Mobile && Me

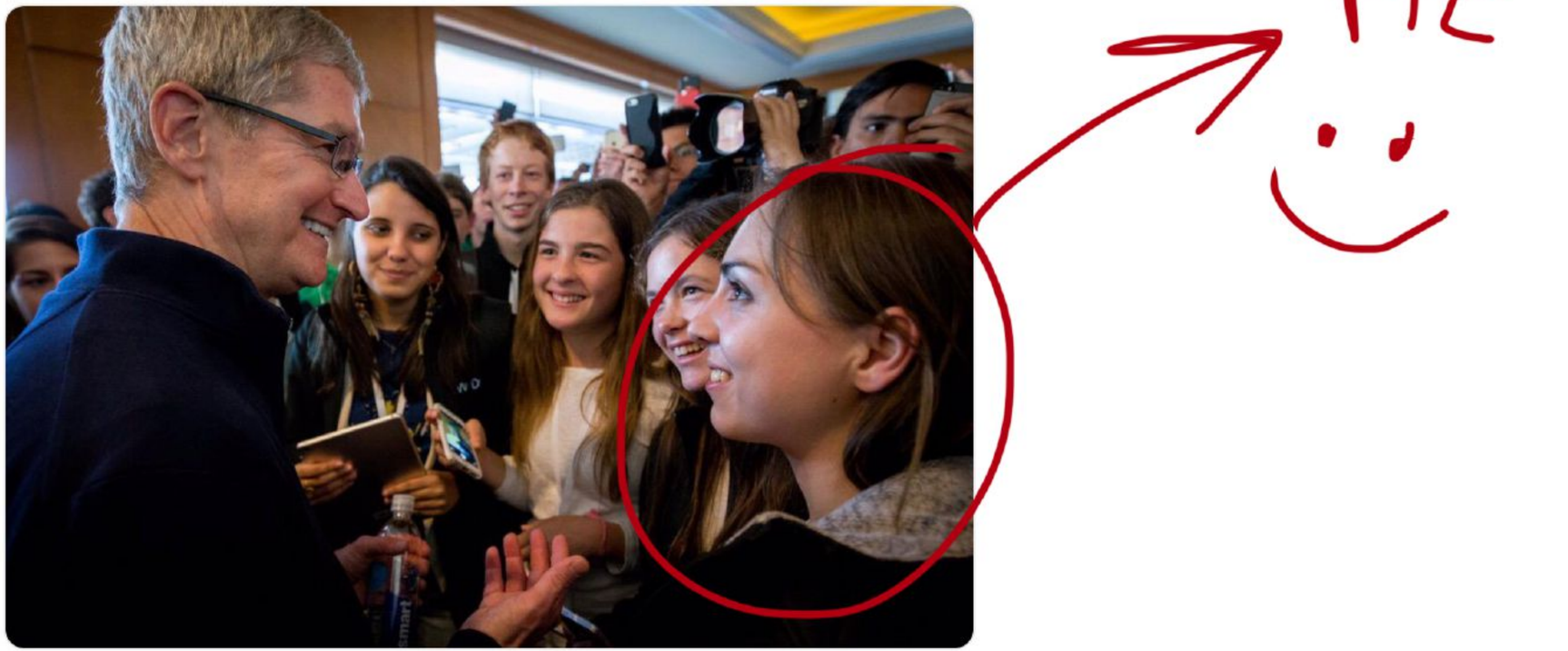
==

It’s Complicated 🤔

Tim Cook
@tim_cook

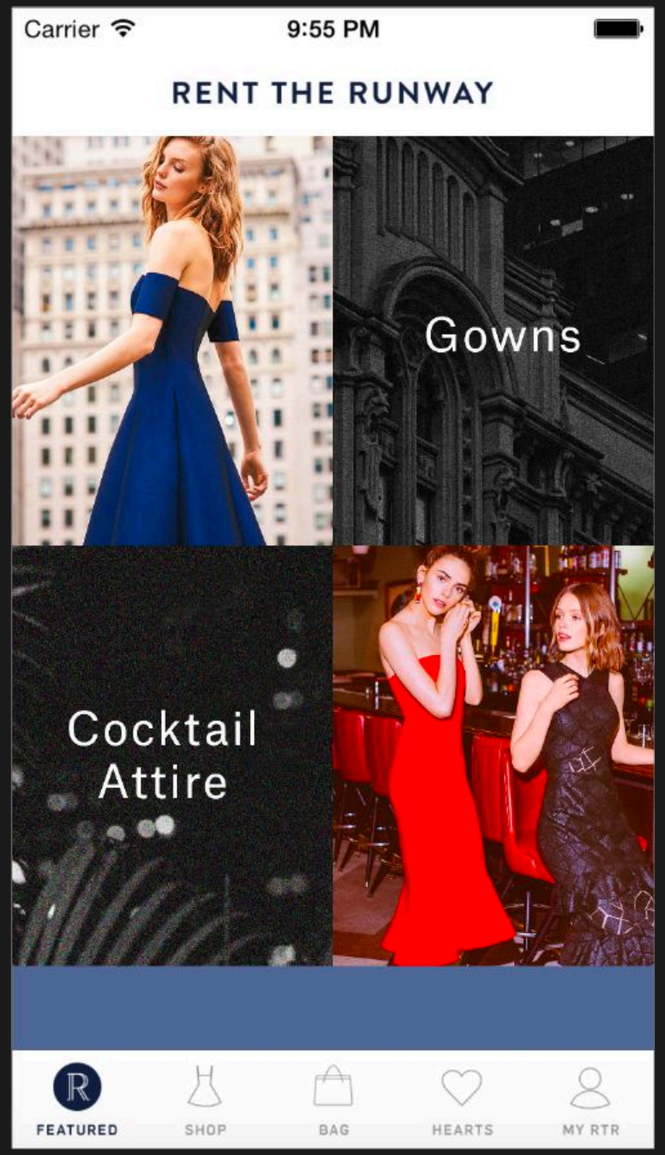
Follow

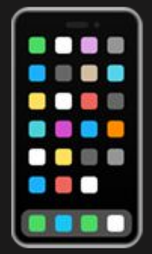
I'm incredibly impressed by these talented student scholarship winners. See you all tomorrow at #WWDC15



5:06 AM - 8 Jun 2015

RENT THE RUNWAY
Your Dream Closet
163 VARICK STREET, 4TH FLOOR
Mon - Fri: 11am - 8pm
Sat: 10am - 8pm • Sun: 10am - 6pm


Carrier
9:55 PM
RENT THE RUNWAY
Gowns
Cocktail Attire
FEATURED
SHOP
BAG
HEARTS
MY RTR



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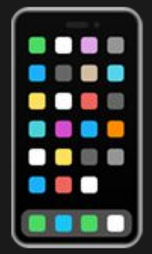

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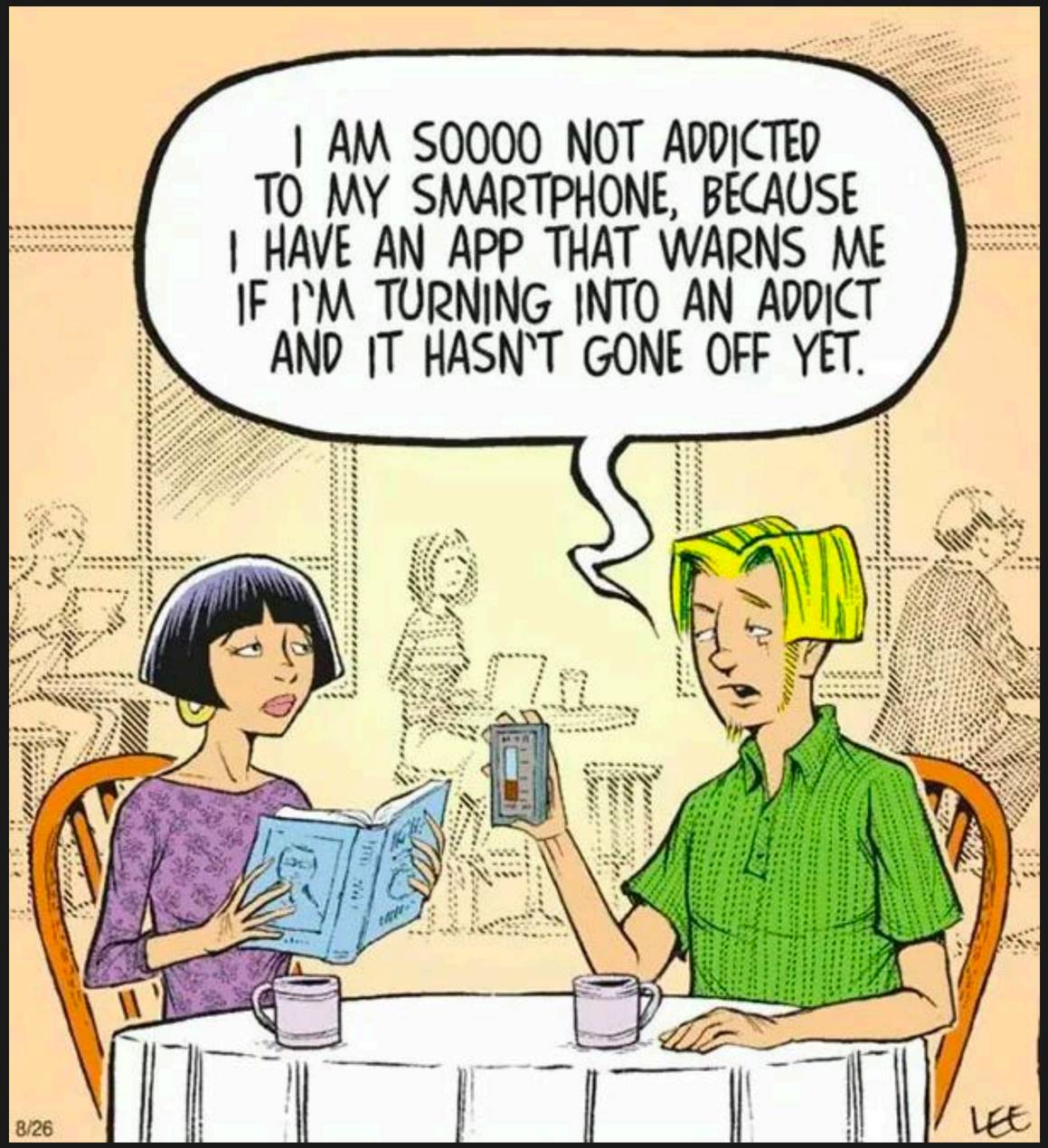

Press, Blaze. "27 Powerful Images That Sum up How Smartphones Are Ruining Our Lives." *BlazePress*, 3 May 2015, blazepress.com/2015/05/27-powerful-images-that-sum-up-how-smartphones-are-ruining-our-lives/.

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Sign up with NeoPets today! It's simple, fast and FREE!

great games!

NeggSweeper - Watch where you sweep!

Meerca Chase - Avoid the Red Neggs!

latest news!

7th day of Relaxing, Y3
5:44:22 pm NST

The Fifth Faerie...
has arrived in the Battledome. Click **here** to accept the challenge! After all six faeries have arrived we will be dishing out great prizes!

Bumper Cars
Control the mad Kougra driver, and try to smash the other cars into submission in our great new 4-player game!!! Click **here** to play!

Neopian Times
Issue 59 - Comic Strips, hints, tips, articles, stories and interviews. This weeks issue has got it all. Miss it, and miss out ...

3000 NP Offer!!
Earn up to 3000 Neopoints with a selection of offers - click **here** or **here** to find out more!

the neopets cometh
click here

KOUGRA

Lookup by Muggledude

Hi, my name is Steph (also go by Sunny). I have been on Neopets for around 15 years. Some things I like include graphic design, cats and drawing. My favourite neopet species are Kougras, which is why my current lookup is dedicated to them. I'm not as active as I used to be, but on Neopets I like to draw, trade and train my pets. Some of my current goals include getting into the Art Gallery up to 20 times, training Kittiegra to max strength and defense, and eventually trading up to a UC Darigan Kougra. Thank you for visiting! You can check out my art **here**.

User Info

Name: Steph (Sunny)

Collections

Shop/Gallery

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Shop/Gallery

lea

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```
(define julia!
  (lambda (n img . color-scheme)
    (let ((n_ (+ 0.3520 (* n 0.0002288)))
          (c-scheme (if (null? color-scheme)
                        (lambda (n)
                          (rgb-new (+ 120 n) (+ 70 (* 3 n)) (+ 80 (* 7 n))))
                        (car color-scheme))))
      (let* ((min_real (* n_ -2.0))
             (max_real n_)
             (min_imag (* n_ -1.2))
             (max_imag (+ (* (- n_ min_real)
                             (/ (image-height img) (image-width img))) min_imag))
             (real_offset (/ (- max_real min_real) (decrement (image-width img))))
             (imag_offset (/ (- max_imag min_imag) (decrement (image-height img)))))
        (let ((calculate-set
                (lambda (col row)
                  (let ((c_real (+ min_real (* col real_offset)))
                        (c_imag (- max_imag (* row imag_offset))))
                    (let seed ((Z_real c_real)
                               (Z_imag c_imag)
                               (n 0))
                      (if (or (> (+ (expt Z_real 2) (expt Z_imag 2)) 4) (= n 100))
                          (c-scheme n)
                          (seed (+ (- (expt Z_real 2) (expt Z_imag 2))
                                   Z_real Z_imag) n_)
                                   (increment n))))))))

          (image-compute-pixels! img calculate-set)
          img)))))
```

Image and code created by David Cowden, http://dcow.io/projects.html

```
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Image and code created by David Cowden, http://dcow.io/projects.html

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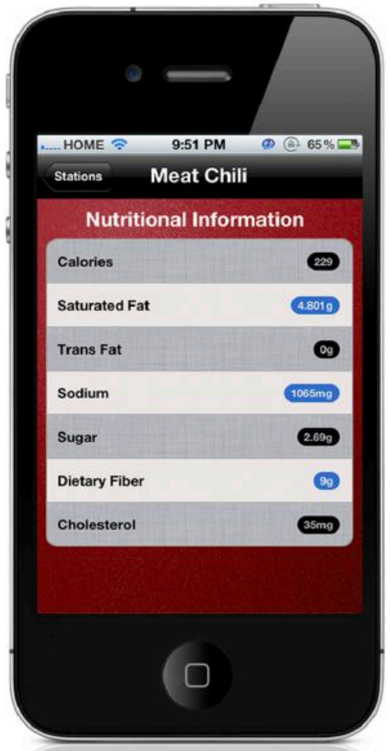
9:48 PM
66 %
Pick a date
Grinnell Dining
Glicious
June 11 2010
July 12 2011
August 13 2012
September 14 2013
October 15 2014
Go


HOME
9:51 PM
65 %
Stations
Meat Chili
Nutritional Information
Calories 229
Saturated Fat 4.801g
Trans Fat 0g
Sodium 1065mg
Sugar 2.69g
Dietary Fiber 9g
Cholesterol 35mg

HOME
9:48 PM
65 %
Stations
Grinnell Dining
Mon Aug 13
Dinner
PLAT DU JOUR
Sage Dressing
Mashed Potatoes
Today's Dinner
Roasted Whl Turkey W/mirepoix...
SOUPS
Barley And Lentil Soup

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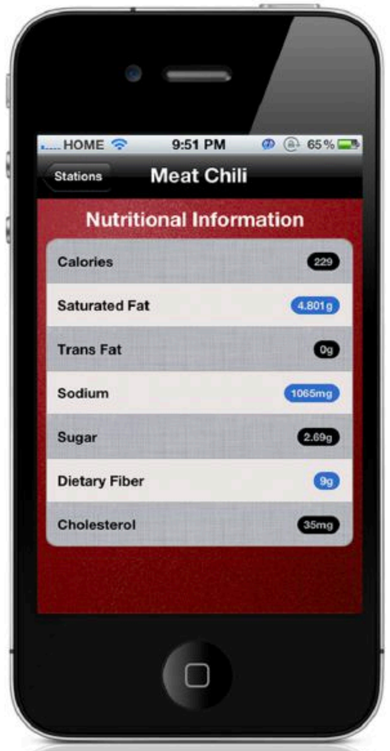
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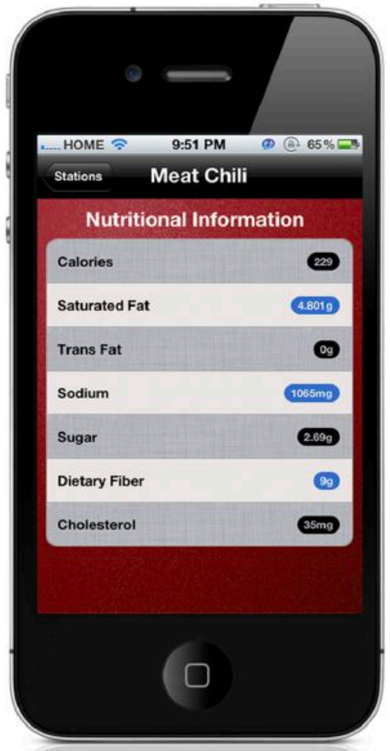
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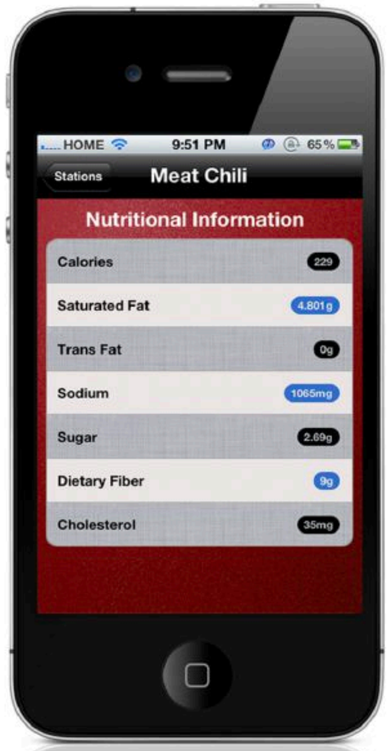
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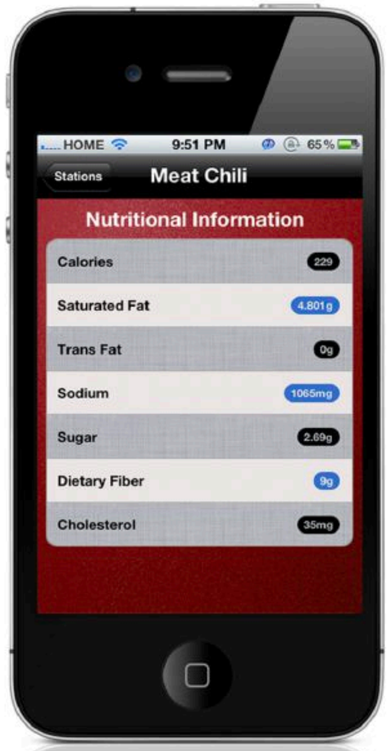
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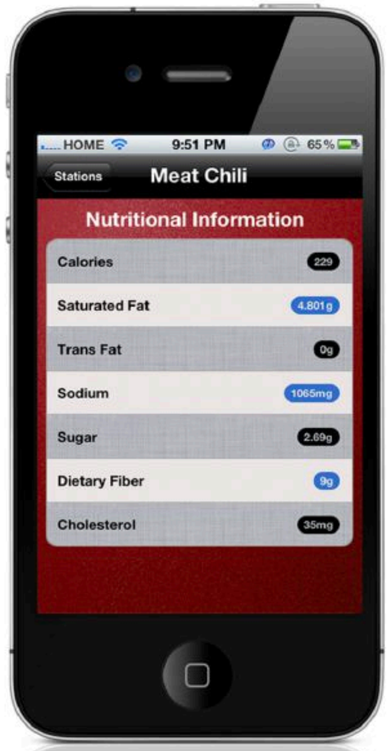
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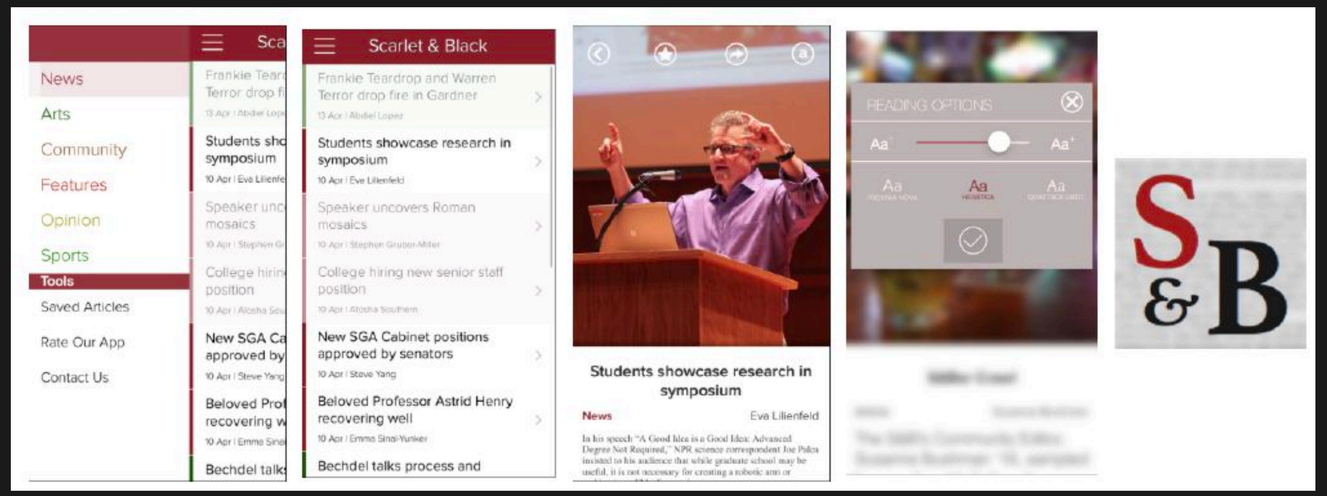
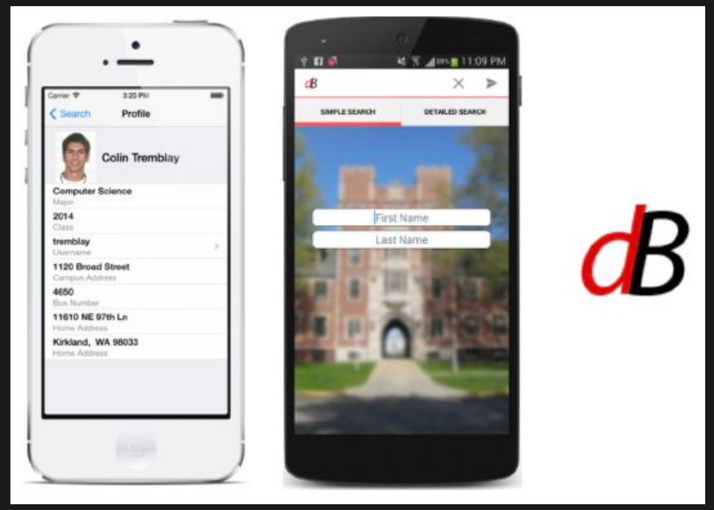
Grinnell Events



