesting people online it took him weeks in chatting before he actually met them in person.
- When Alex travelled to Cambodia last time, he tried some solo travelling apps, he posted some messages and liked some profiles but people answered when he already left the country.

### Scenario

After my divorce I felt very lonely because a lot of our friends in Beijing were from my wife's side. I ended up in a foreign country with almost no friends. At first I only spent time with my colleagues, but a little after I started to look for an app that can help me find new buddies to hang out.

### Motivations

Loneliness

Entertainment

Curiosity

Relationship

Hook-Up

### Personality

Introvert

Extrovert

Analytical

Creative

Loyal

Fickle

Passive

Active

### Brands



# Define



**Defining the problem in a  
human-centric way**

# Four strategies for simplicity

Simple and Usable  
Giles Colborne  
2011



On/Off  
Quick OSD (On-screen display menu)  
FL Select (Change the display on DVD player)  
Open/Close (Eject DVD)  
Advanced Disc Review (Review playlist)  
AV Enhancer (Adjust audio and video)  
Repeat (Repeat play)  
Multi Re-Master (Improve audio quality)  
Numeric Keypad  
Depth Enhancer (Reduce picture 'noise')  
Manual Skip (Skip 30 seconds forward)  
Quick Replay (Skip back a few seconds)  
Cancel  
Skip Forward  
Skip Back  
Slow Forward  
Slow Back  
Stop  
Pause  
Play  
Direct Navigator/Top Menu (Main menu)  
Play List/Menu (Show a disk menu or play list)  
Functions (Change on-screen menu)  
Return (Return to previous menu)  
Up Arrow  
Down Arrow  
Left Arrow  
Right Arrow  
Enter  
Subtitle  
Audio (Change soundtracks)  
Angle/Page (Change angle/advance still pictures)  
Setup (Quick setup menu)  
Play Mode (All/group/random play)  
Play Speed (Change play speed)  
Zoom  
Group (Selects groups of items to play)



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Quick OSD (On-screen display menu)  
FL Select (Change the display on DVD player)  
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# The four strategies

- Remove—get rid of all the unnecessary buttons until the device is stripped back to its essentials.

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# The four strategies

- Remove—get rid of all the unnecessary buttons until the device is stripped back to its essentials.
- Organize—arrange the buttons into groups that make more sense.
- Hide—hide all but the most important buttons behind a hatch so they don't distract users.
- Displace—create a very simple remote control with a few basic features and control the rest via a menu on the TV screen, displacing the complexity from the remote control to the TV.

Remove



The most obvious way  
to simplify is to remove  
what's unnecessary.

# Organize



**Organizing is often  
the quickest way to  
make things simpler.**

Hide



**Hiding some features is a low-cost solution. But which features should you hide?**

Displace

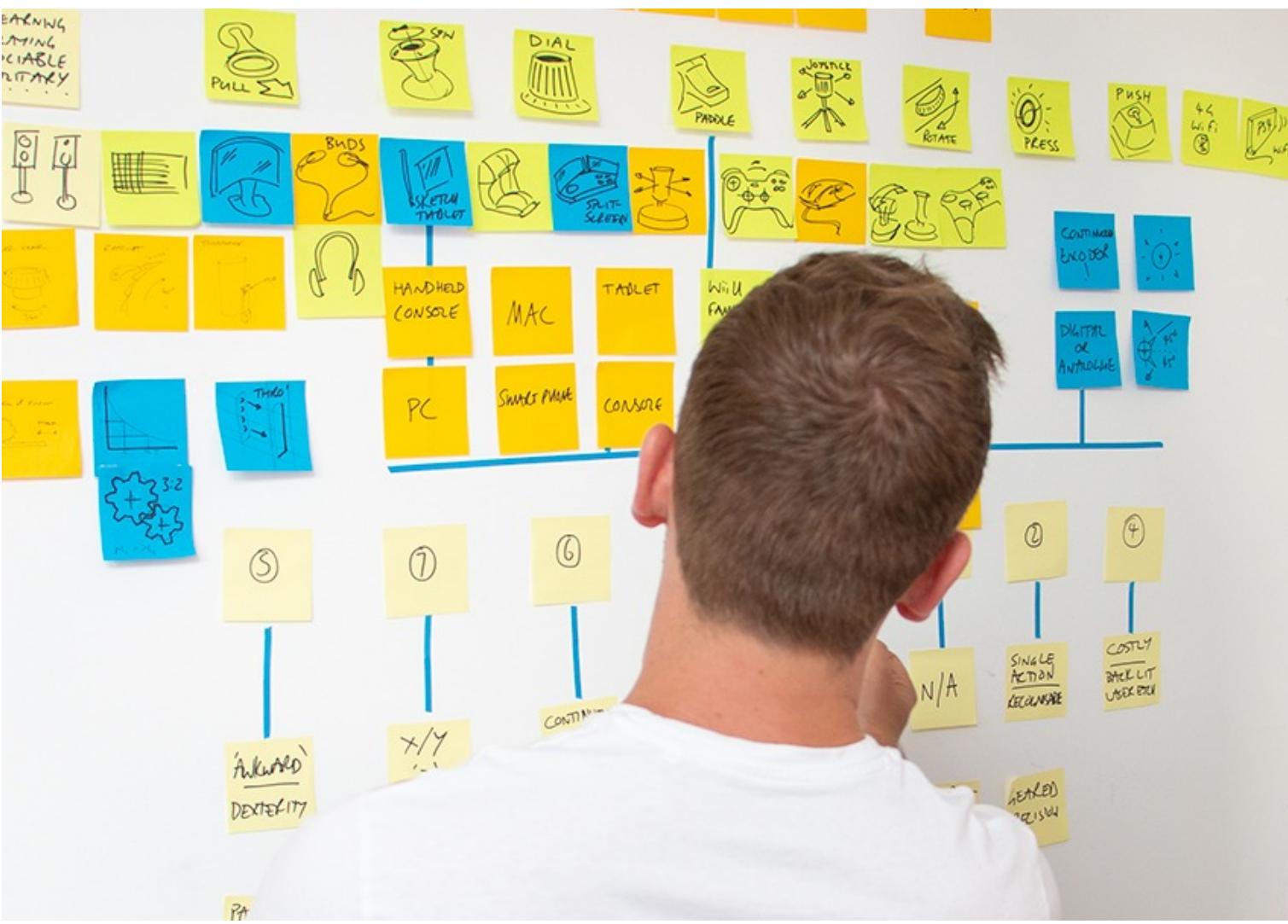


**Why not take some buttons  
off the remote and use an  
on-screen menu instead?**

# Ideate



**Creating many ideas in ideating sessions**



# Before

The co-operative bank  
good with money

Home | Contact us | Tell us via AA

Bank Insurance Investments Business Corporate good with money Banking info

Current accounts Savings Mortgages Loans Direct credits Customer services Business banking

Be cash smart **\$1000** up to 10% discount online only **£1000** when you buy online Home insurance **VOTE** good with money **Kids and young ones**

Car Insurance

**Money** **More Than** **RAC** **Norwich Union** When compared to % of customers who received a cheaper quote from us 89% 81% 73% Get a quote

WINNER **BEST ONLINE MOTOR INSURANCE PROVIDER** based on independent research by Consumer Intelligence in October 2008 to 21 October 2008.

See the benefits of our current accounts 10% to 10% off car insurance when you buy online Visit now and make a difference

Your account

Remote banking register How do I register? Is this a secure service? Log in to business banking

I would like to apply for a... Get Tell me more about... Get I would like a quote for... Get

Car insurance Up to 10% discount online only

Latest... Unauthorised overdraw charges The financial climate - your questions answered

The co-operative

Annual CRR | Accessibility | Important information | Privacy | Privacy statement

Bank Current accounts Fixed rates Personal loans Mortgages Business banking Business accounts Business savings Business insurance Business banking Business accounts Business savings Business insurance

# After

The co-operative bank Home | Contact us | Tell us about you | Customer log-in page | Accessibility | Cookies

**Bank Insurance Investments good with you!**

**Current accounts | Savings | Mortgages | Loans | Credit cards**

**Fixed Term Deposit!**

**A safe investment with guaranteed fixed returns**

If you have a little extra that could be earning you more but need to know it's safe, then we've got just the savings account for you...