Scarlet & Black



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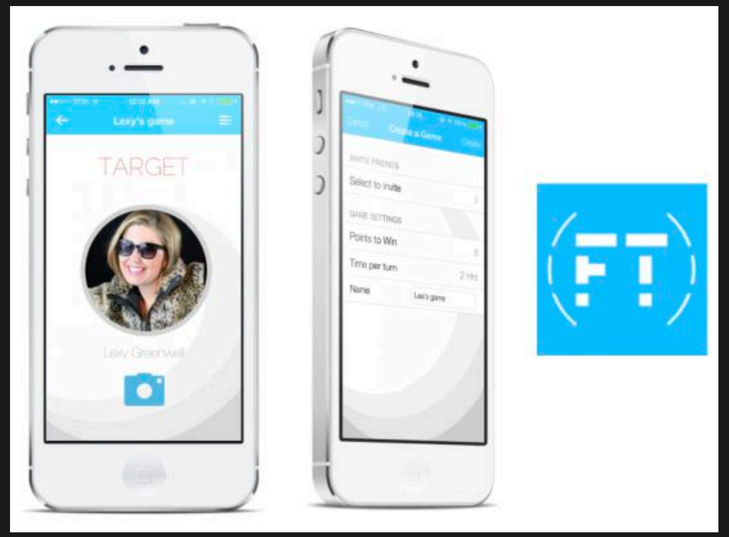

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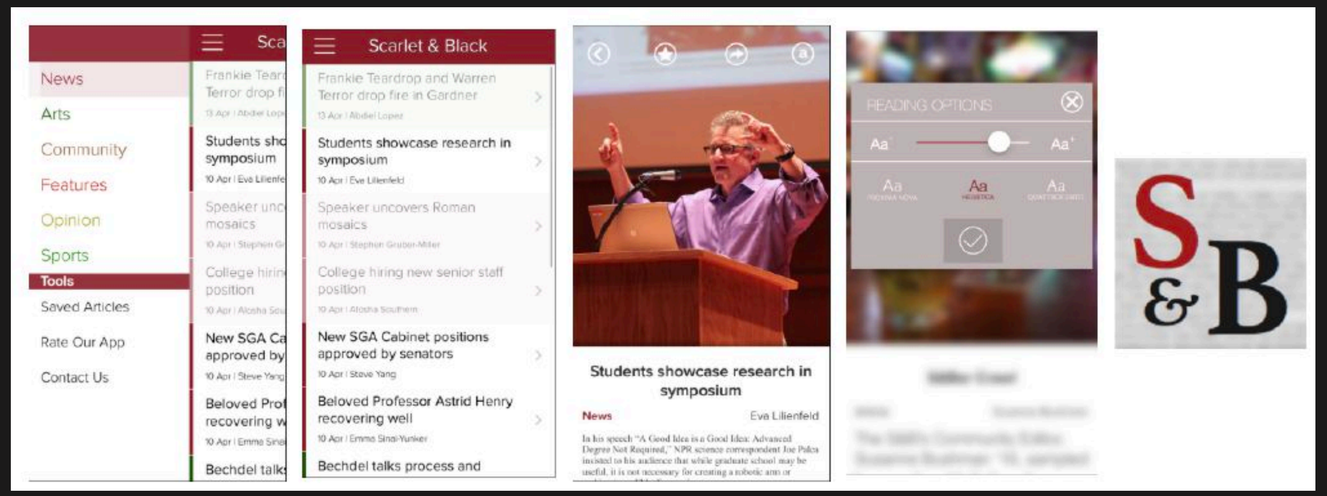
Grinnell Events



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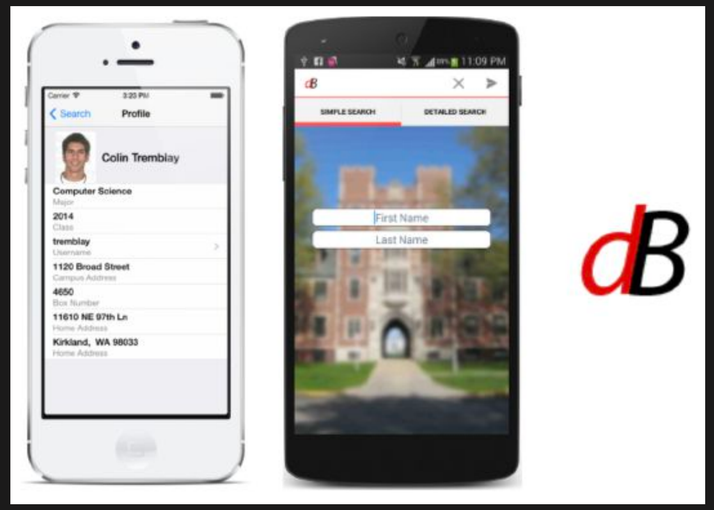

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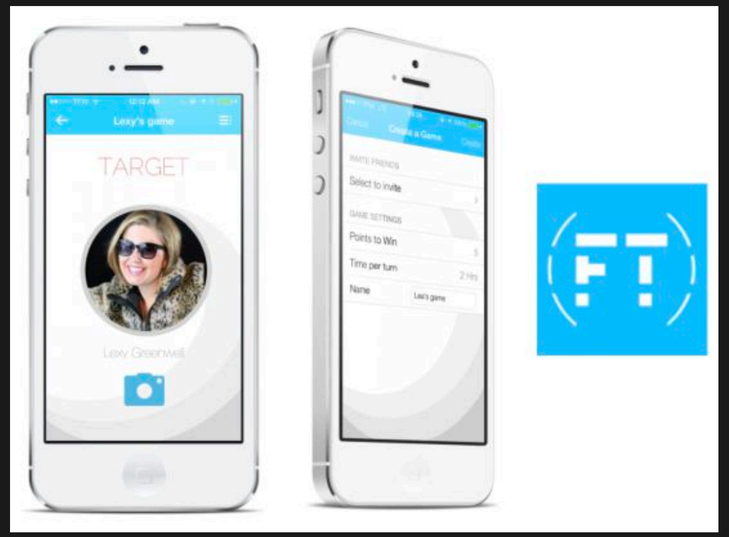

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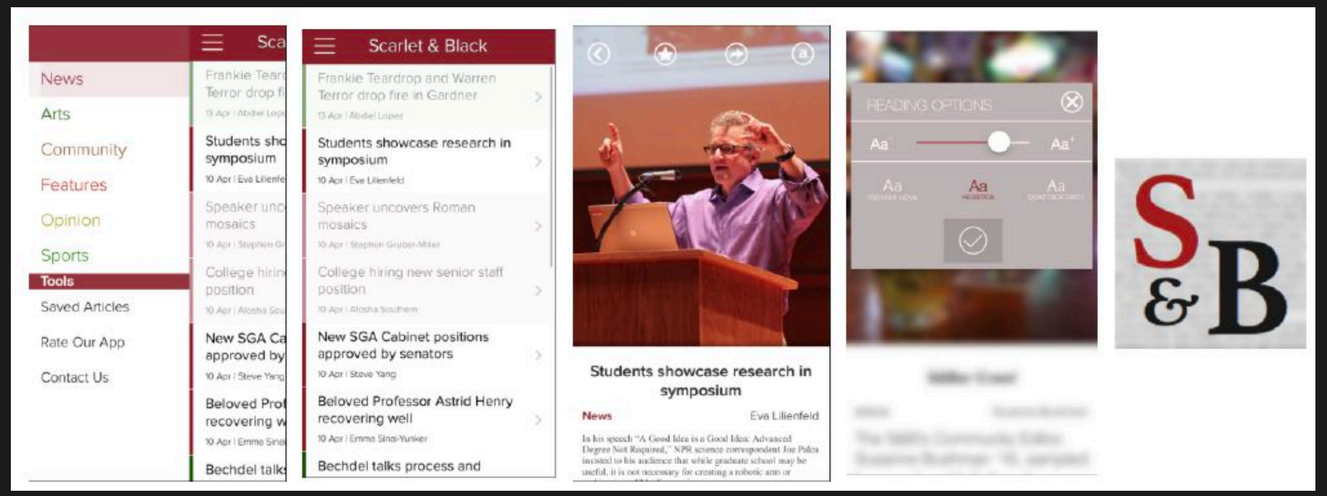

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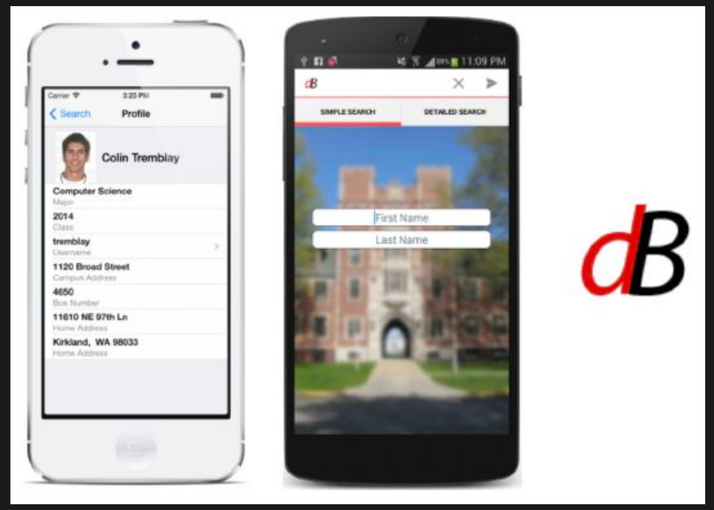

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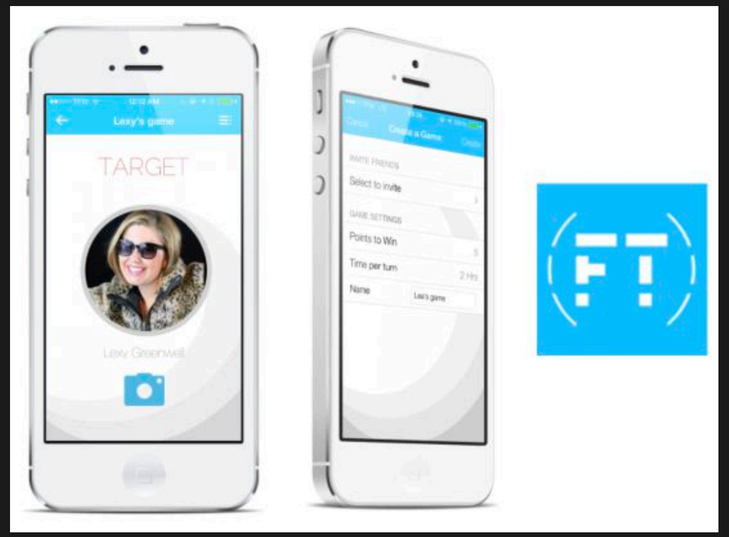

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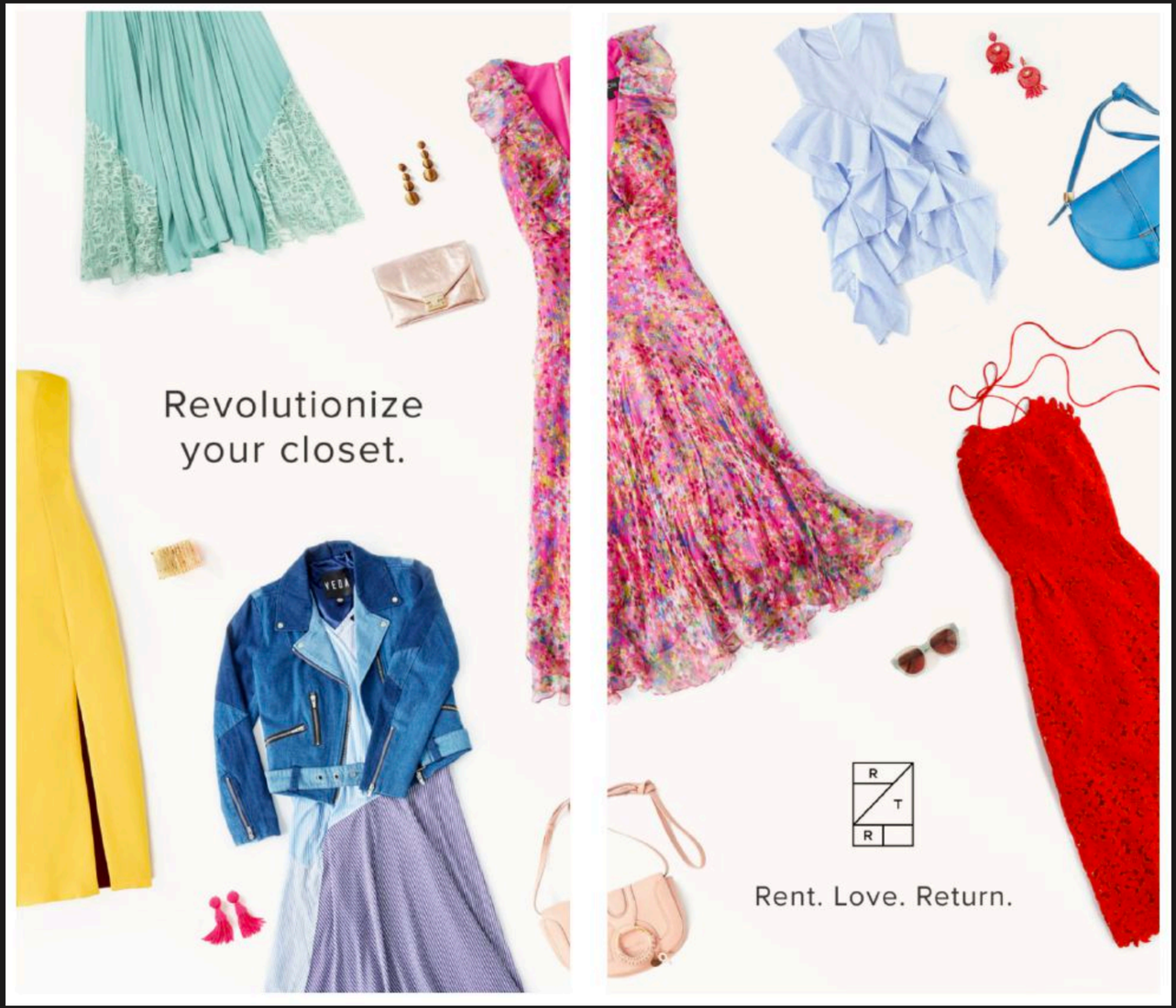
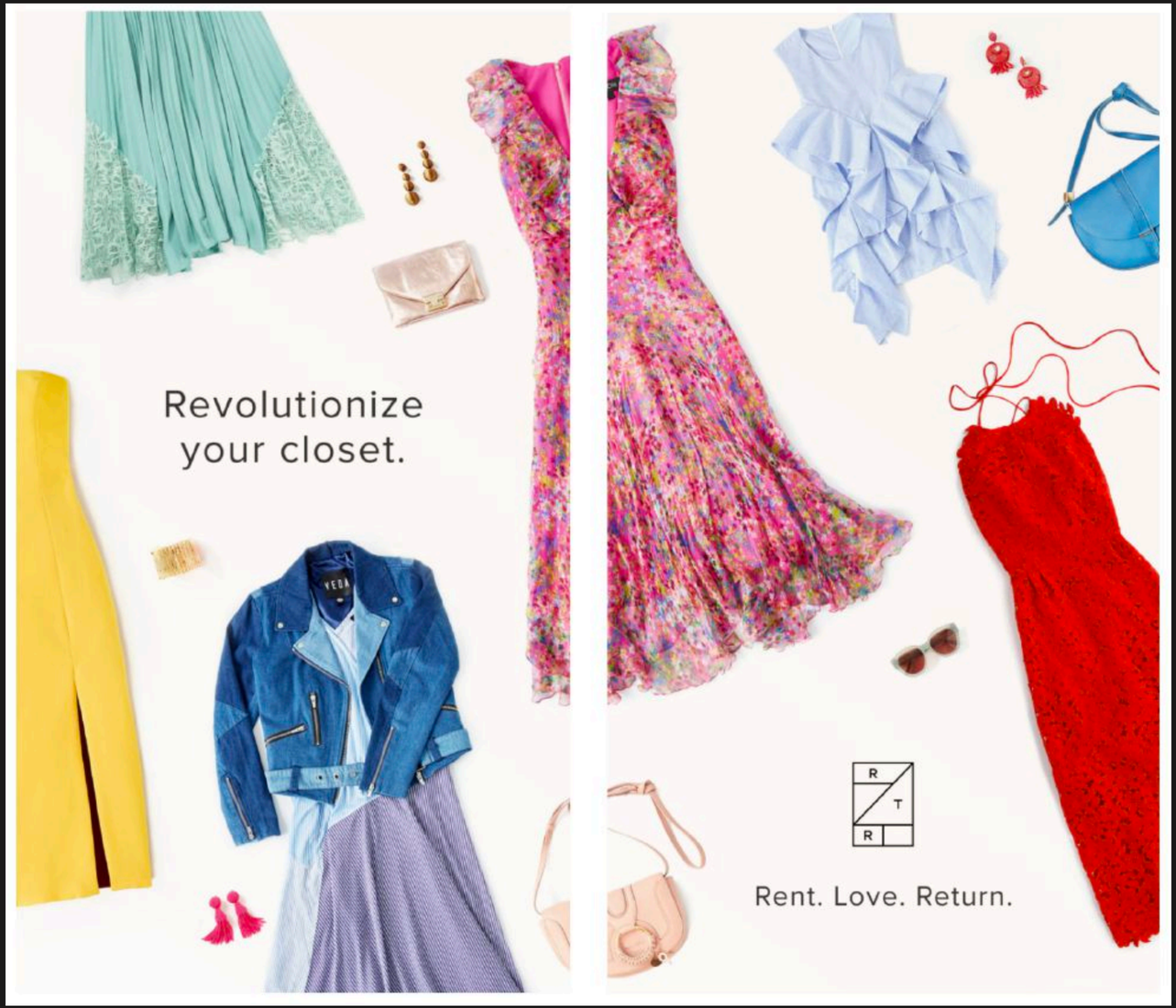

Revolutionize
your closet.
R
T
R
Rent. Love. Return.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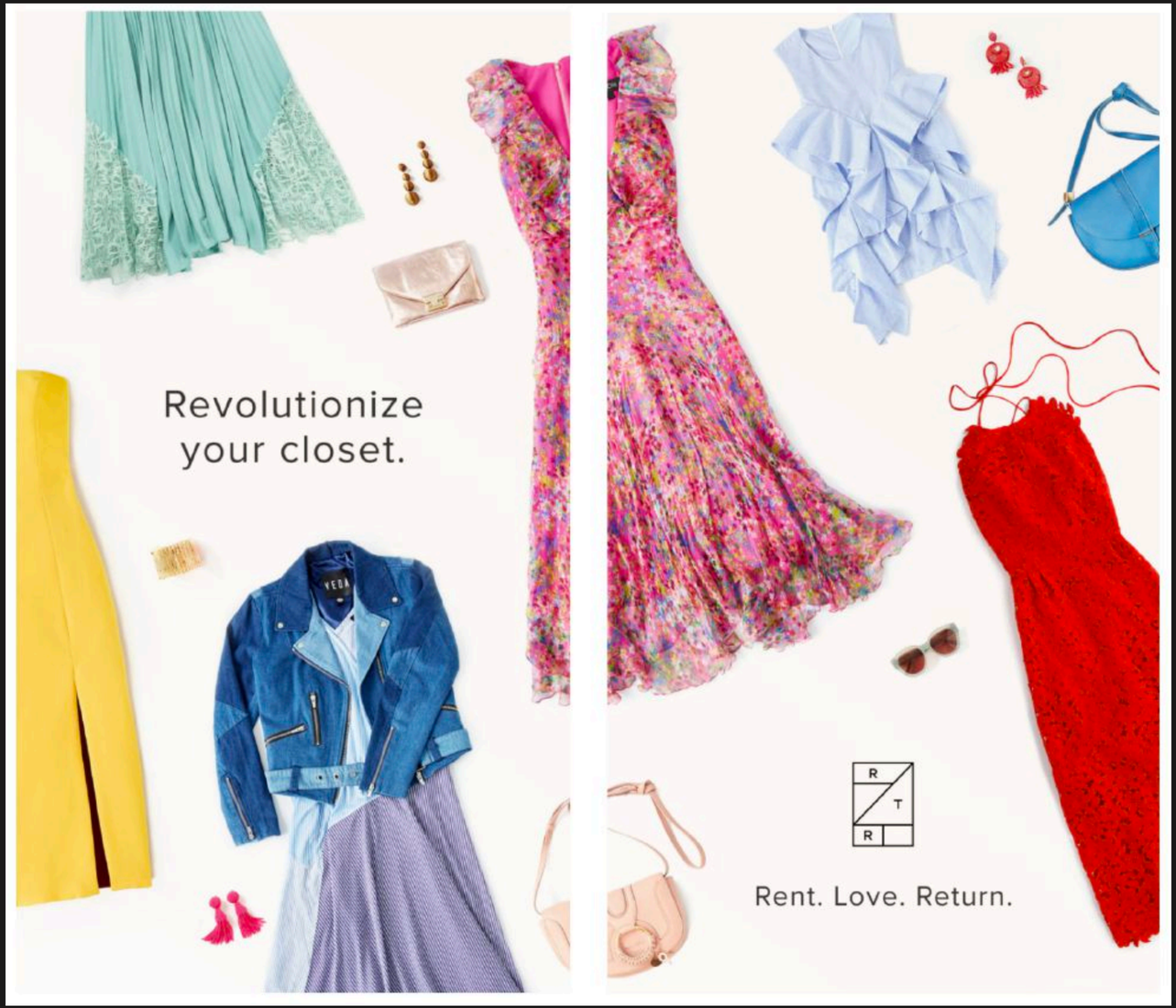
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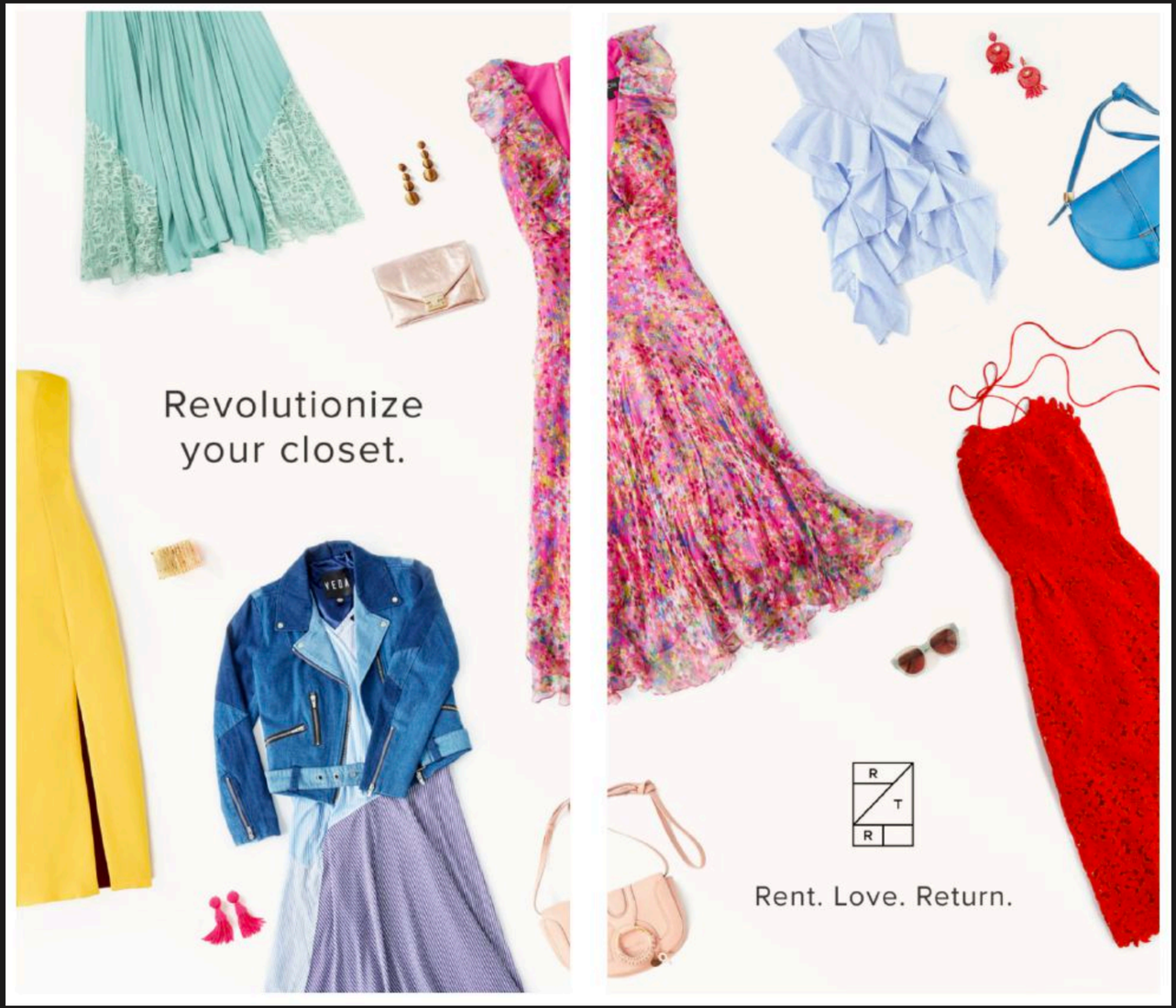
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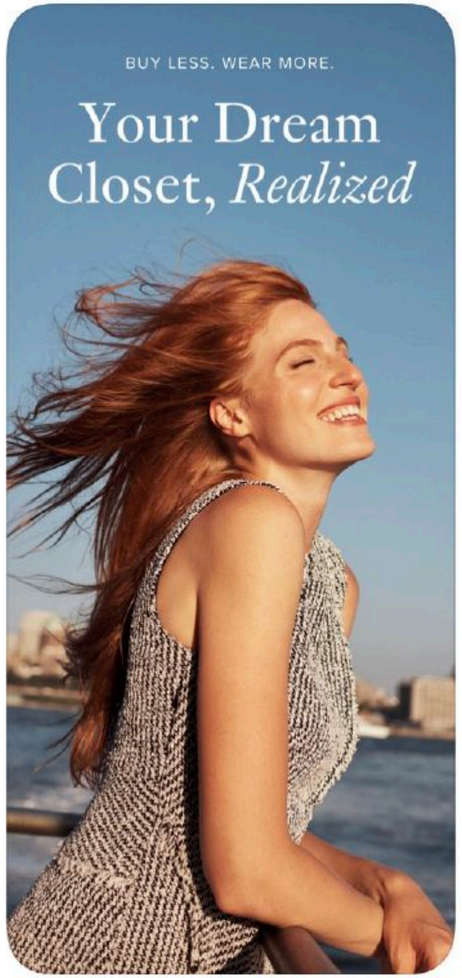

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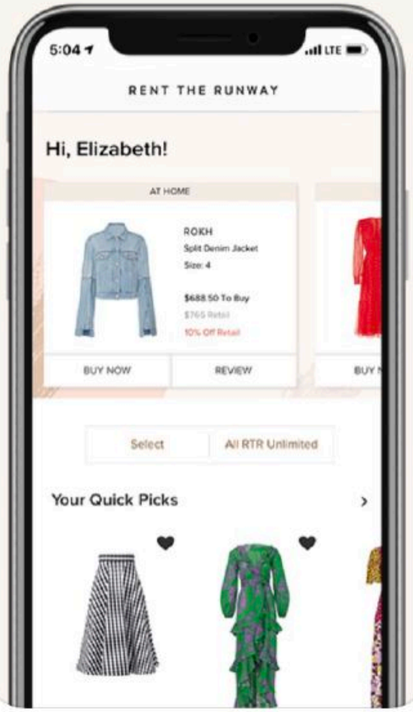

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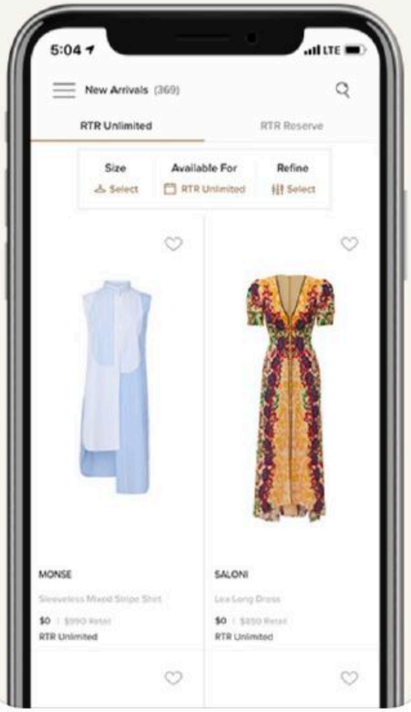
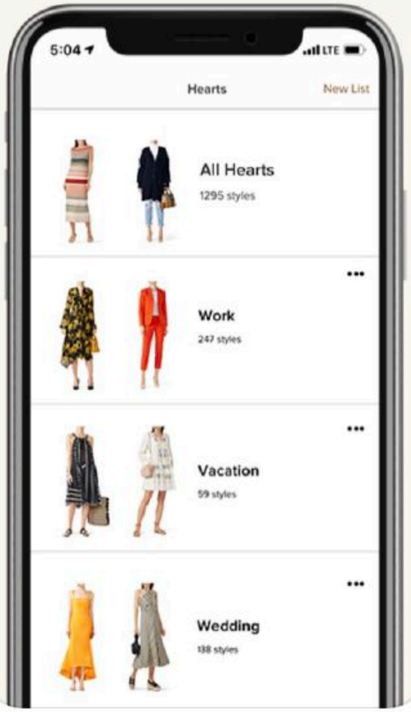
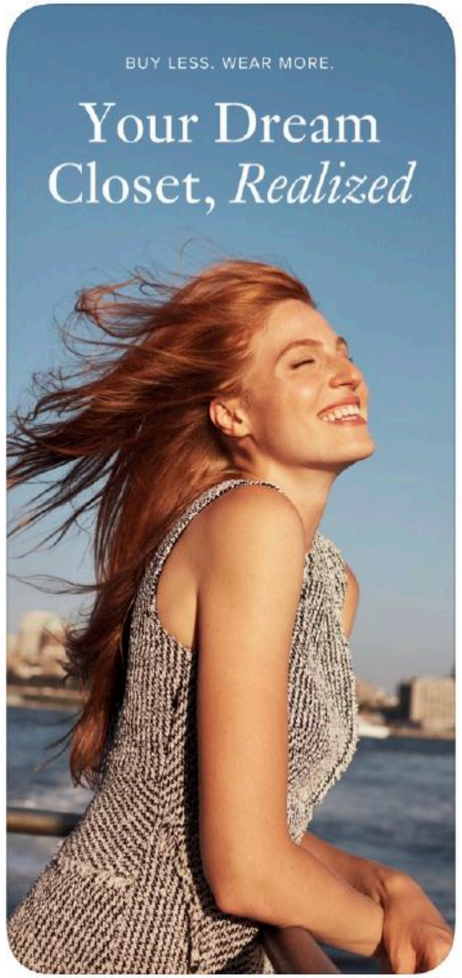


Build your shipment, create lists of styles you love, and track your delivery all on the go.





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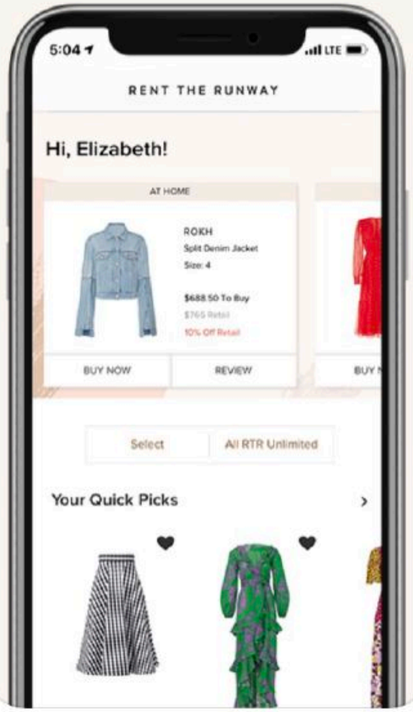

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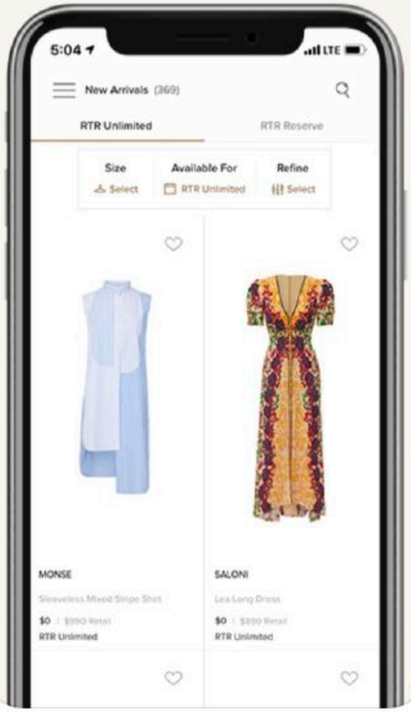

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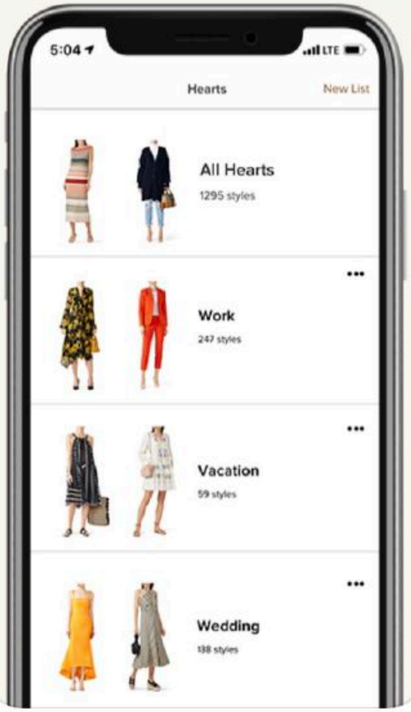

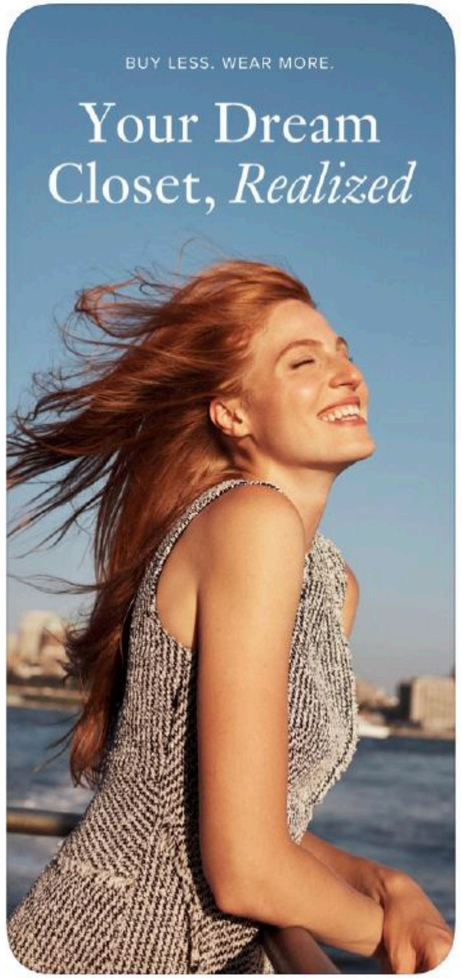

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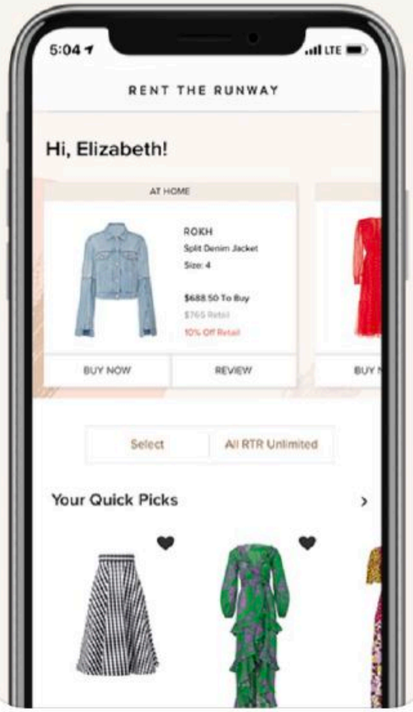
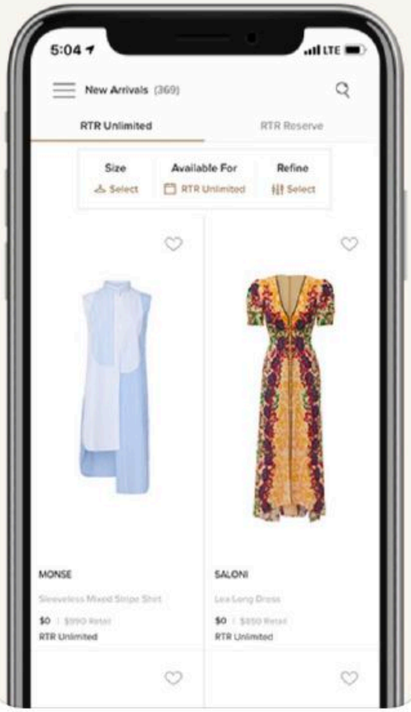


We've got hundreds of thousands of options at your fingertips.



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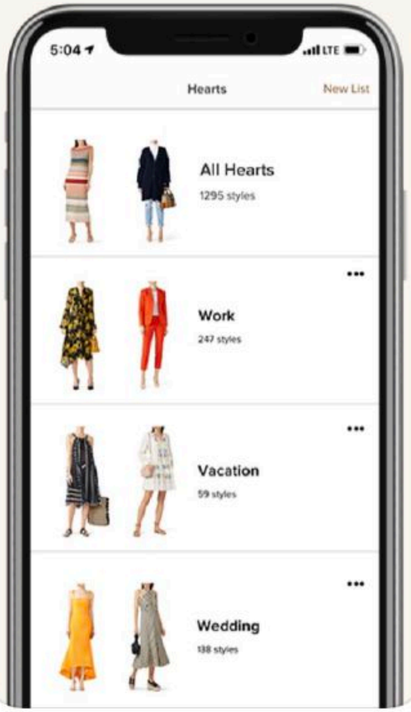

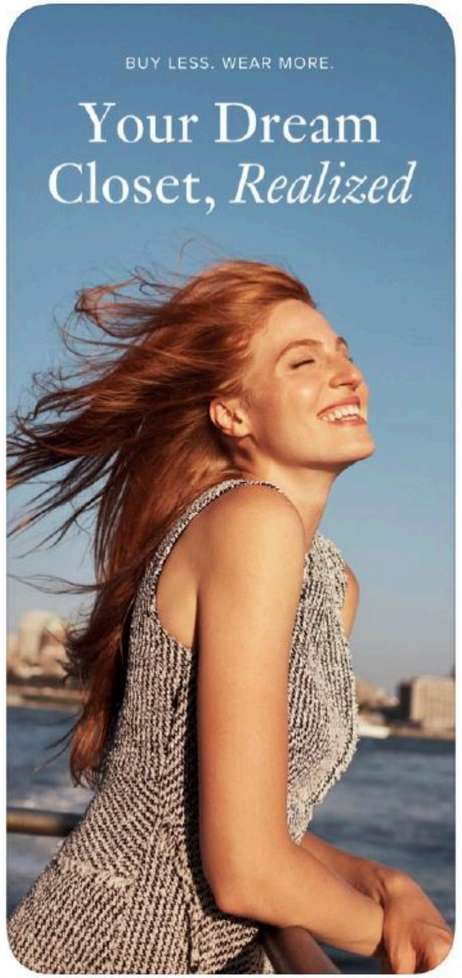

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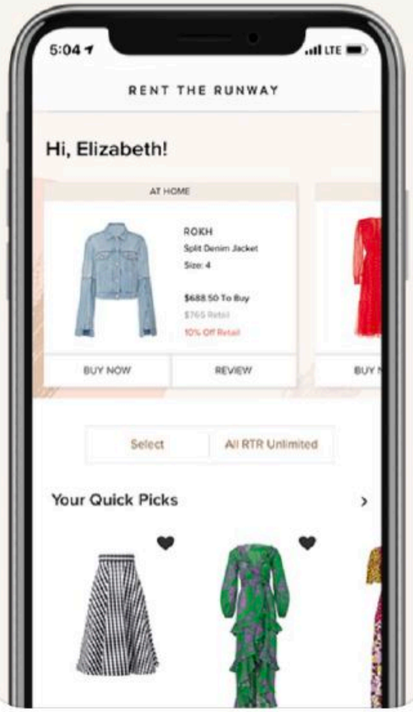

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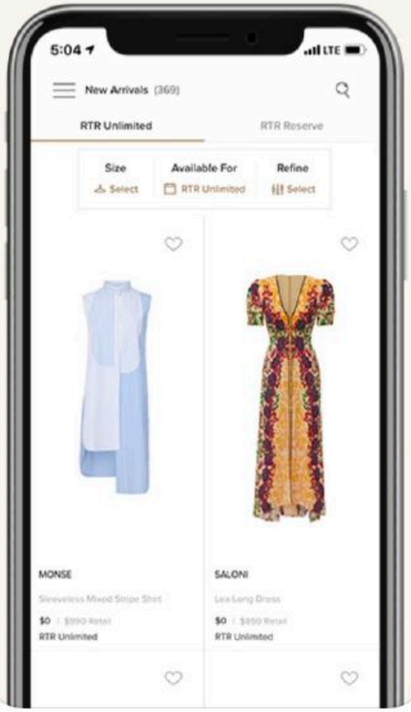