[Find out more](#) [Compare](#)



**Private current account**

**Very competitive rates, fees removed and direct debits.**

Demand accounts come with travel insurance and automatic payment, free and fast-free overdrafts, free one-day, 24/7 helpline and more...

[Find out more](#) [Compare](#)

**Cash credit card**

**12.5% APR available online**

One low, standard rate for cash withdrawals, purchases and balance transfers. See what credit is clearer?

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**Green mortgages**

**Low environmental impact, green loans available.**

On average, our Worldwide Climate Care projects help offset the CO<sub>2</sub> emissions of our mortgage customers' homes by 50%.

[Find out more](#)

**Other products**

<b>Bank</b> Current accounts Savings Mortgages Loans Credit cards	<b>Insurance</b> Car insurance Motor insurance Life and health insurance Annuities Investments	<b>Investments</b> ISA & pension funds Individual stocks Pensions Corporate finance	<b>Good with you</b> Travel insurance Business insurance Domestic services Commercial property
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**New car financing**

**Finance 2000 credit policy rule**

Free 30 day internet lead to trial  
The financial centre your customer experience

[Compare](#)

**The co-operative**  [Compare](#)

Website Accessibility Statement Information Privacy Statement

# Prototype



**Adopting a hands-on  
approach in prototyping**

# Goals of prototyping

- Listen to what people want and get them involved
- Consider what might help people in the way they currently do things
- Develop usable products!

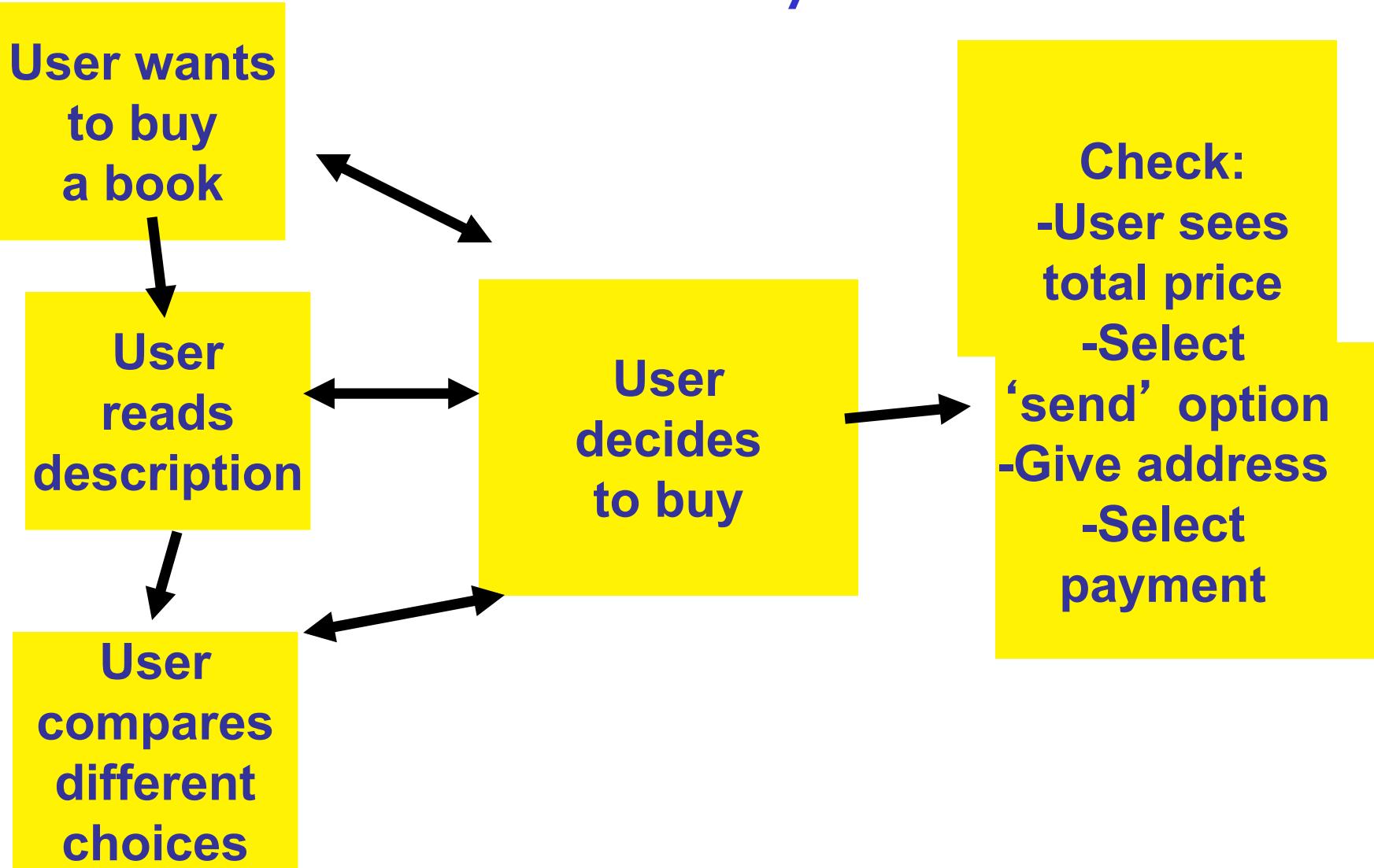
# Here's is how it works...



A photograph showing two people sitting at a light-colored wooden table, engaged in a collaborative task. In the foreground, a person with dark hair tied back is wearing a light gray sweatshirt and is focused on writing on a piece of paper. In the background, another person in a dark blue sweater is also writing. The table is covered with numerous yellow sticky notes, some of which have handwritten text on them. A wooden chair is visible on the right side of the frame.

Determine  
some typical  
usability tasks

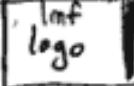
# Task analysis



A photograph showing two individuals at a table covered with a light blue cloth, engaged in a design workshop. They are using black pens to draw on yellow sticky notes. The table is cluttered with numerous other sticky notes of various colors (yellow, green, blue) and some office supplies like orange-handled scissors and a black tape dispenser. In the background, there's a wooden chair and a small framed portrait of a man on the wall.

Hand-sketched versions of all windows,  
menu's, pop-up messages, etc.

# Paper Prototype for leggmasonfunds.com landing page

<b>LEGG MASON</b>	Inst. Asset Mgmt.	Wealth Management	Legg Mason Trust	Private Client	Legg Mason Funds	Capital Markets
<a href="#">Client Log-In</a>	<h2>Legg Mason Funds Banner</h2>					
<a href="#">Open An Account</a>						
<a href="#">Search ►►</a>						<i>tagline~~~~~</i>
<b>Our Funds</b>	<b>Global Brief</b>					<b>Fund Finder</b>
> <a href="#">Press + Performance</a>	content, content~~~~~					> <a href="#">Select a Fund ▾</a>
> <a href="#">Fund Management</a>						> <a href="#">Select by Category</a>
> <a href="#">Dividends</a>						> Find a fund that meets your <u>needs</u> .
> <a href="#">Capital Gains</a>						
> <a href="#">In the News</a>						
> <a href="#">What's New</a>						
> <a href="#">Applications</a>						
> <a href="#">Prospectuses</a>						
<b>Knowledge</b>	<b>Context And Perspective</b>					<b>What's New!</b>
> <a href="#">Intellectual Cap.</a>	content, content~~~~~					> <a href="#">Press Release</a>
> <a href="#">Asset Allocation</a>						> <a href="#">Another Press Release</a>
> <a href="#">Future First</a>						> <a href="#">401k Season</a>
> <a href="#">IRA Center</a>						> <a href="#">Comments by Bill Miller.</a>
> <a href="#">Market Update</a>						
	<b>Monthly Market Review</b>					
Funds Involve Services 1-800-522-5544 8:00 AM - 5:30 PM (ET) Mon - Fri	Content, content~~~~~ more ► Aug x, xxxx					
						<i>footer, disclaimer, privacy policy, ~~~~~</i>

If the user pointed to the "Fund Finder" drop down menu, the full menu (below) would be presented.

<b>Fund Finder</b>
<a href="#">Select a Fund ▾</a>
American Leading
Balanced Trust
Cash Reserve
Classic Valuation
Emerging Markets
Europe Fund
Financial Services
Focus Trust
Global Income
High Yield
Int'l Equity
Opportunity Trust
Value Trust

OTTR

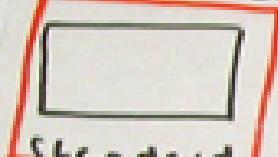
CHOOSE FROM A  
LIST OF POPULAR  
FITNESS PROGRAMS  
(BEGINNERS)

OR

BUILD YOUR OWN  
FITNESS PROGRAM  
(ADVANCED)



Choose a size for your image



Standard



Thumbnail

Go back

OK

Add an image from your PC



Browse

Add image

(Cancel)

Choose file

Look in:  My Pictures



topnite.jpg

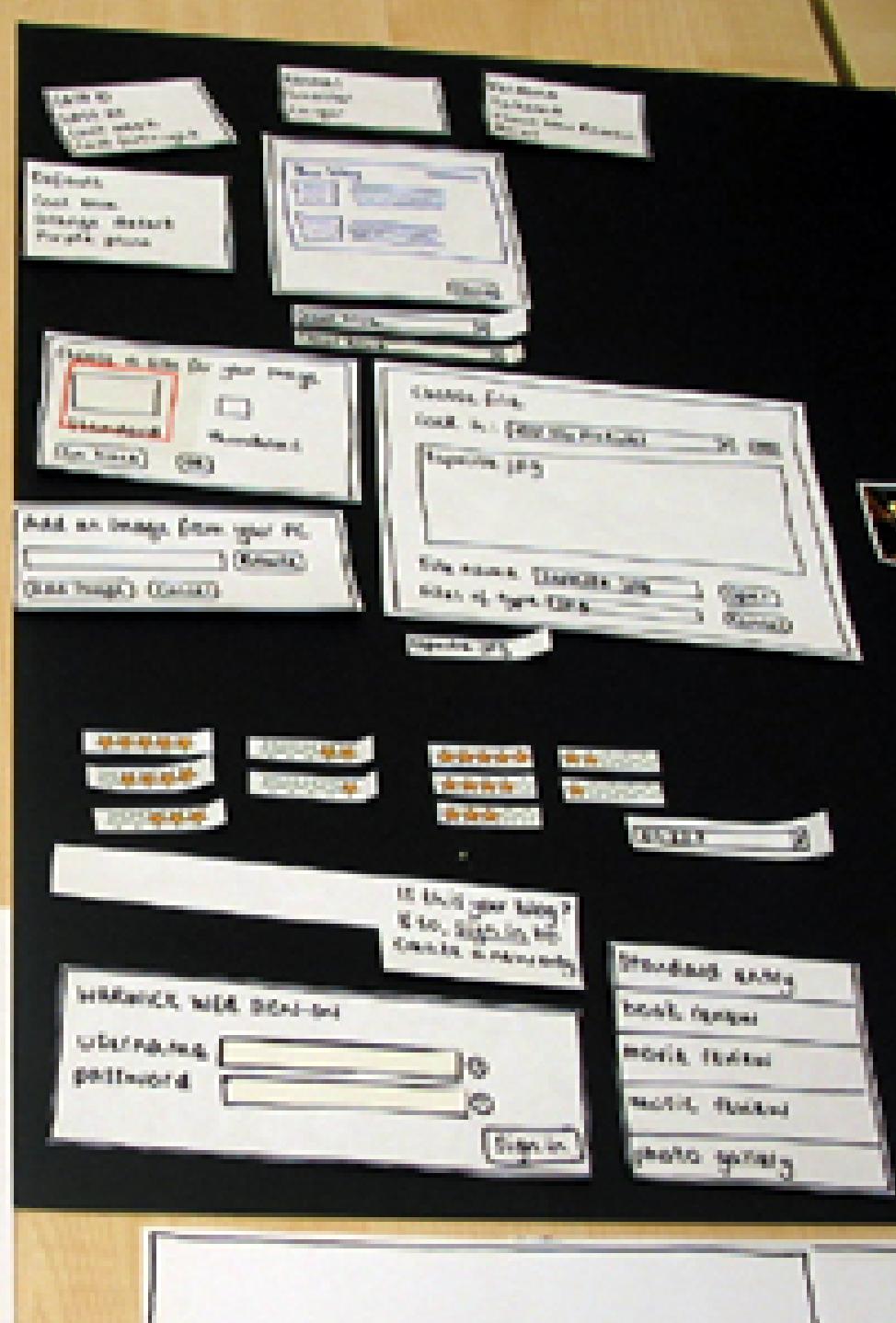
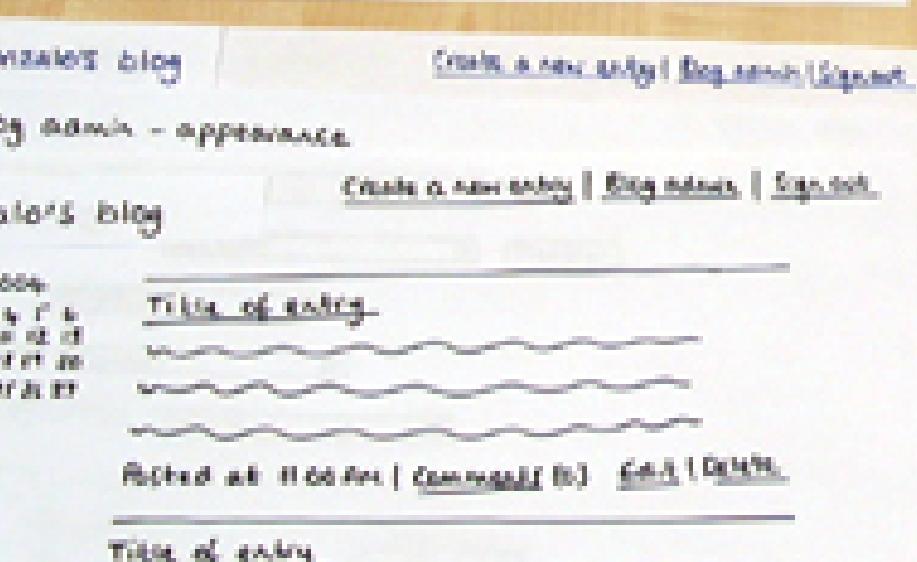
File name  topnite.jpg

Open

Files of type  jpg

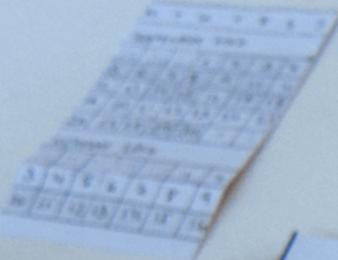
(Cancel)