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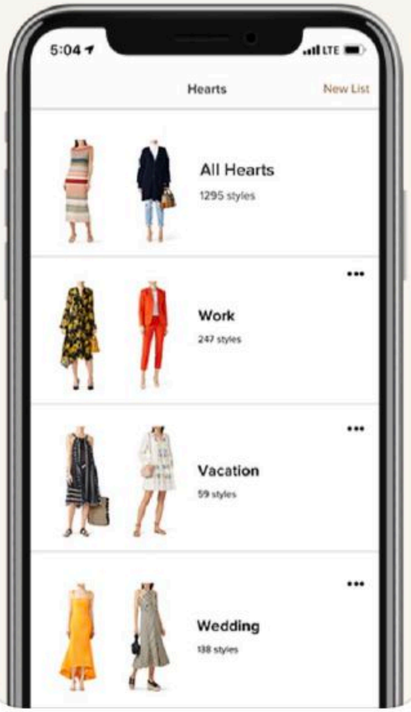

Mobile && Me

==

Mobile && Me

==

Add to bag pixel

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var pixel: [String: Any] = [Pixel.Param.action.key: "add_to_bag",
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                            Pixel.Param.membership.key: membership,
                            Pixel.Param.objectType.key: "PDP"]
```

Add to bag pixel

```
var pixel: [String: Any] = [Pixel.Param.action.key: "add_to_bag",
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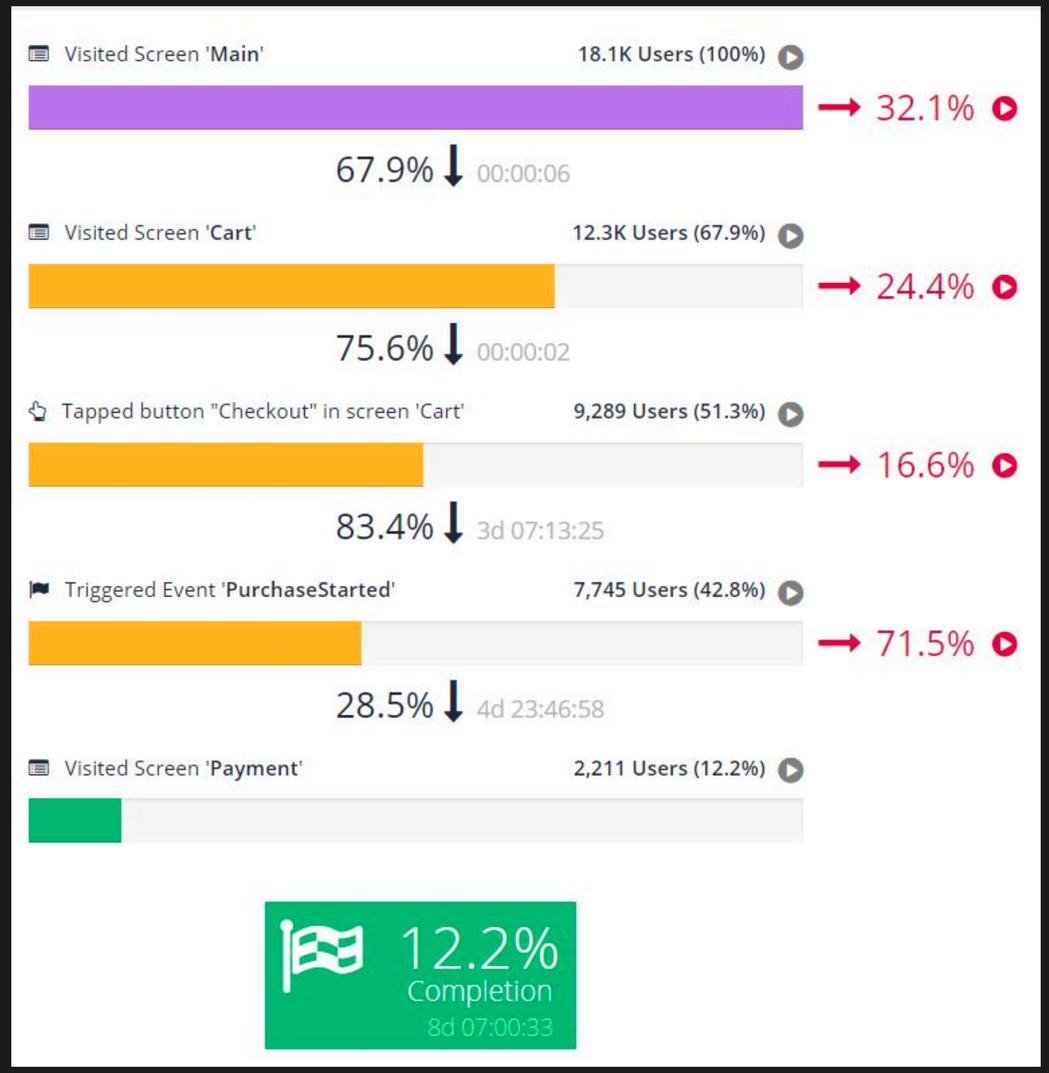
A

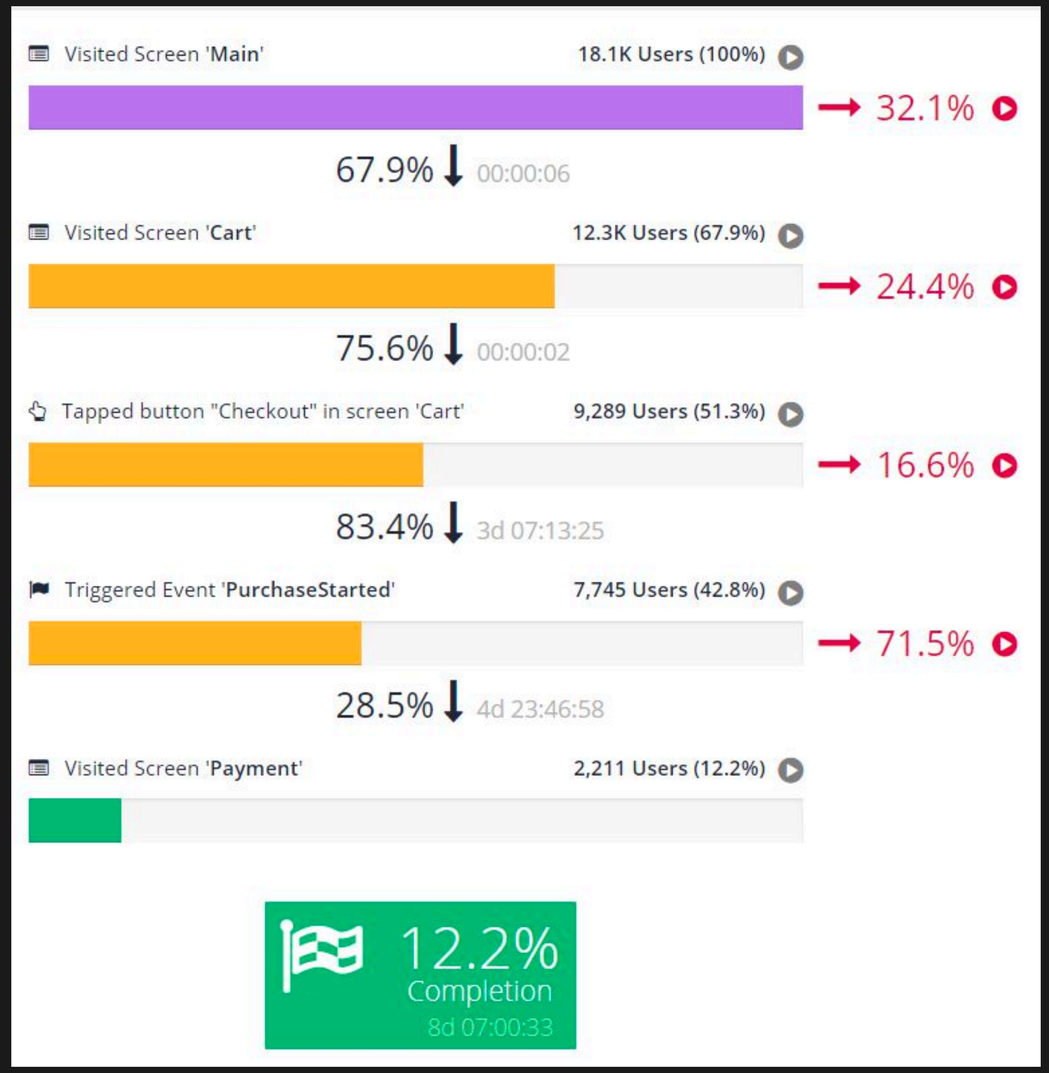
B



"7 Conversion Funnel Analysis Tips for Mobile Product Managers." *Appsee Blog*, 5 May 2019, blog.appsee.com/7-conversion-funnel-analysis-tips-for-mobile-product-managers/.

A

B



"7 Conversion Funnel Analysis Tips for Mobile Product Managers." *Appsee Blog*, 5 May 2019, blog.appsee.com/7-conversion-funnel-analysis-tips-for-mobile-product-managers/.

RICHARD H. THALER

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and CASS R. SUNSTEIN

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Nudge

NEW YORK TIMES Bestseller

Improving Decisions About Health, Wealth, and Happiness

"One of the few books . . . that fundamentally changes the way I think about the world." —Steven D. Levitt, coauthor of FREAKONOMICS

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"Vote With Your Butt – Here's A Genius Idea To Stop People From Littering Cigarettes." *Digital Synopsis*, digitalsynopsis.com/buzz/hubbub-neat-streets-cigarette-butt-vote/.

“Nine out of ten people with a debt like yours, in your area, pay their tax on time. You are in the minority.”

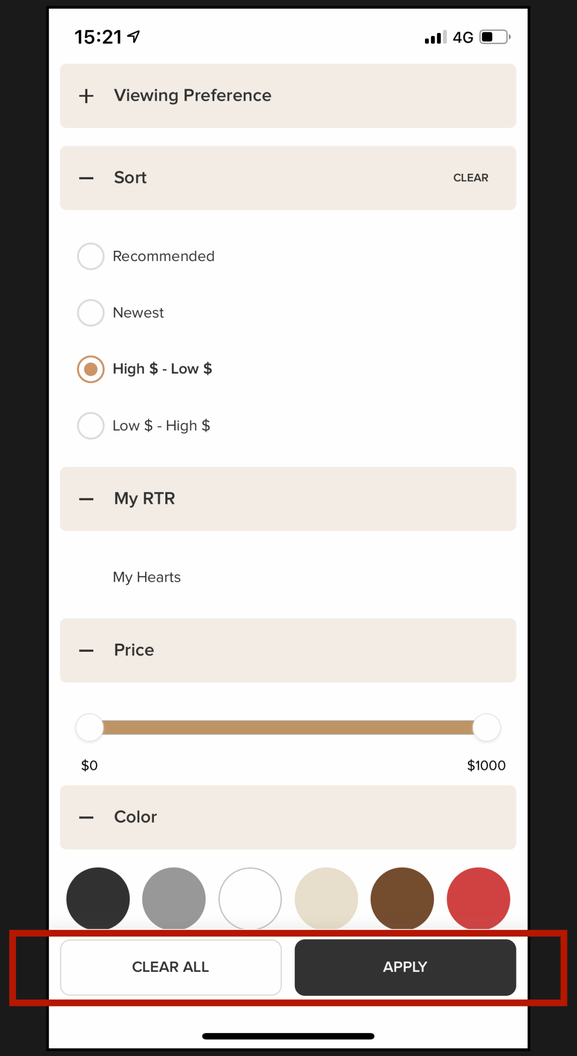
THE
BEHAVIOURAL
INSIGHTS
TEAM

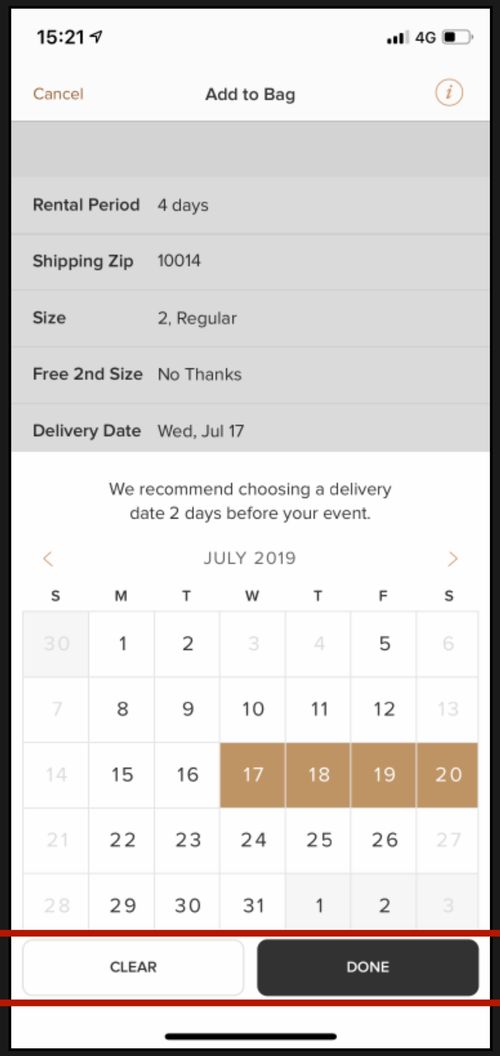
CTA == Call to Action == Button

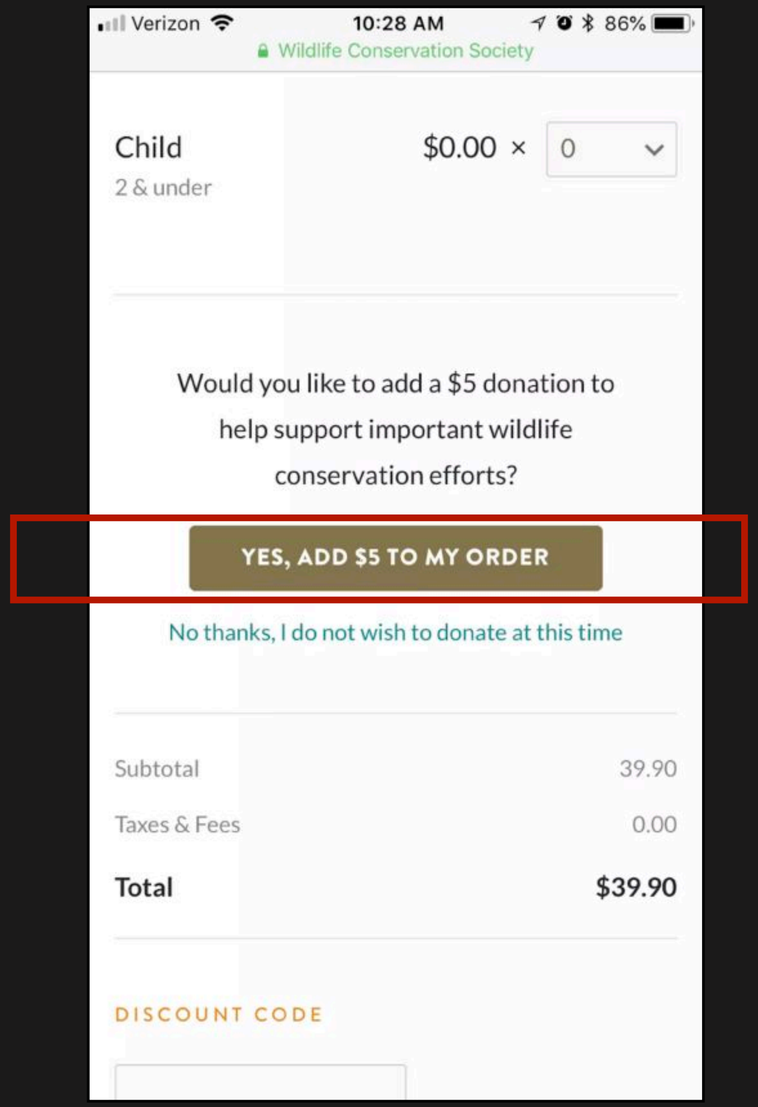
Beaufils, Aude. “Can Nudge Management Make Your Employee Happier?” Medium, MTI-Review, 8 Feb. 2019, medium.com/mti-review/can-nudge-management-make-your-employee-happier-e86ccfcdc7e5.

CLEAR ALL

APPLY


15:21
4G
Viewing Preference
Sort
CLEAR
Recommended
Newest
High $ - Low $
Low $ - High $
My RTR
My Hearts
Price
$0
$1000
Color
CLEAR ALL
APPLY


15:21
4G
Cancel
Add to Bag
Rental Period 4 days
Shipping Zip 10014
Size 2, Regular
Free 2nd Size No Thanks
Delivery Date Wed, Jul 17
We recommend choosing a delivery date 2 days before your event.
JULY 2019
S M T W T F S
30 1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31 1 2 3
CLEAR
DONE


Verizon
10:28 AM
86%
Wildlife Conservation Society
Child
2 & under
$0.00 ×
0
Would you like to add a $5 donation to help support important wildlife conservation efforts?
YES, ADD $5 TO MY ORDER
No thanks, I do not wish to donate at this time
Subtotal
39.90
Taxes & Fees
0.00
Total
$39.90
DISCOUNT CODE

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DISCOUNT CODE

CONTINUE

*Some attractions are open seasonally. Availability also subject to unforeseen conditions including weather, capacity, mechanical and/or animal-related issues.

ALL SALES ARE FINAL. NO REFUNDS.

For online tickets customer service, contact:
onlinetickets@wcs.org

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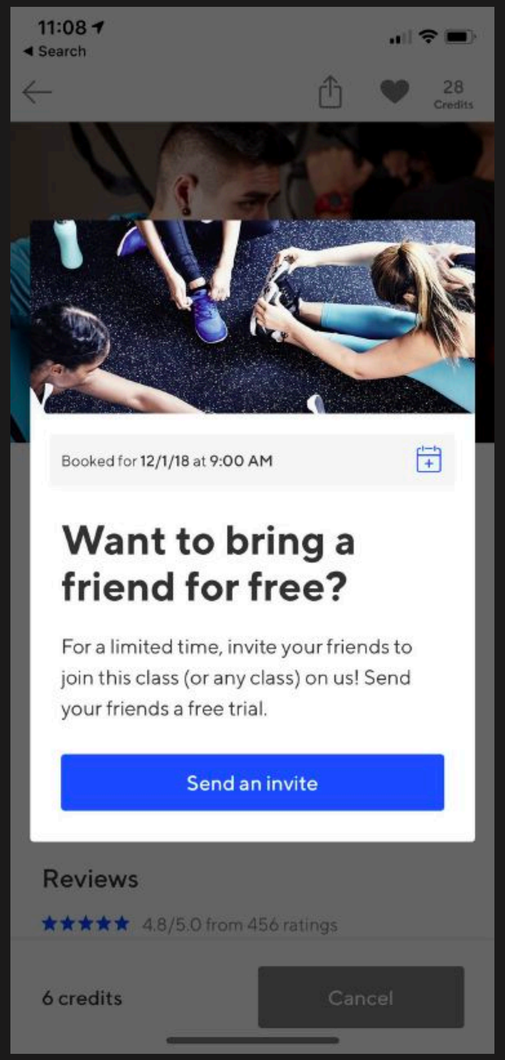

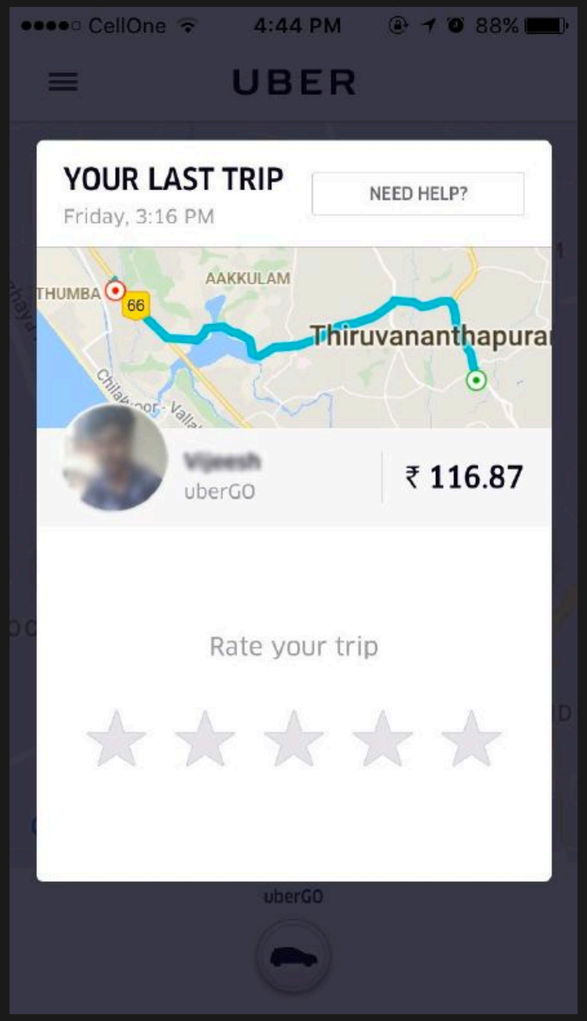

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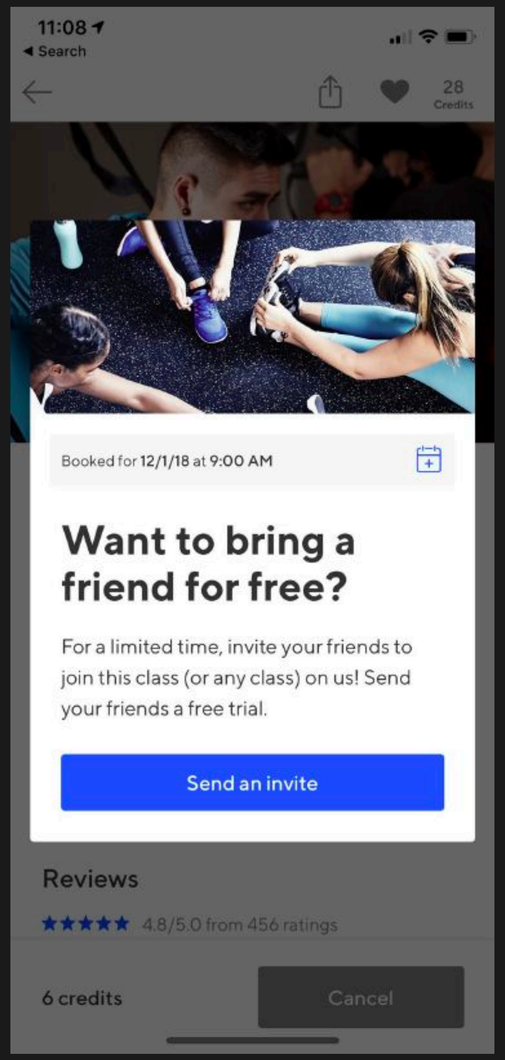