topnite.jpg



# Individual pieces contain content (in this case a Nokia phone)

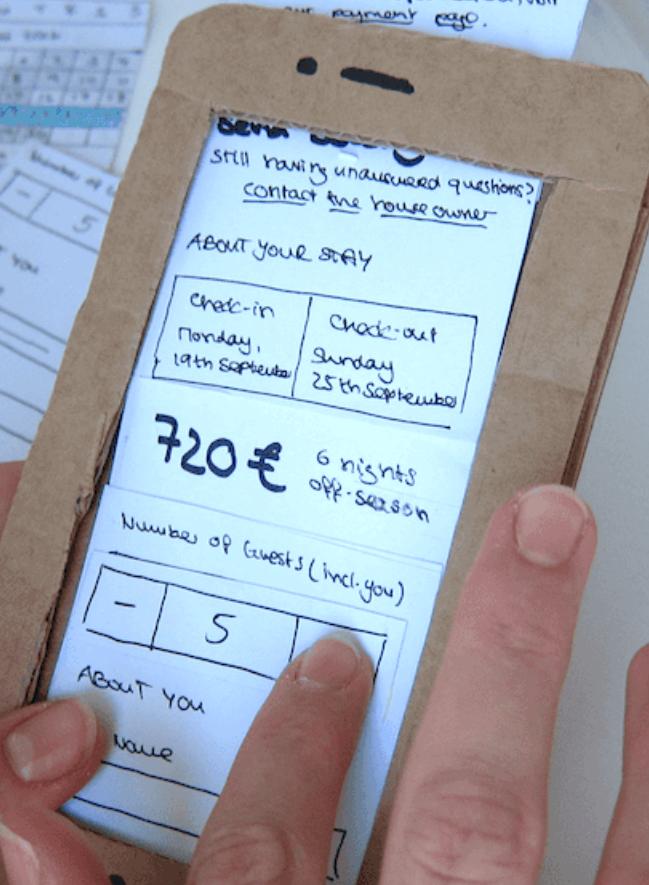




SEARCHED - 000 000 000 Results

you

Home	Check-in Monday, 19th September	Check-out Sunday 25th September
The House	6 nights off-season	
Location	720 €	
Courses	Number of Guests (incl.you)	
Request a booking	-	5
Contact	About You	
How to book	Name	
Payment		
Refund Policy		
Holiday		
SEND Book		





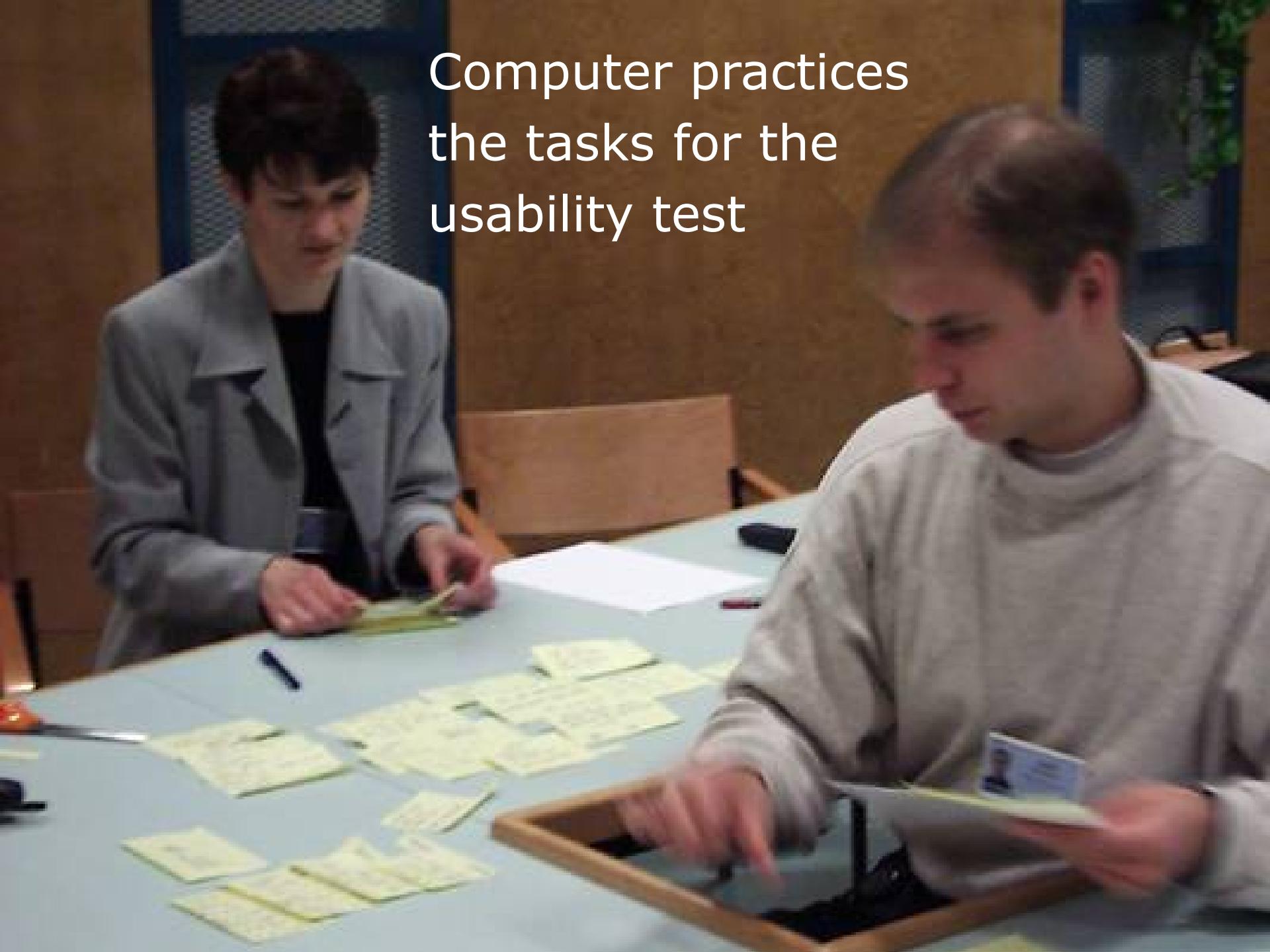
# Advantages

- User feedback in an early stage
- Rapid iterative development
- Easy to create
- Easy to destroy

# Test



**Developing a prototype/solutions  
to the problem**

A photograph showing two men in an office setting. One man, wearing a grey blazer over a black shirt, is seated on the left, looking down at a stack of yellow sticky notes on a light blue tablecloth. The other man, wearing a grey turtleneck sweater, is seated on the right, looking down at a computer monitor which is partially visible. A white folder or tray sits on the table between them. The background shows a wooden wall and some office equipment.

Computer practices  
the tasks for the  
usability test

A photograph showing a man in a dark suit and a woman in a brown jacket shaking hands. They are standing in front of a blue metal mesh door. The man is on the left, facing right, and the woman is on the right, facing left. Both are smiling. The background is a textured wall.

The user  
is invited

# User

attempts the tasks



# Observer

takes notes



# Facilitator

conducts the session

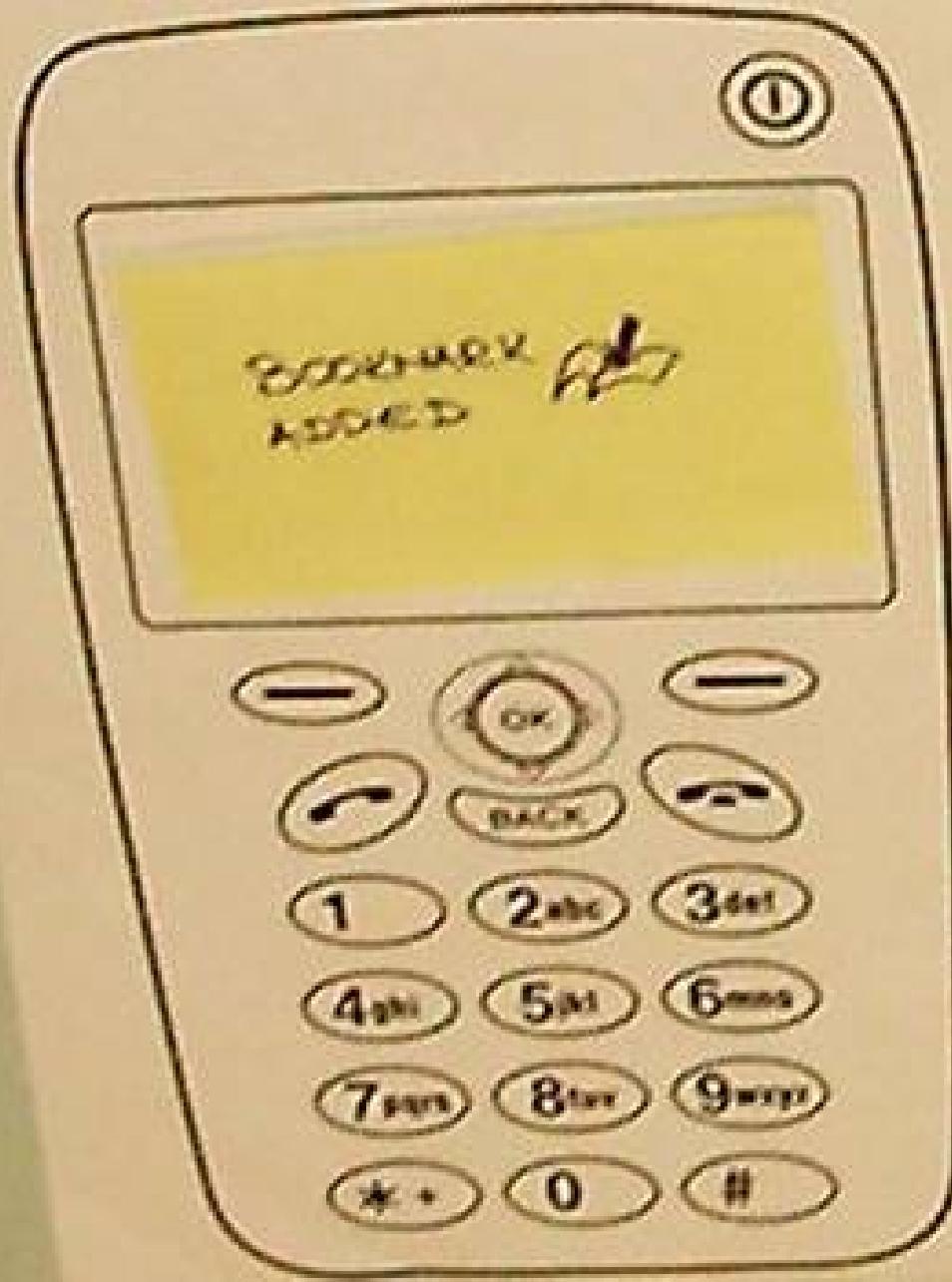
# “Computer”

simulates interface behavior



**“Pay this bill with the phone!”**

The user  
“clicks”  
an item





The “computer” reacts  
on the users’ action...

... by highlighting  
the item the user  
has just “clicked” on



Is the new state of  
the screen clear to  
the user?



# Advantages

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- Rapid iterative development
- Easy to create
- Easy to destroy

# Prototyping

## **Paper prototyping**

Paper, pencil, post-it...

## **Low-Fidelity prototyping**

PowerPoint, Balsamiq, Invision, flinto, ...

## **High-Fidelity prototyping**

Authoring software, graphic design, ...

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NU IN CINESTAR

BINNENKORT

LITTLE STAR

FAMILIEDAG

COMEDY NIGHT

LADIES NIGHT

CINE PLUS

CINE SNEAK

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WACHTWOORD:

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U BENT INGELOGD ALS Email@Email.com

[MIJN ACCOUNT](#)

## TICKETS KOPEN OF RESERVEREN?

MA 23 APRIL

[AFDRUKKEN](#)300      18:50      21:45Sunshine      19:10Blood Diamond      21:30Hot Fuzz      21:50It's a boy / Girl thing      18:40      21:15Mr. Bean's Holiday      18:55      21:35Music & Lyrics      18:45Perfect Stranger      19:05      22:00Shooter      19:15      22:05

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## STAP ①

FILM

MR. BEAN'S HOLIDAY



DATUM

MA 23 APRIL



TIJD

18:55



VOLGENDE ▷

## STAP ②

STOELLEN



KIES UW STOELLEN:

1    2    3    4

D	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SCHERMSTOELLEN VERANDEREN

◀ TERUG

VOLGENDE ▷

## STAP ③

UW CODE IS

1 2 3 4 5 6

STUUR DEZE CODE PER SMS  
NAAR 1234 EN ONTVANG  
UW RESERVERINGSNUMMER  
RETOUR VIA SMS.  
(€ 0,30 PER SMS)

[HOME](#)

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## AANMAKEN ACCOUNT

EMAIL

DEZE EMAIL IS AL GEREGISTREERD

KIES EEN WACHTWOORD

BEVESTIG WACHTWOORD

IDENTITEITSBEWIJS

PASPOORT 

NUMMER IDENTITEITSBEWIJS

LET OP: UW IDENTITEITSBEWIJS  
IS UW TOEGANGSKAARTJE

BEVESTIG NUMMER IDENTITEITSBEWIJS

[NU IN CINESTAR](#)[BINNENKORT](#)[LITTLE STAR](#)[FAMILIEDAG](#)[COMEDY NIGHT](#)[LADIES NIGHT](#)[CINE PLUS](#)[CINE SNEAK](#)

## Welkom op CineStar

See, hear and feel it!

Lorum ipsum dolor sit amet. Deum in  
soporalis tei stupenis ave qustoment

### LOGIN

Email

Wachtwoord

[LOGIN](#)[Wachtwoord vergeten?](#)[Nog niet lid?  
Nu Aanmelden](#)

### POPULAIR TOP 5

1. [Mr. Bean](#)
2. [Wild Hogs](#)
3. [Shooter](#)
4. [300](#)
5. [Perfect Strange](#)

Star!

el mantri lorum ipsum vadillanti  
vorbis candade del.

OF RESERVEREN?

[300](#)

18:50

21:45

[Blood Diamond](#)

19:10

[Hot Fuzz](#)

21:30

[It's a Boy/Girl Thing](#)

21:50

[Mr. Bean's Holiday](#)

18:55

21:35

[Music & Lyrics](#)

18:45

[Perfect Stranger](#)

19:05

22:00

[Shooter](#)

19:15

22:05

Klikken voor het kopen of  
Reserveren van kaarten

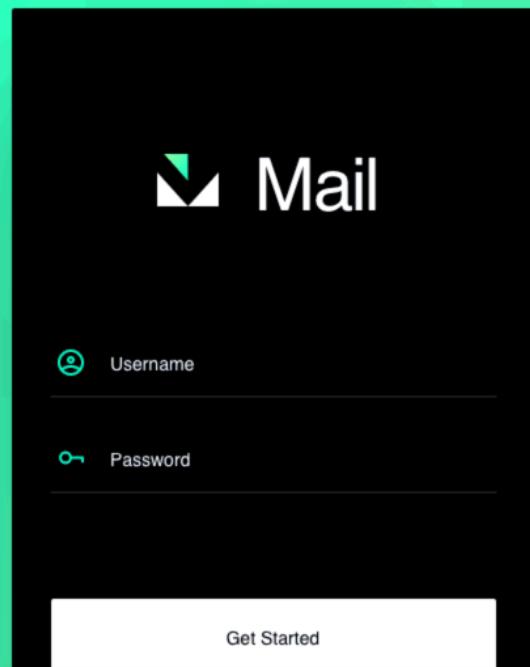
Kaarten niet online verkrijgbaar.  
Mogelijk nog wel aan de kassa van CineStar