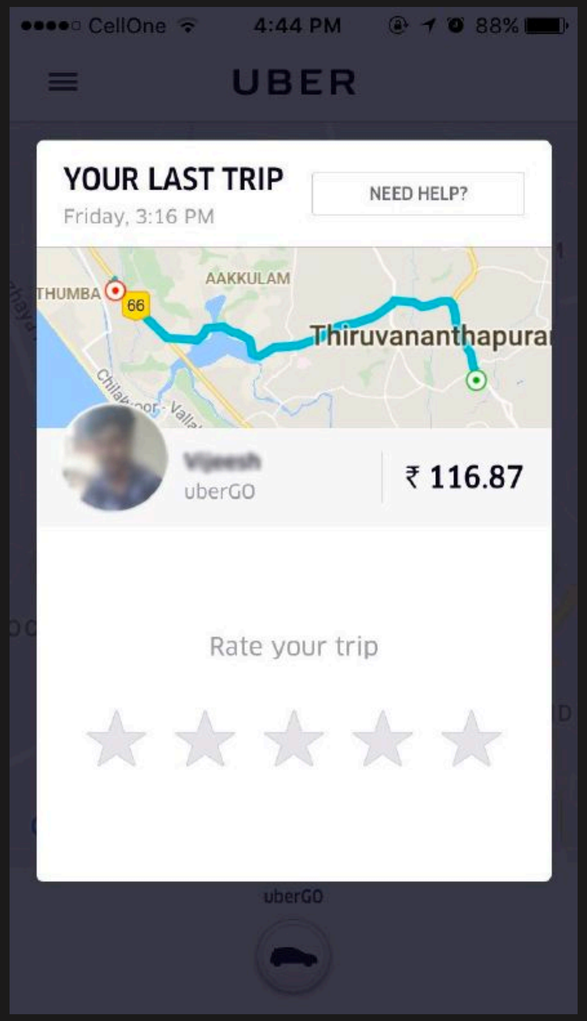

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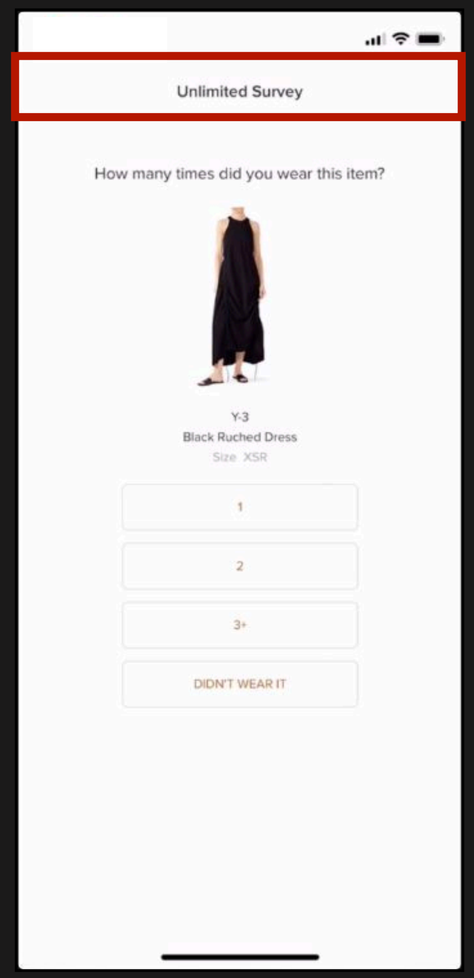

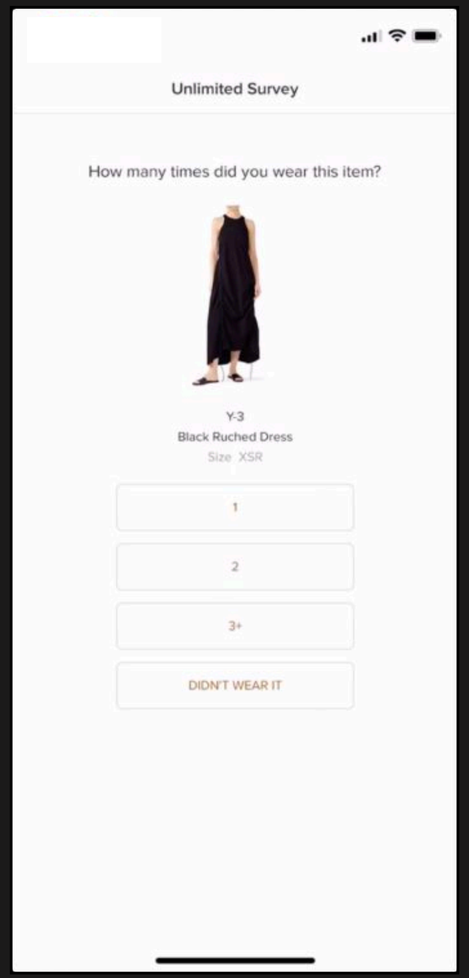

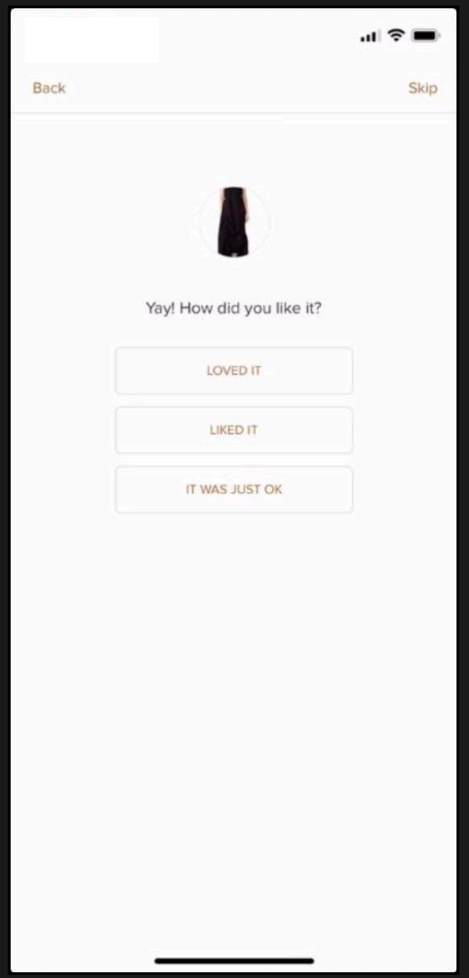

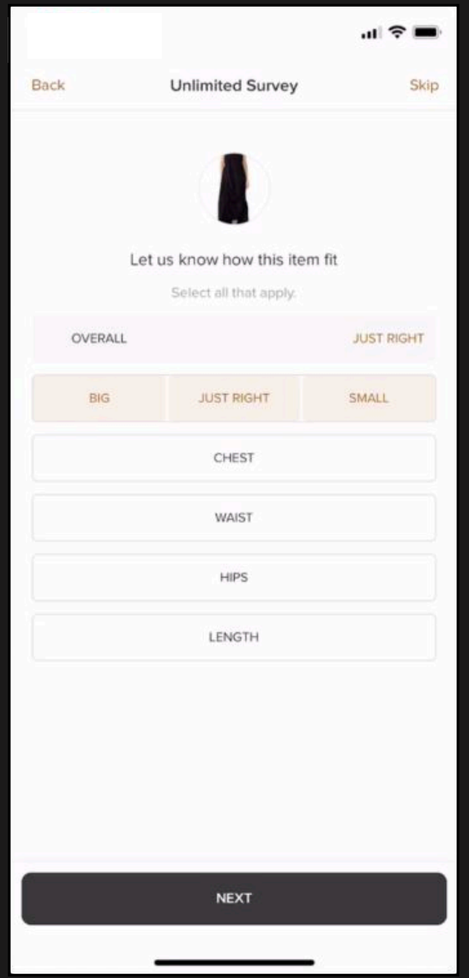

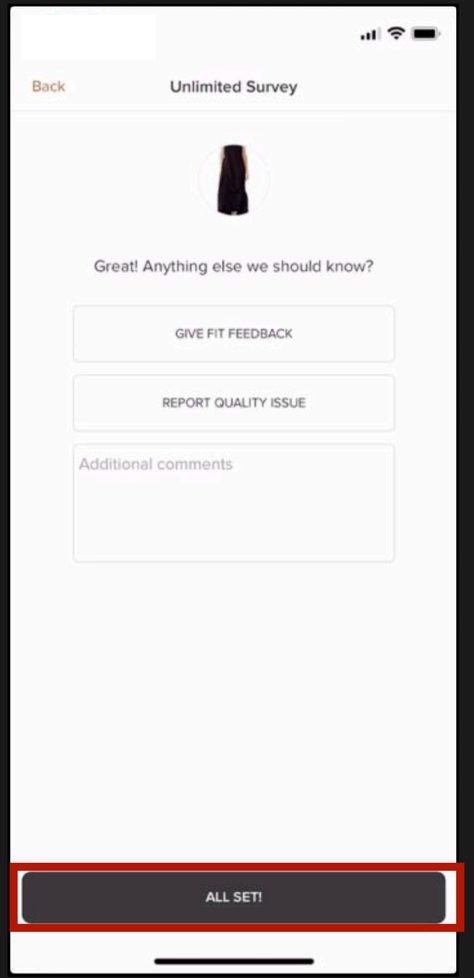

No escape hatch!

End of flow.

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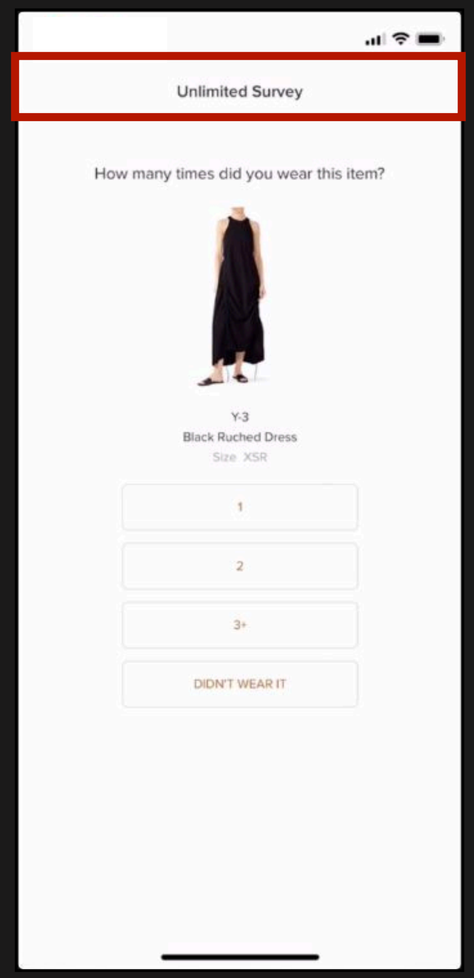

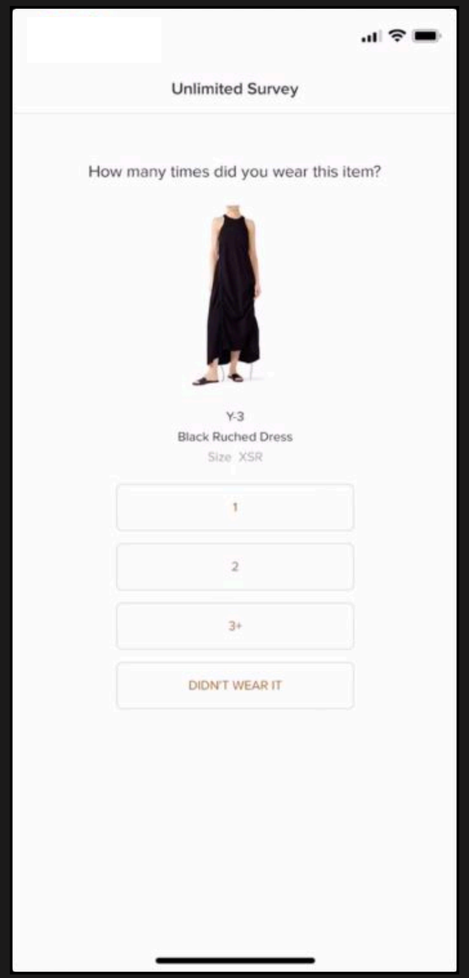

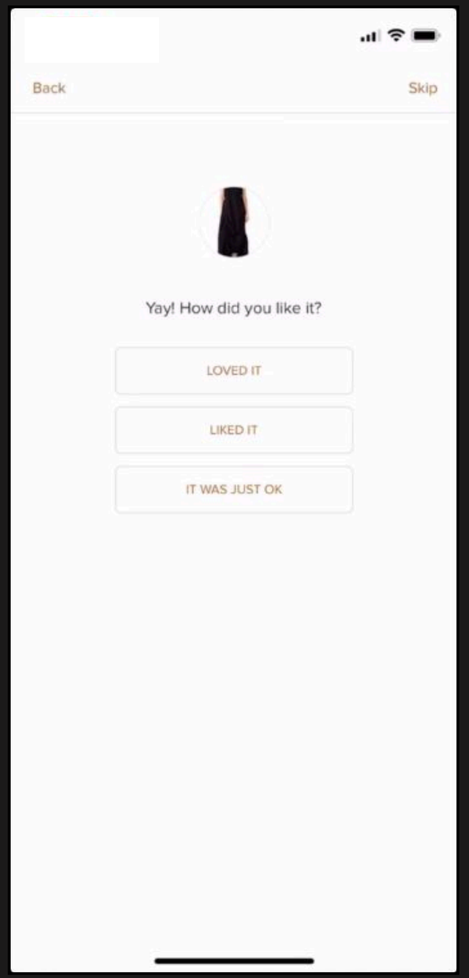

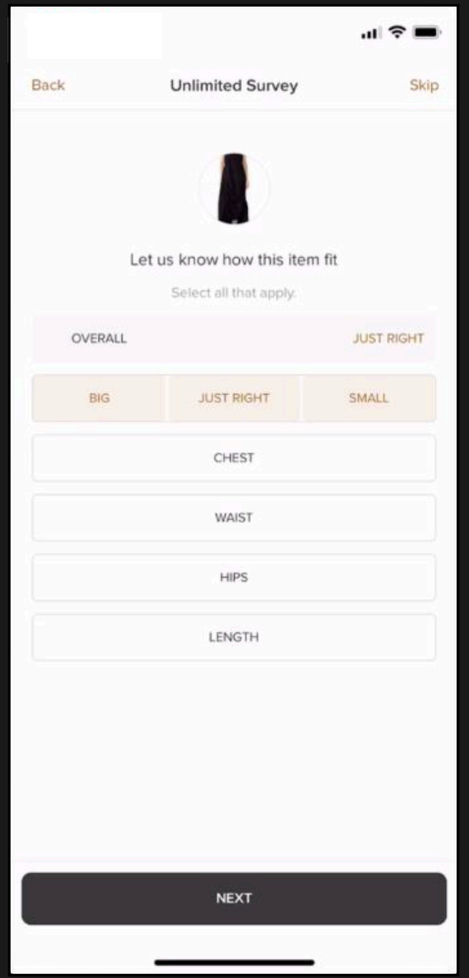

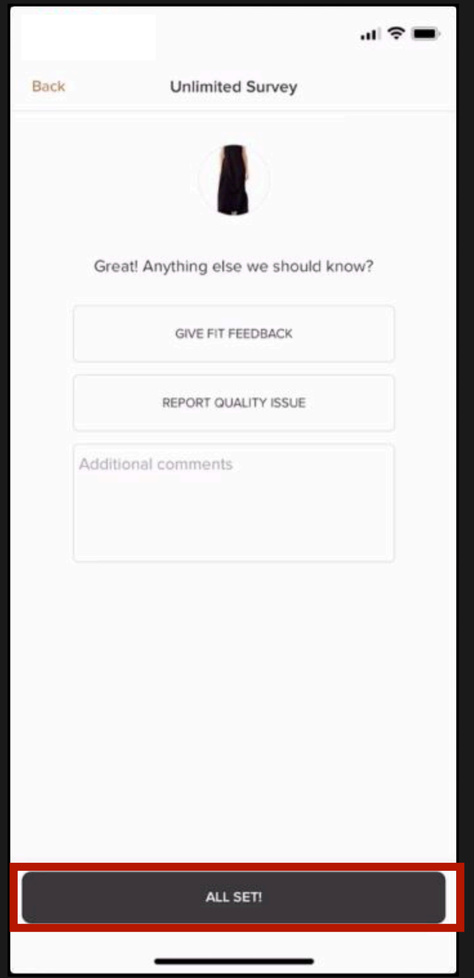

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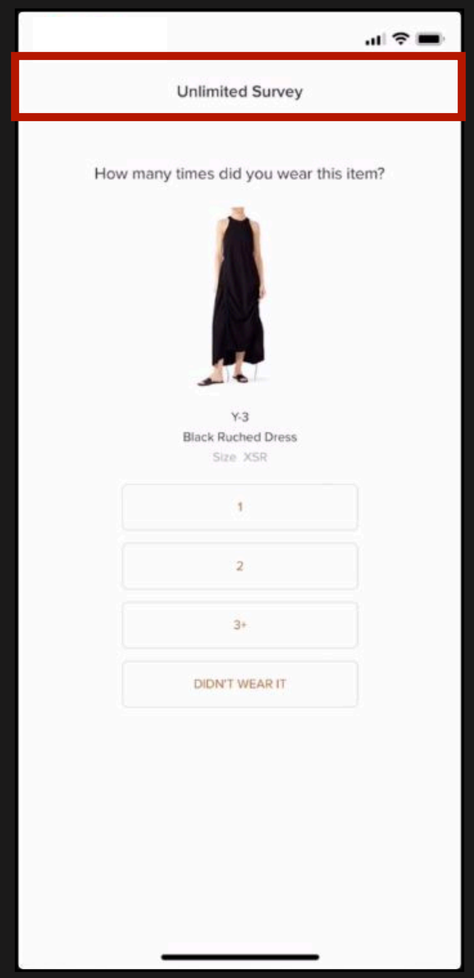