VIDEO >>

# Login

Sign up



HIDE

in

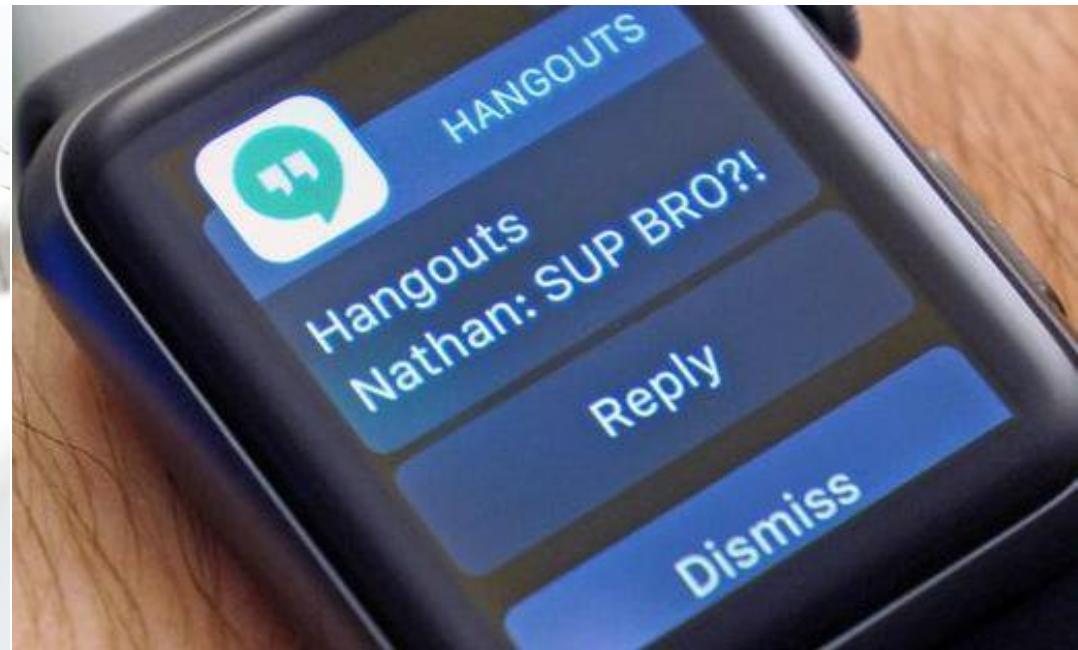
Mail Desktop

1-Login



Invisionapp.com

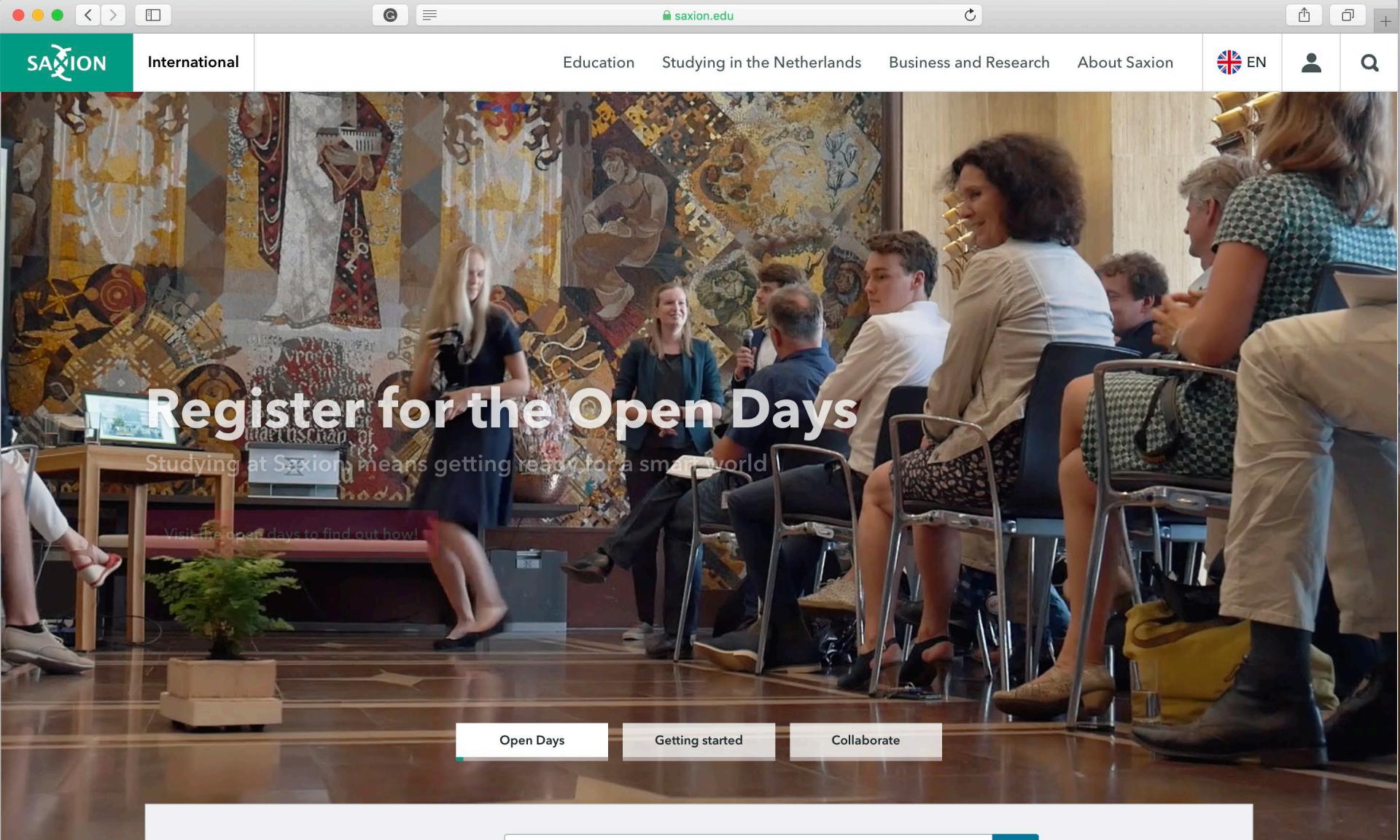
# Key points



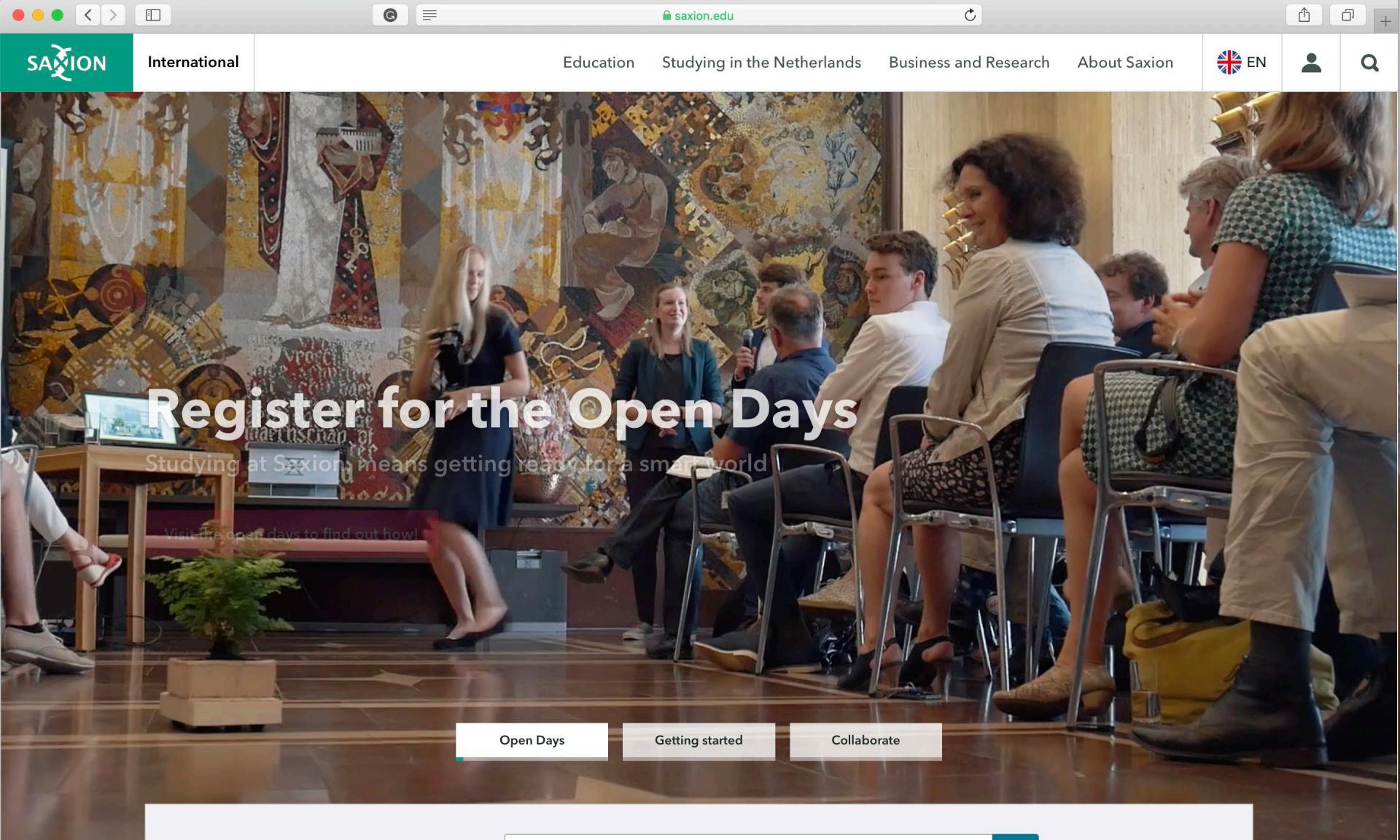


## ALWAYS ANSWER THESE QUESTIONS:

- ✓ Where am I?
- ✓ How did I get here?
- ✓ What's happening here?
- ✓ Where can I go?
- ✓ How do I get there?
- ✓ What can I do there?