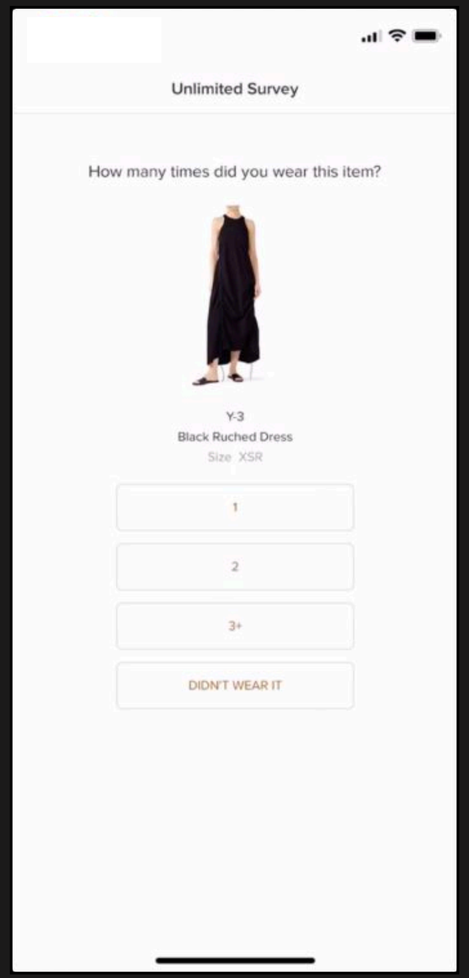

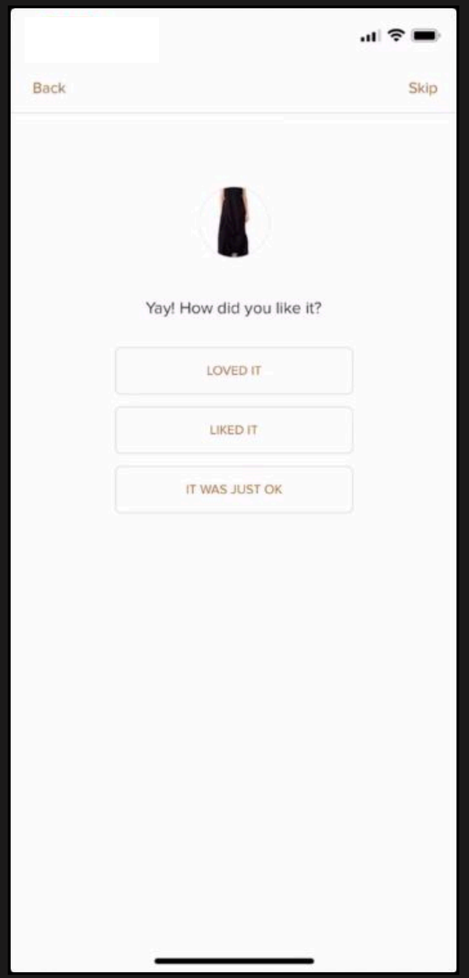

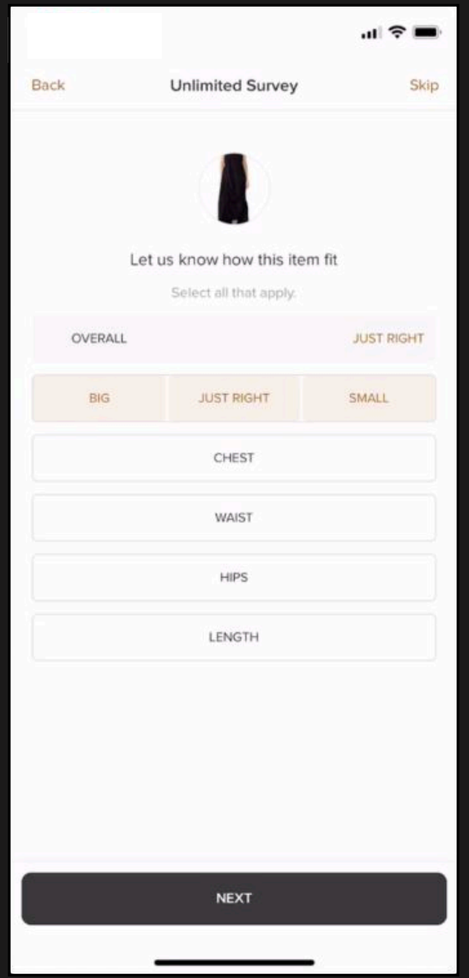

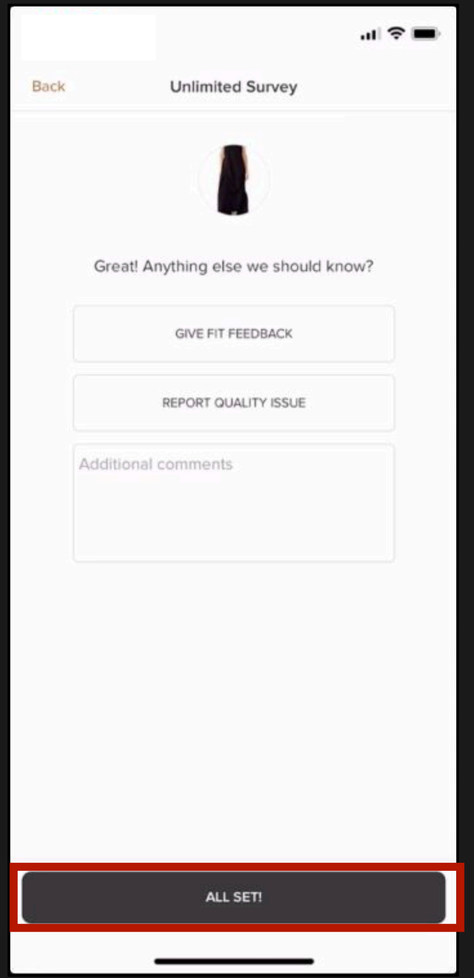

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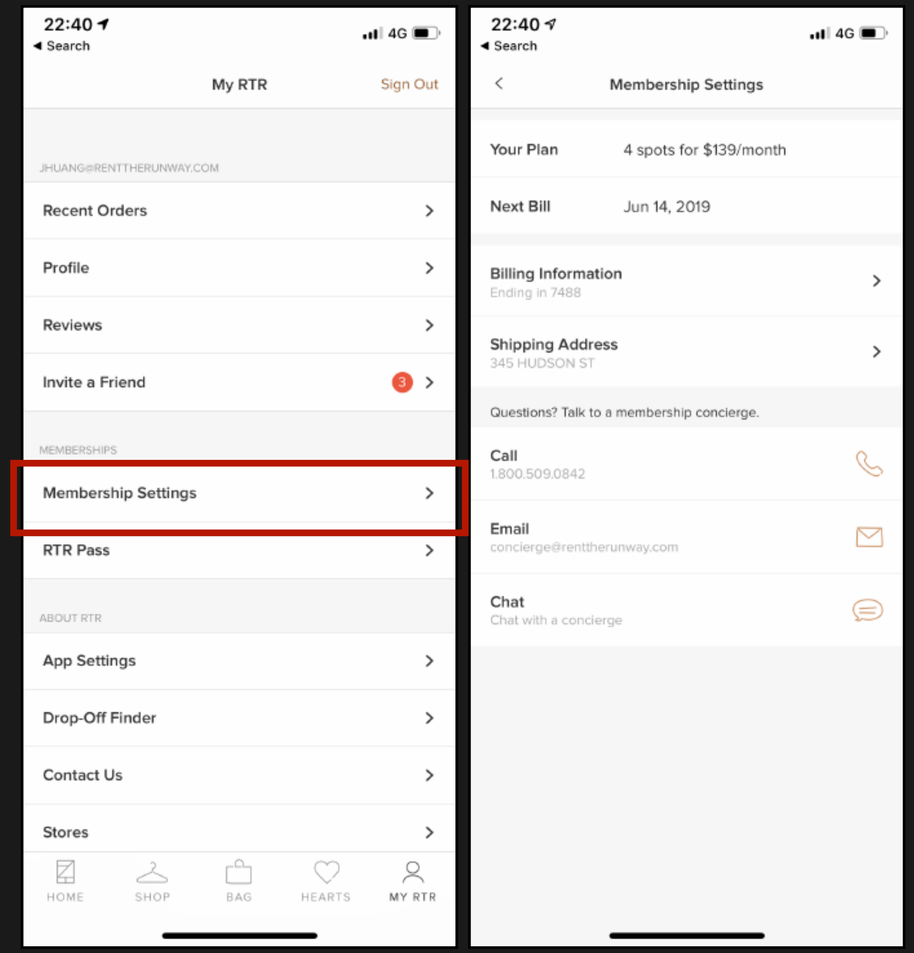

Cancel? → NOPE!

Rent the Runway

1. Make it NECESSARY to do something

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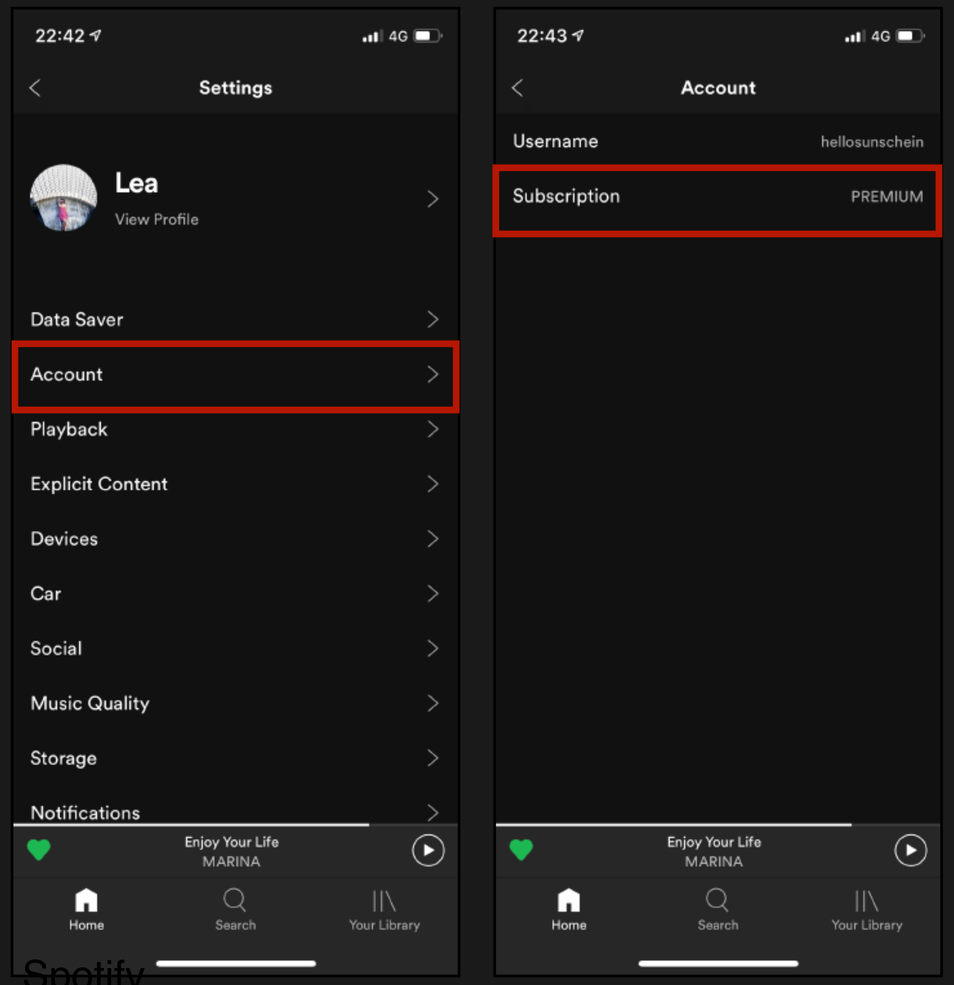

Spotify

...not actually tappable.

Cancel? → NOPE!

1. Make it NECESSARY to do something

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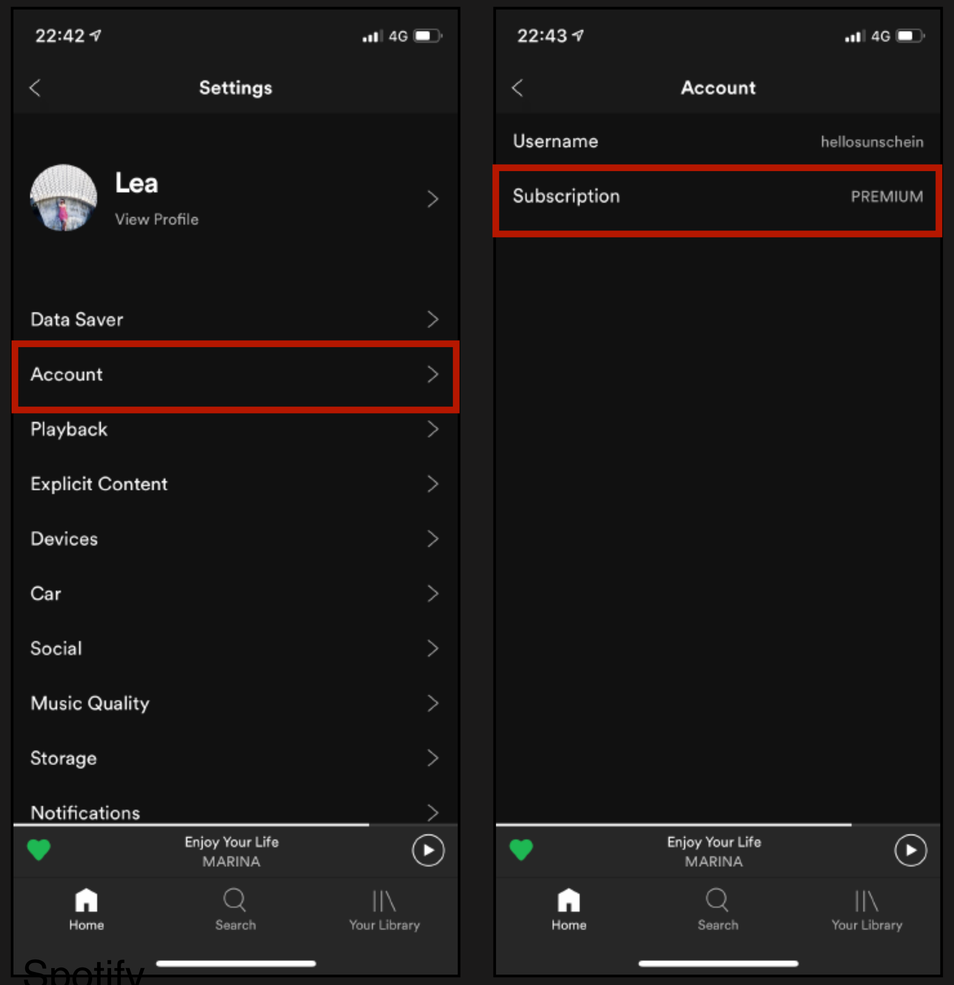

Spotify

...not actually tappable.

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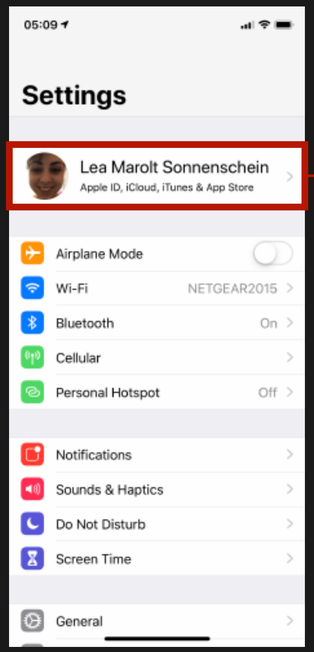
1.



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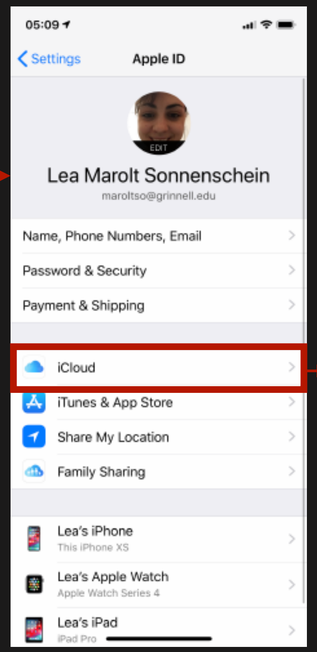

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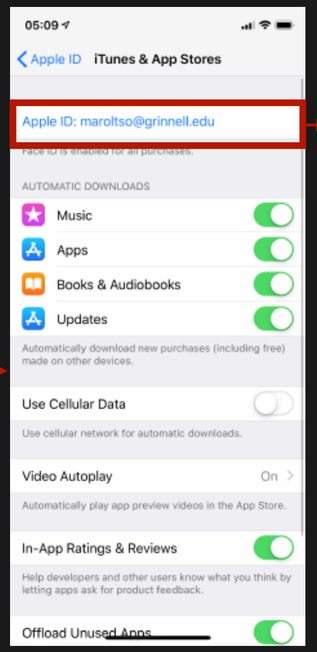

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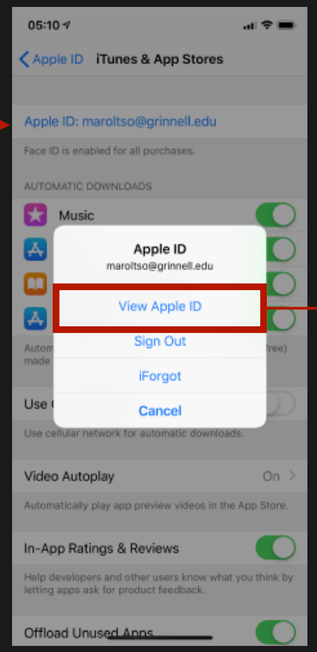

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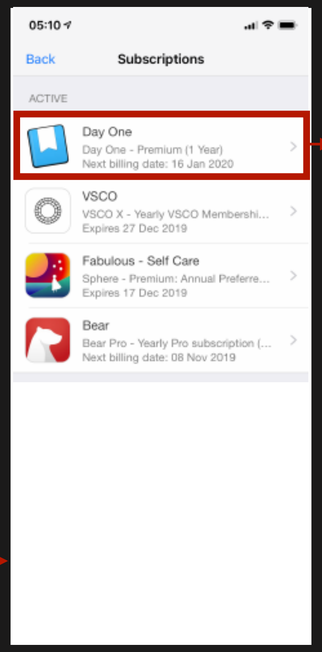

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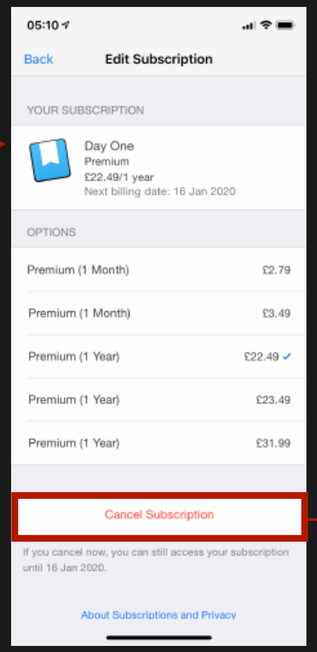

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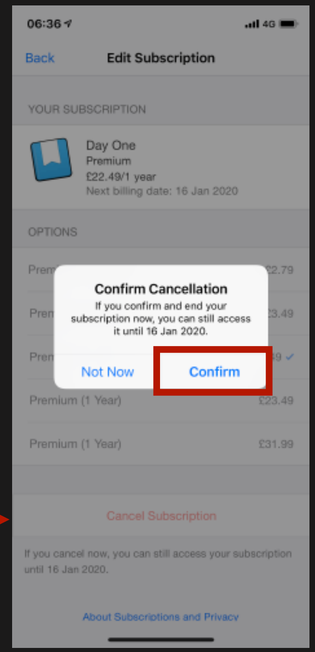

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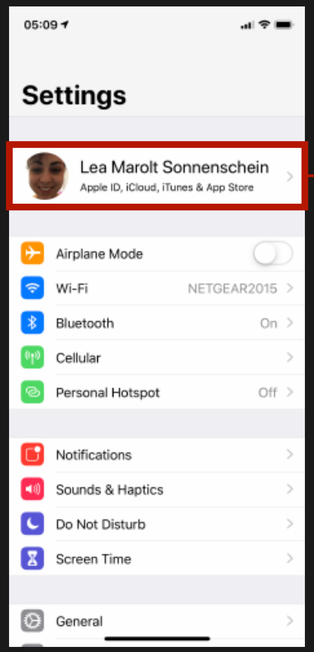

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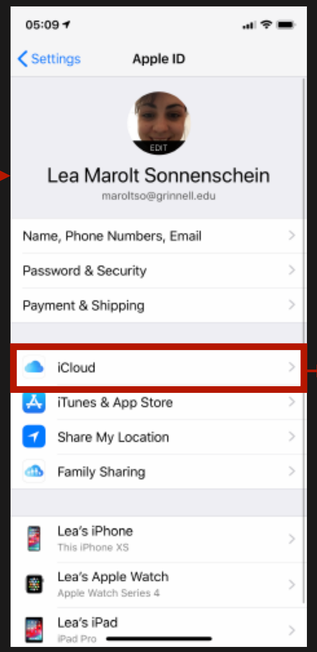

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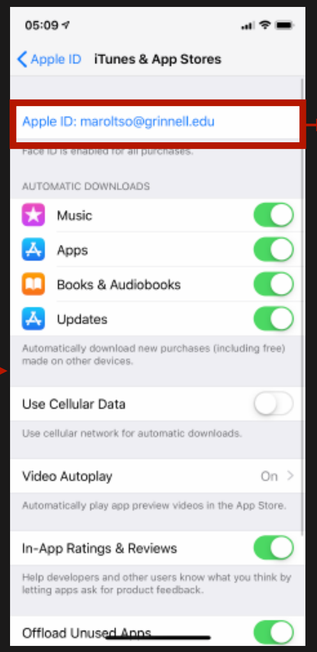

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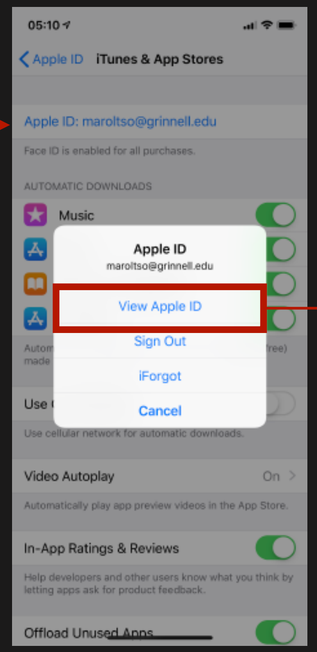

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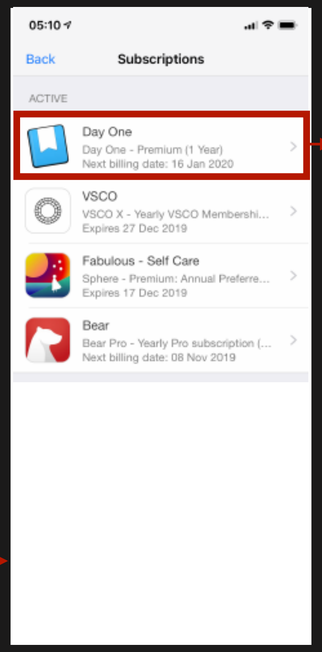

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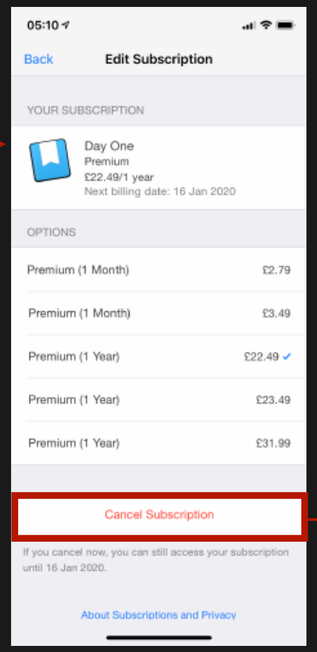

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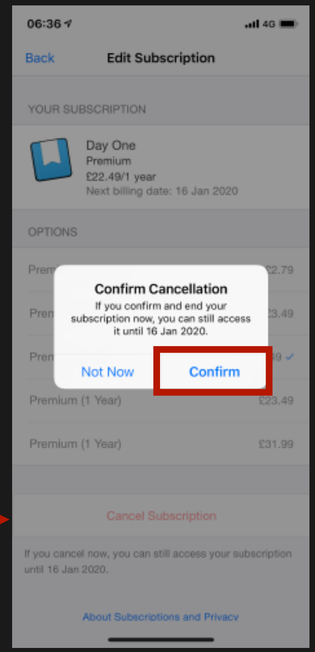
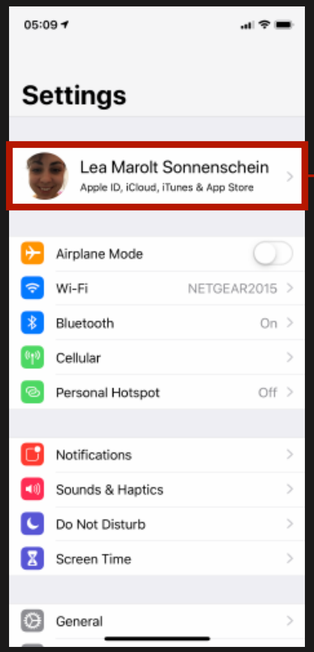


1. Make it NECESSARY to do something

2. Make it VERY HARD to do something

1.