Where am I?



# Register for the Open Days

Studying at Saxion means getting ready for a small world

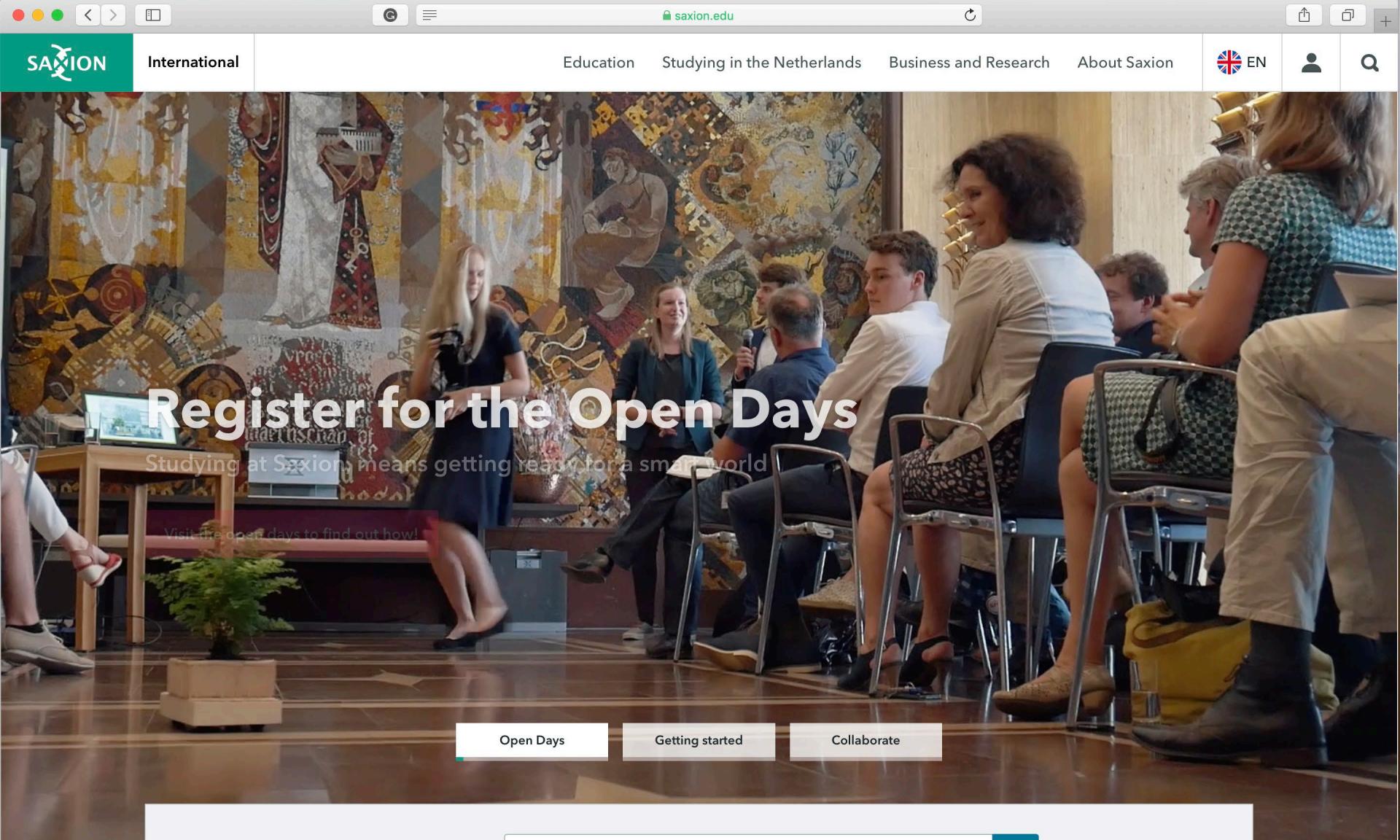
Visit the open days to find out how!

[Open Days](#)

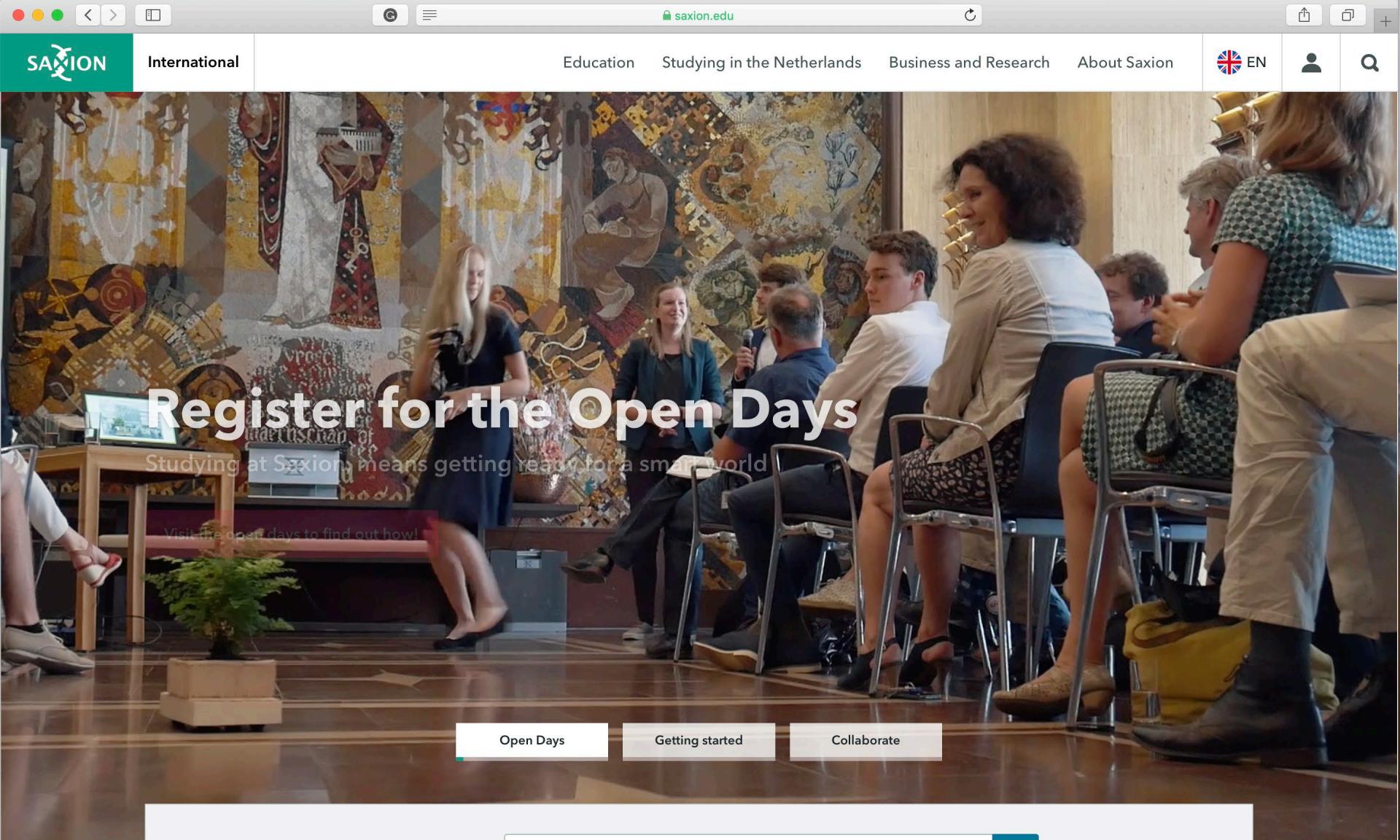
[Getting started](#)