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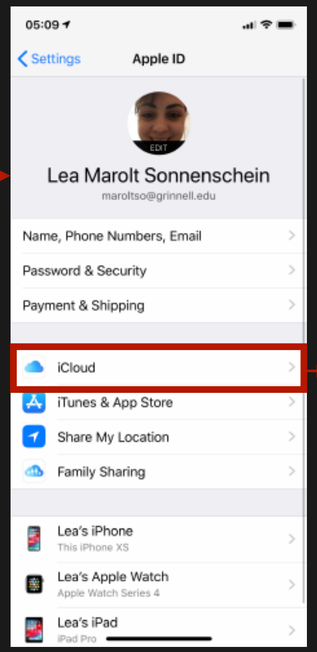

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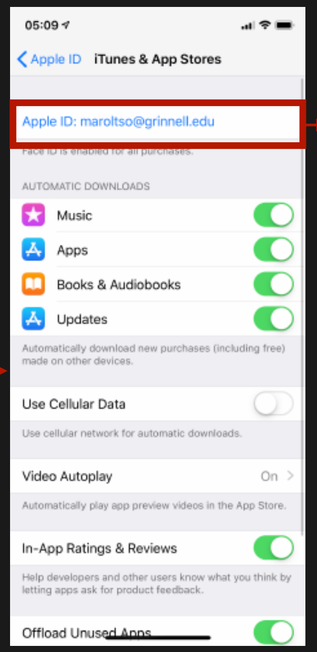

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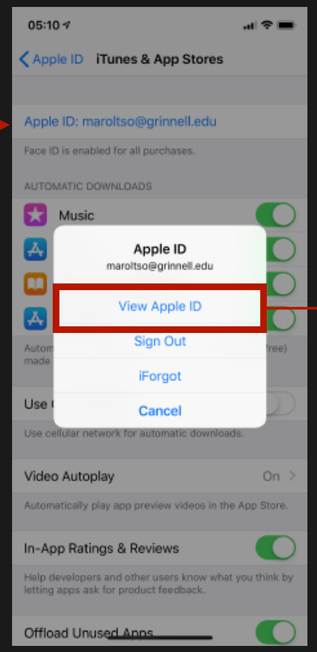
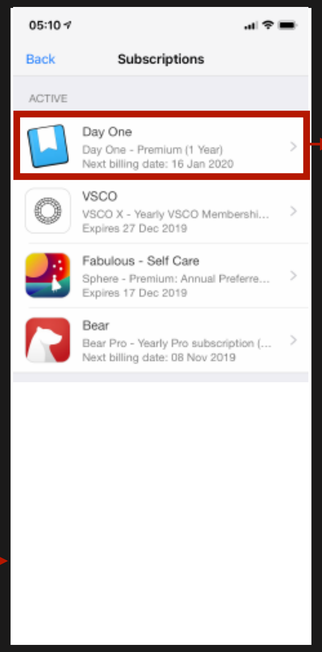


5.

6.



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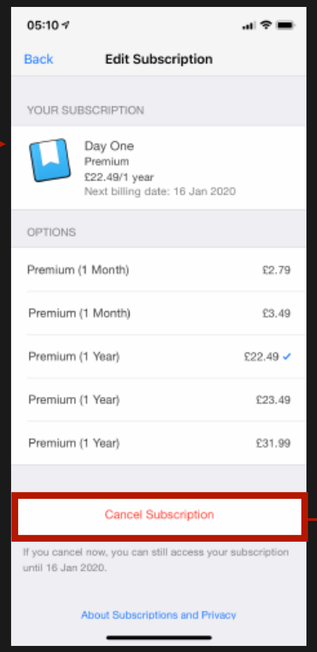

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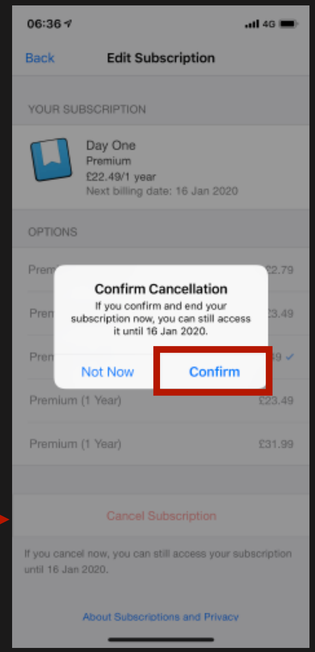

Change Your Screen to Grayscale to Combat Phone Addiction

Melissa Kirsch
6/05/17 1:53pm • Filed to: MIND GAMES

633.4K 108 11

Screenshot: Melissa Kirsch

Change Your Screen to Grayscale to Combat Phone Addiction

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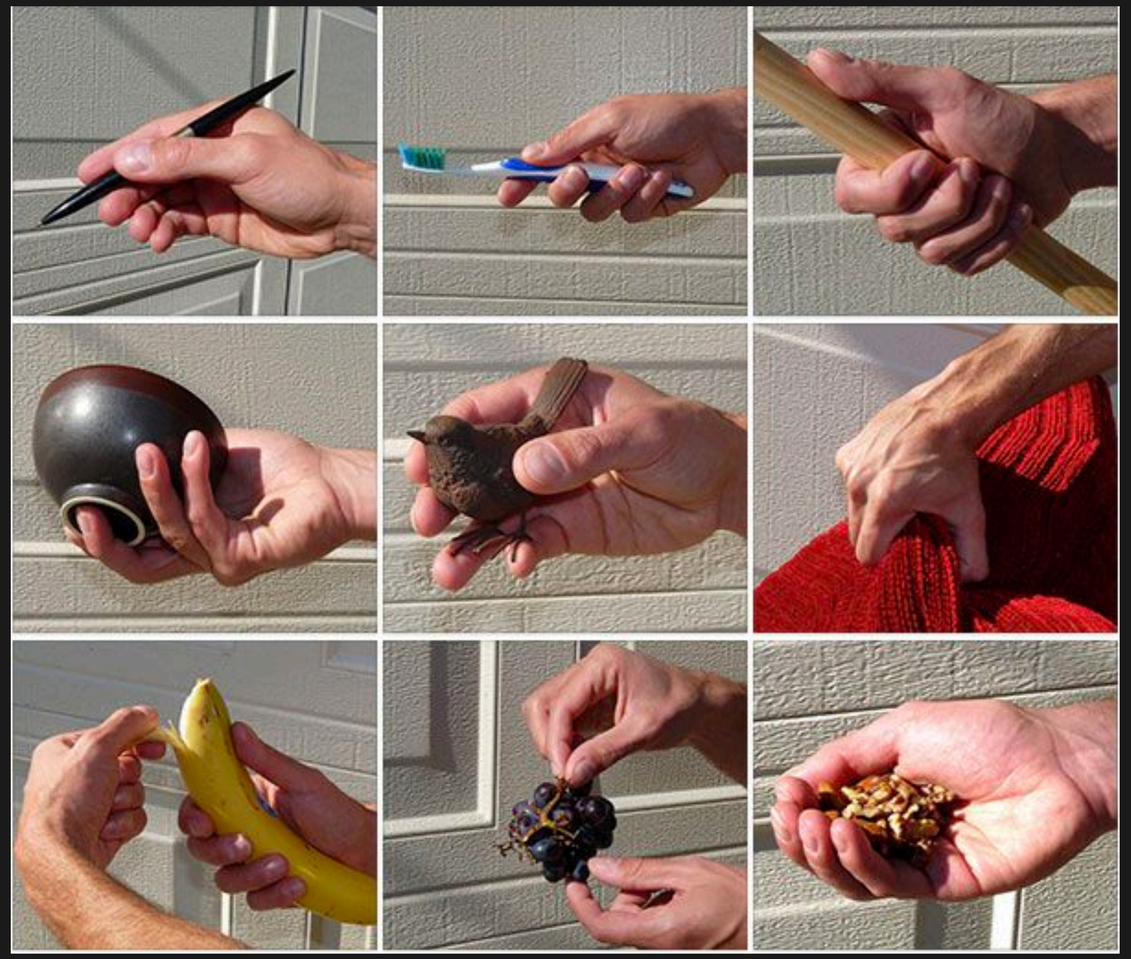
Screenshot: Melissa Kirsch

A Brief Rant on the Future of Interaction Design, worrydream.com/ABriefRantOnTheFutureOfInteractionDesign/.



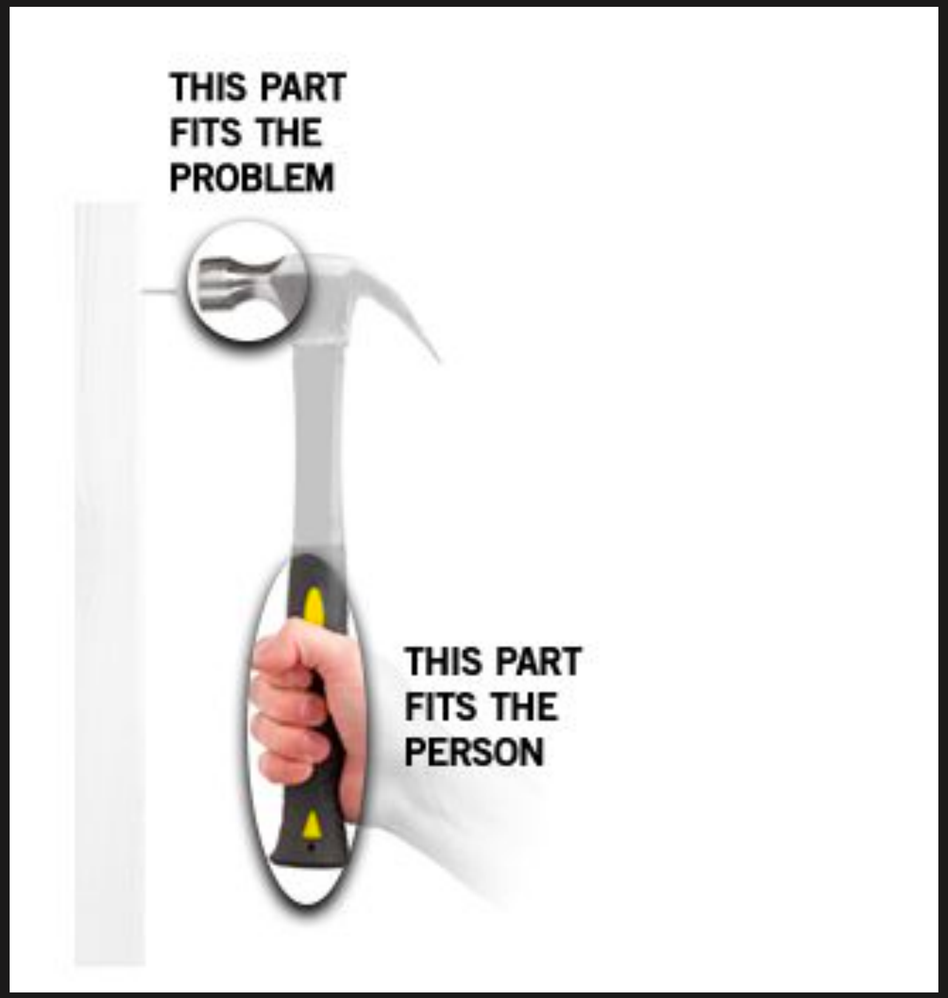
?!?

A Brief Rant on the Future of Interaction Design, worrydream.com/ABriefRantOnTheFutureOfInteractionDesign/.

“A tool **addresses a need** and **amplifies a human capability**.”

A Brief Rant on the Future of Interaction Design, worrydream.com/ABriefRantOnTheFutureOfInteractionDesign/.

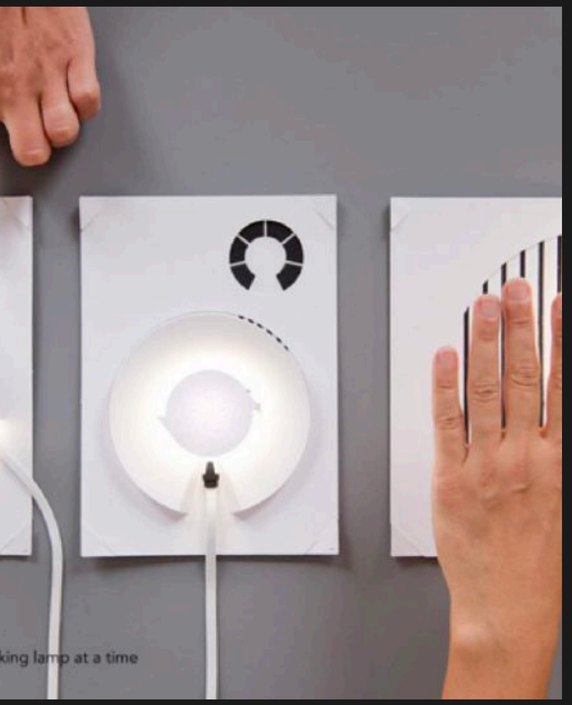
What we **can do** → what we **want to do**.

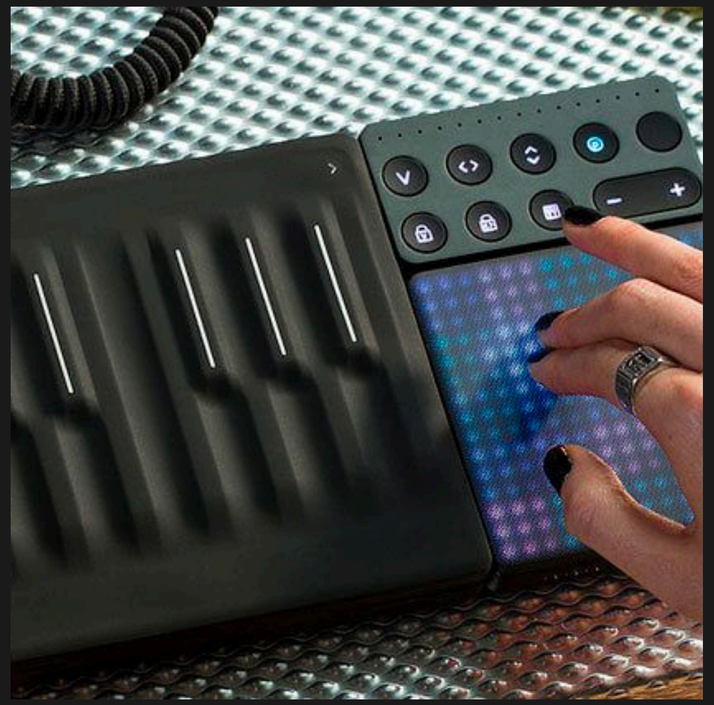


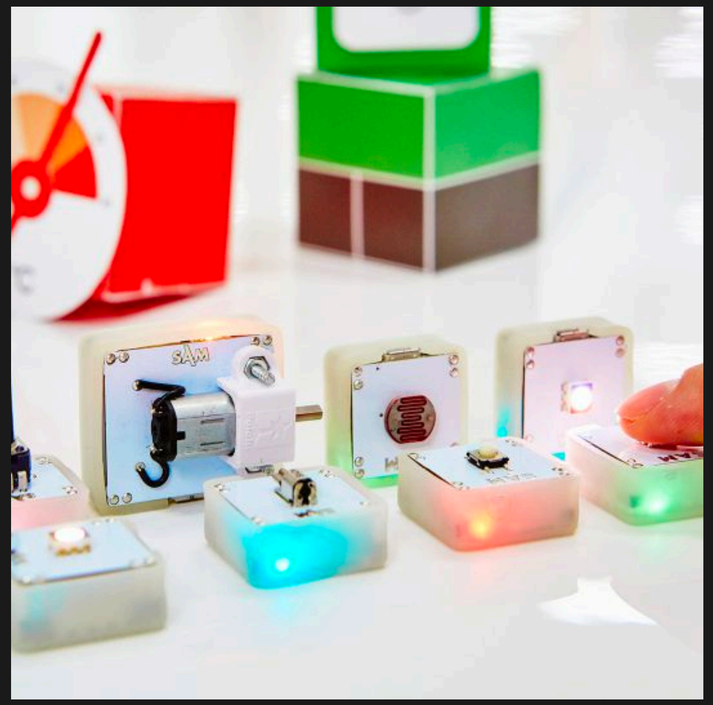
A Brief Rant on the Future of Interaction Design, worrydream.com/ABriefRantOnTheFutureOfInteractionDesign/.

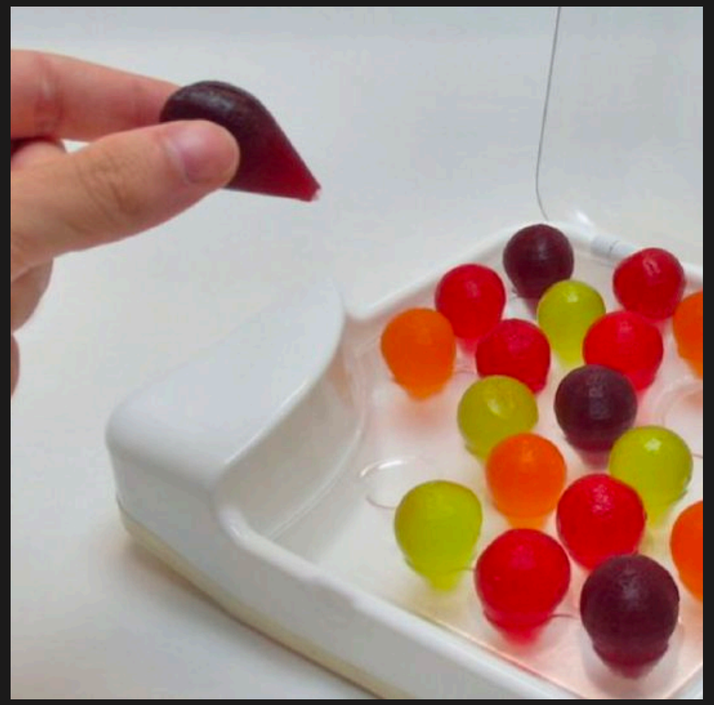
“We are not interested in irrelevant gadgets that don’t bring value to people’s lives.”