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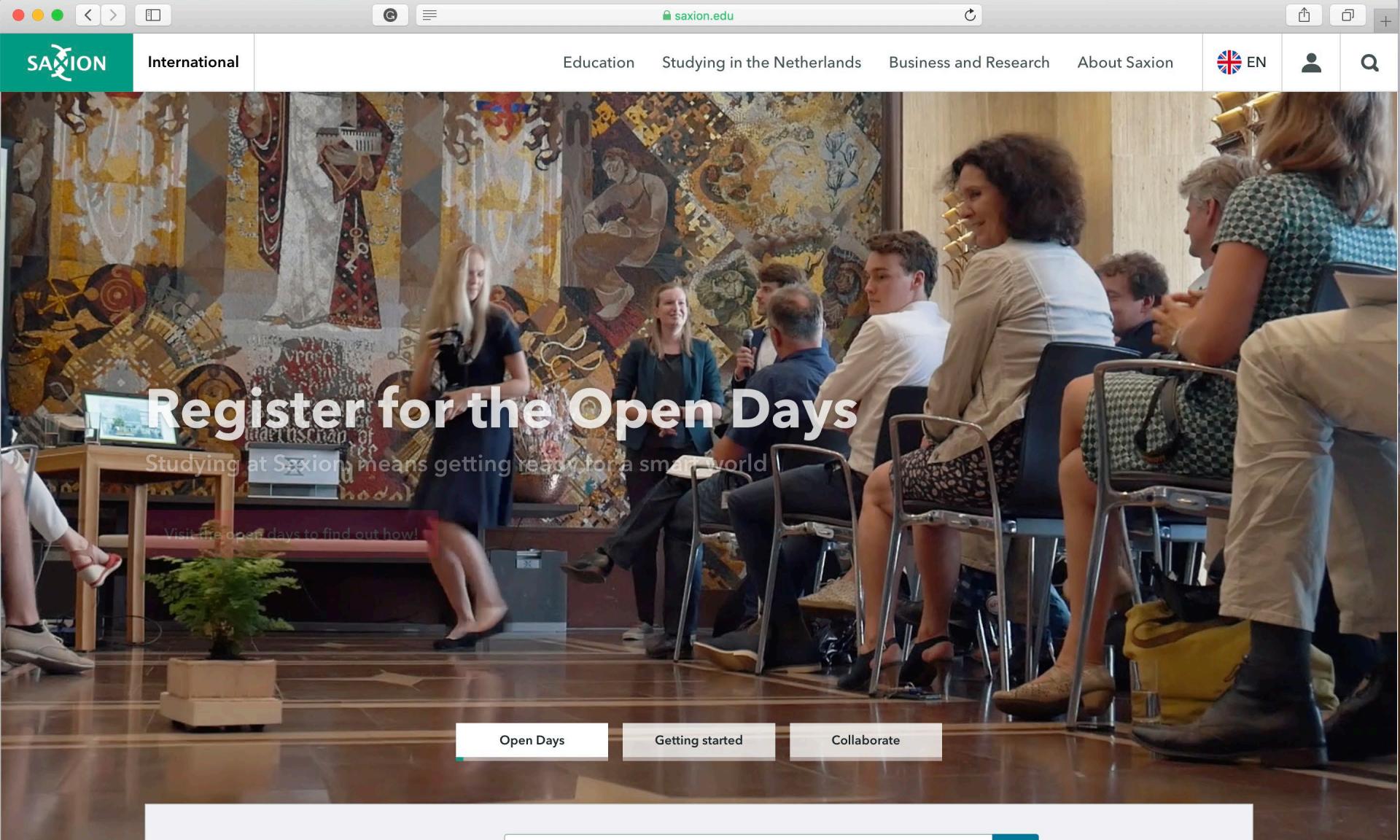
## How did I get here?



What's happening here?



Where can I go to?



[Open Days](#)

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How do I get there?

**SAXION**

International

Education Studying in the Netherlands Business and Research About Saxion

All programmes

Preparatory courses

Bachelor programmes

Short-degree Bachelor programmes

Master programmes

Exchange programmes

Short courses

Open Days

Getting started

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Register for Days

Studying at Saxion means getting ready for a small world

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What can I do there?

# Course overview

**Education type**

- Short Degree (Bachelor) (3)
- Short course (1)
- Bachelor (3)
- Master (1)
- Exchange (8)

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**3 RESULTS**[Details](#)[List](#)[Bachelor](#) [Art & Techn...](#) [Alle filters wissen](#)

## Creative Media and Game Technologies

[Bachelor > Art & Technology](#)

A virtual reality game, an interactive video and visual effects in movies have more in common than you might think. These products are all created by teams that combine creativity, technology and experience. Creative Media and Game Technologies (CMGT) offers you precisely this magical combination.



4 year Enschede September

**Field of interest**

- Life Science (1)
- Art & Technology (3)
- Textiles & Fashion (1)
- Human Resource Management (1)
- Life Science, Design & Technology (2)
- Health Care (1)
- Business (5)
- Education (1)
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[Bachelor > Art & Technology](#)

'The future of fashion and textiles is materials,' according to trendwatcher Lidewij Edelkoort. This is exactly how Saxion's Fashion and Textile Technologies (F&TT) programme distinguishes itself from other such programmes. Professionals from the industry with a passion



# Where am I?

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# What can I do there?



Proudly  
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4TH ANNUAL



SUNDAY  
OCTOBER 2<sup>ND</sup>  
1:00PM  
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EVENT IS 21+



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BLOGS

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SF Dish

SUNDAY OCTOBER 2 1:00PM – 4:00PM

## Headlines



The Top 25 Burgers  
in San Francisco



Obama Talks Jobs at  
LinkedIn

## Slideshows



Erotic Art Exhibition  
at Artist's Alley  
(NSFW)



## Top News Stories

### Ready to Leave



### RANGER NOIR

S.F. park patrol run as money-making machine. *BY MATT SMITH*

### READY TO LEAVE

Q&A with a Scientologist preparing to depart. *BY LAUREN SMILEY*

### FOLSOM STREET FAIR

Fetish fest has another great year. *BY HANNA QUEVEDO*

### COULD THE CLITORIS GO EXTINCT?

Diving into the biology of the sweet spot. *BY GINGER MURRAY*

## Daily Blogs »



Prude Community Panicked by SF  
Nude Protest

Mon., Sep 26 '11 @ 4:50PM

DA's Office to Appeal Judge's  
Order Unsealing DNA...

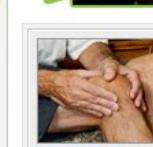
Mon., Sep 26 '11 @ 3:05PM

Obama Talks  
Jobs At LinkedIn

By Ellen Huet



\$25 for 4 Salsa  
Lessons (Reg \$60)  
[GET IT NOW](#)



### 1 Trick to Relieve Joints

See how you can relieve your  
joints with this fast and easy trick...



### New York: Dermatologists Hate Her

Local Mom Exposes an Anti-Aging  
Miracle. Her 35 Trick ERASES  
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### Six Sigma Training

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from the top  
RESTAURANTS  
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EAT  
DRINK  
enjoy

CLICK  
HERE  
FOR  
TICKETS!

SFoodie

Tito's smartwater

A BENEFIT FOR  
La COCINA  
Cultivating Food Entrepreneurs



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Mon., Sep 26 '11 @ 4:49PM

Get Random with tUnE-yArDs'  
Merrill Garbus in the

Two Gallants  
Make a Poignant  
Homecoming at  
the Indy



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