- Savina Torissi


king lamp at a time




SAM



Ooho!
Water you can eat

Mobile && Me

==

😌👍

PALMGREN

STOP
Grizzly
G0750G
grizzly.com

USEWELL

BOSCH

PALMGREN

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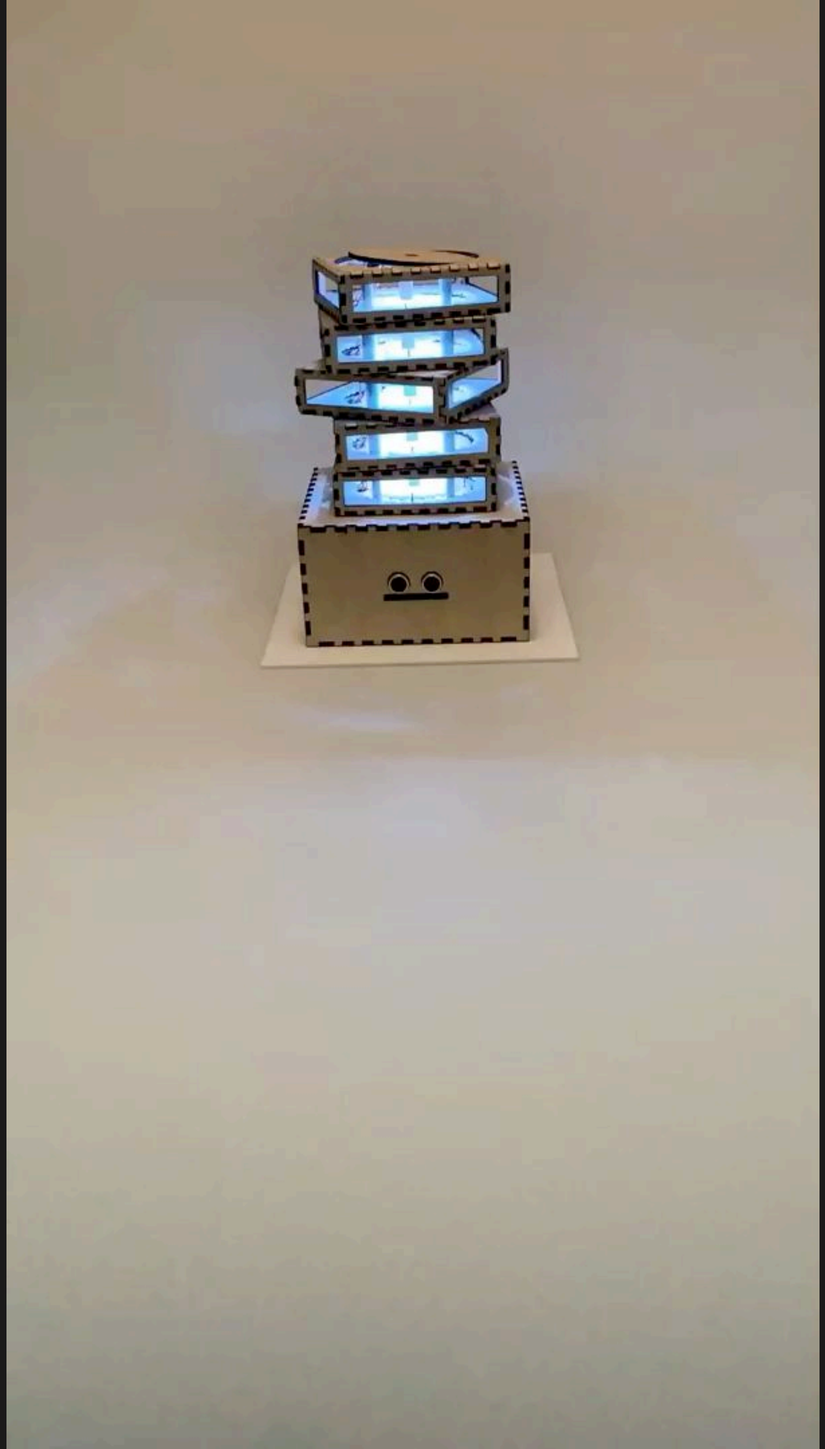
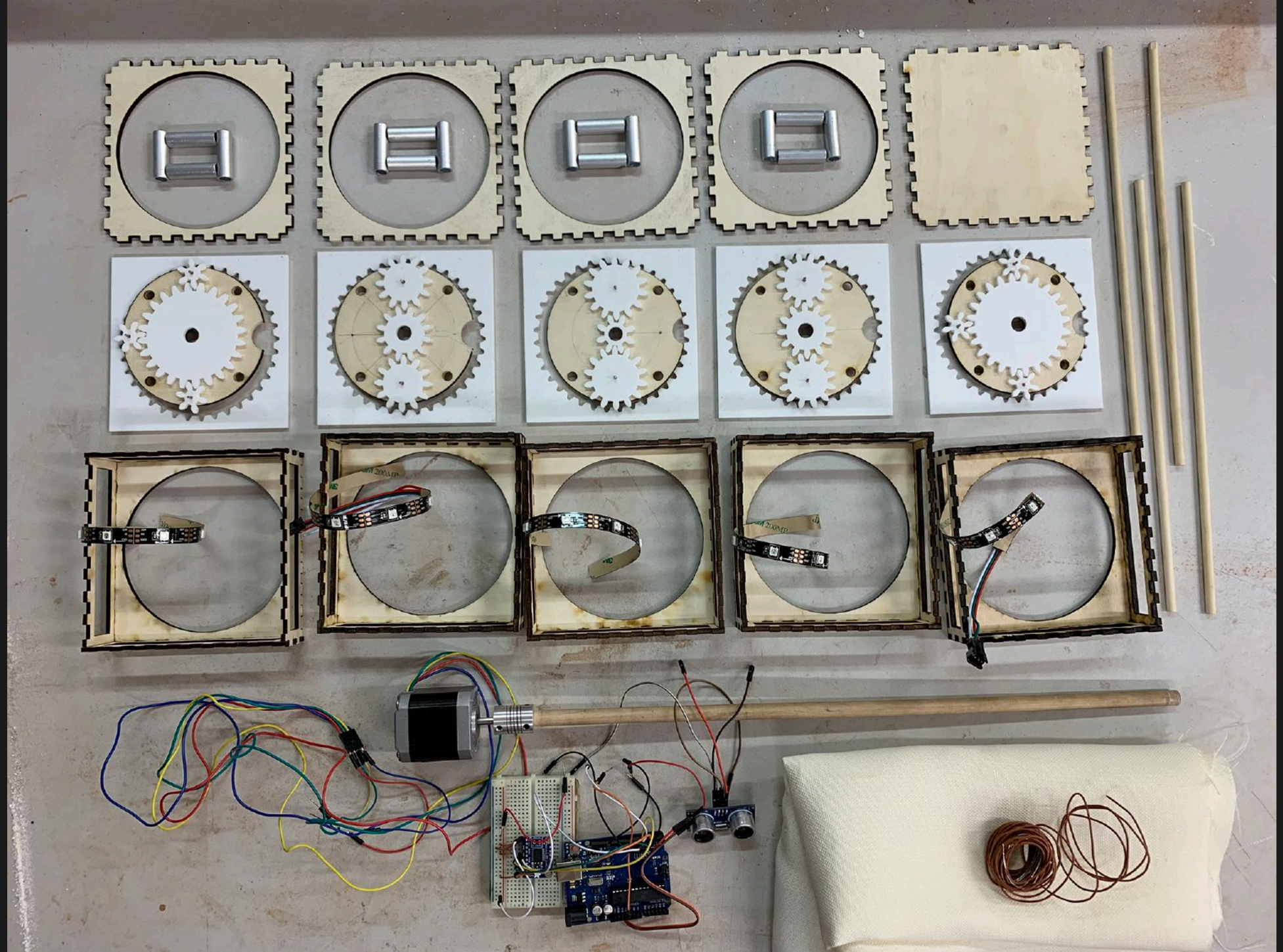
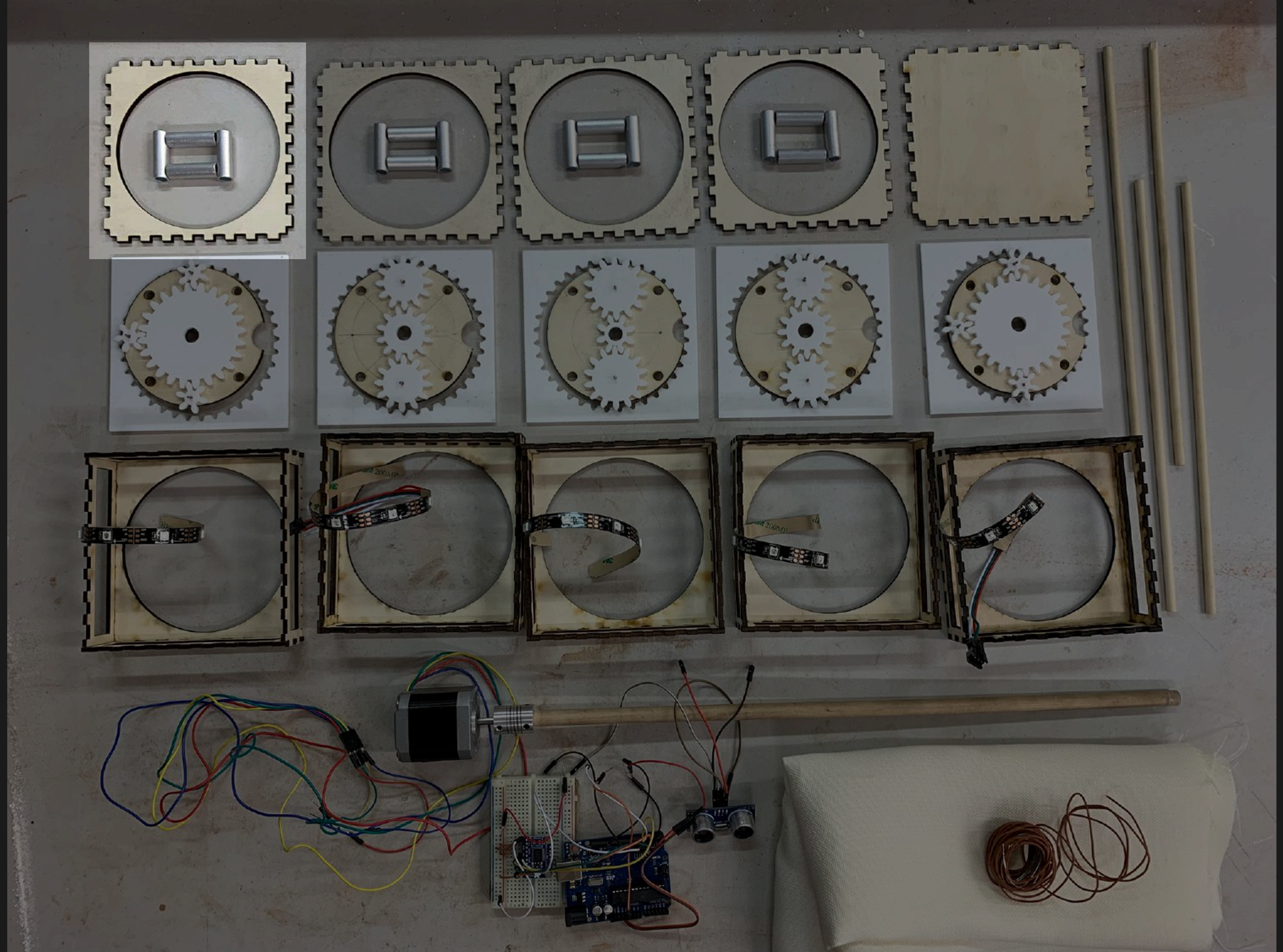
Mobile is...

1. **Accessible;** knowledge and information

ShyLamp

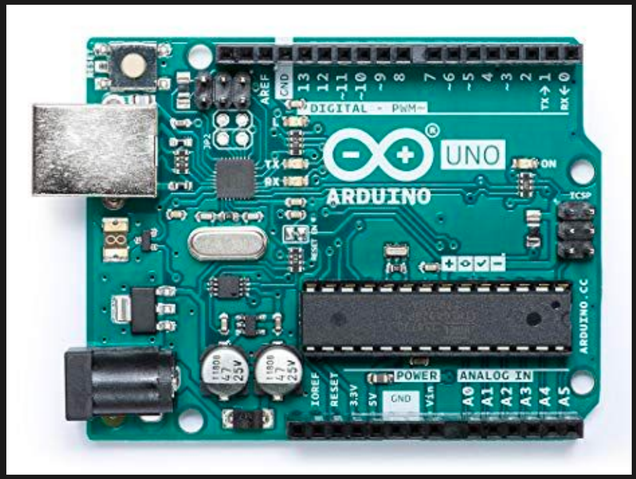


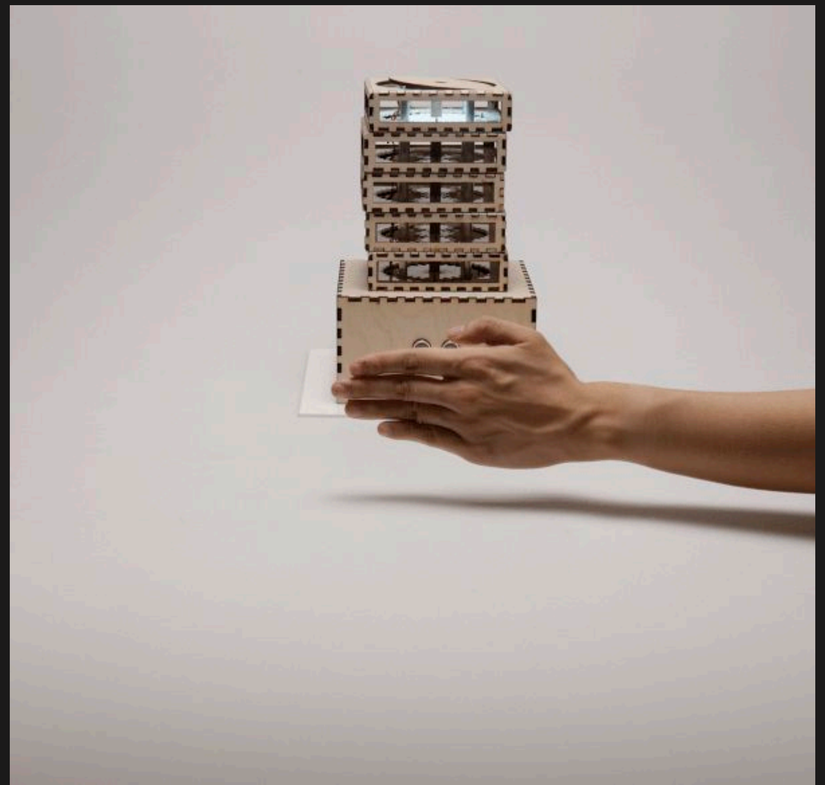




Mobile is...

1. **Accessible;** knowledge and information
2. **Predictable;** you are in control





```
void setup() {

  pinMode(TRIG_PIN, OUTPUT);
  pinMode(ECHO_PIN, INPUT);
  pixels.begin(); // This initializes the NeoPixel library.
}

void loop() {

  handleMotorUpdate();

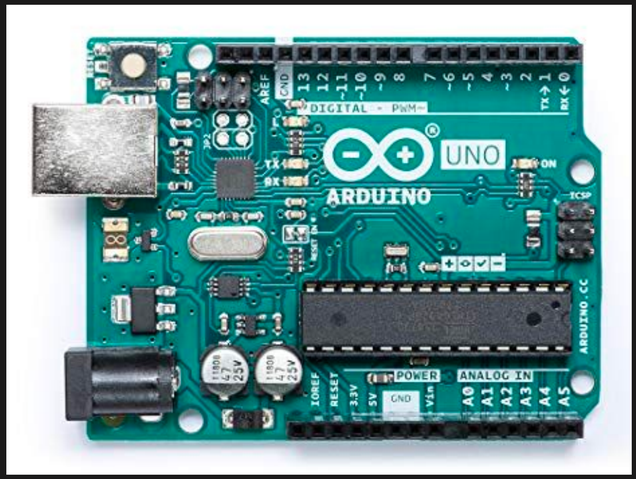
  // Clears the TRIG_PIN
  digitalWrite(TRIG_PIN, LOW);
  delayMicroseconds(2);
  // Sets the TRIG_PIN on HIGH state for 10 micro seconds
  digitalWrite(TRIG_PIN, HIGH);
  delayMicroseconds(10);
  digitalWrite(TRIG_PIN, LOW);
  // Reads the ECHO_PIN, returns the sound wave travel time in microseconds
  duration = pulseIn(ECHO_PIN, HIGH);
  // Calculating the distance
  distance= duration*0.034/2;

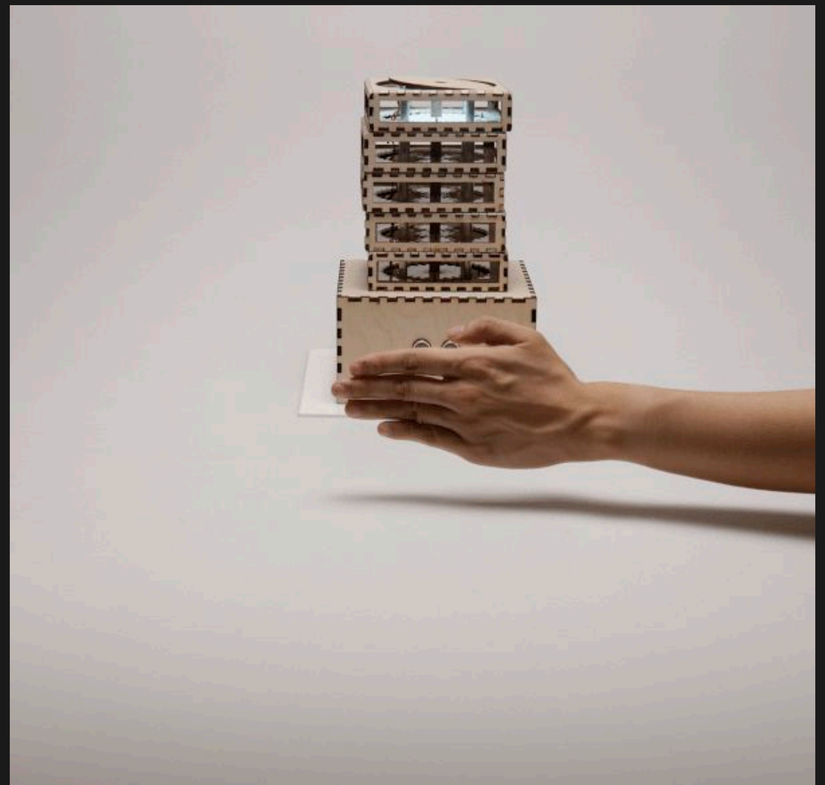
  storeDistanceReading(distance);

  int medDistance = medianDistance();
  updateTower(medDistance);

  // Increase proximity readings count by 1
  proximityReadingsCount++;
}

// Sorts the array of the last 9 proximity sensor readings, and returns the median value
int medianDistance() {
  int lastNineReadings_length = 9;
  // qsort - last parameter is a function pointer to the sort function
  qsort(lastNineReadings, lastNineReadings_length, sizeof(lastNineReadings[0]), sort_des
```





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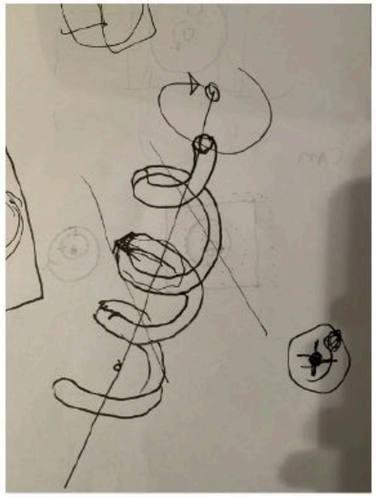
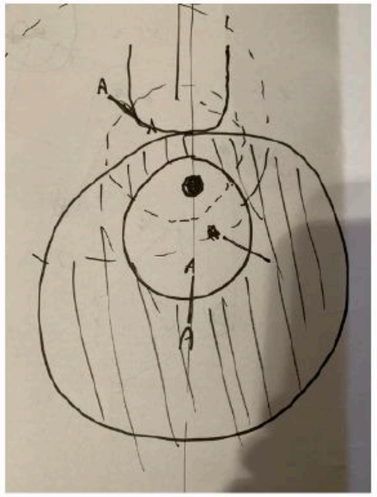
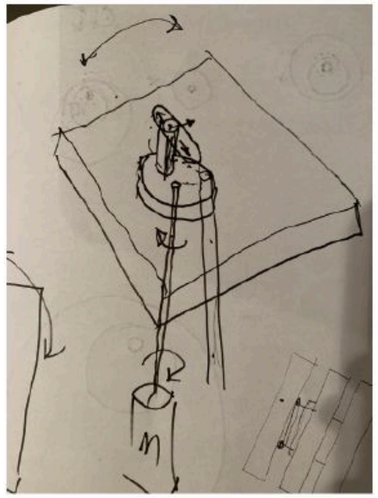
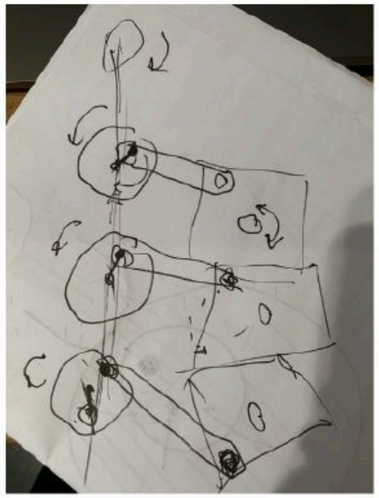
Mobile is...

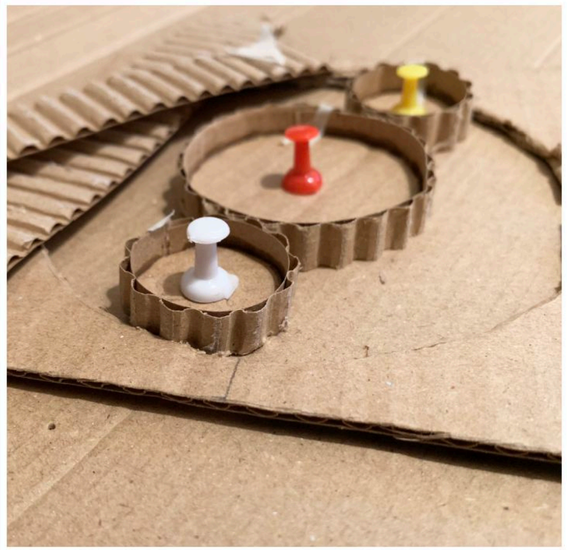
1. **Accessible;** knowledge and information
2. **Predictable;** you are in control
3. **Solvable;** you can debug

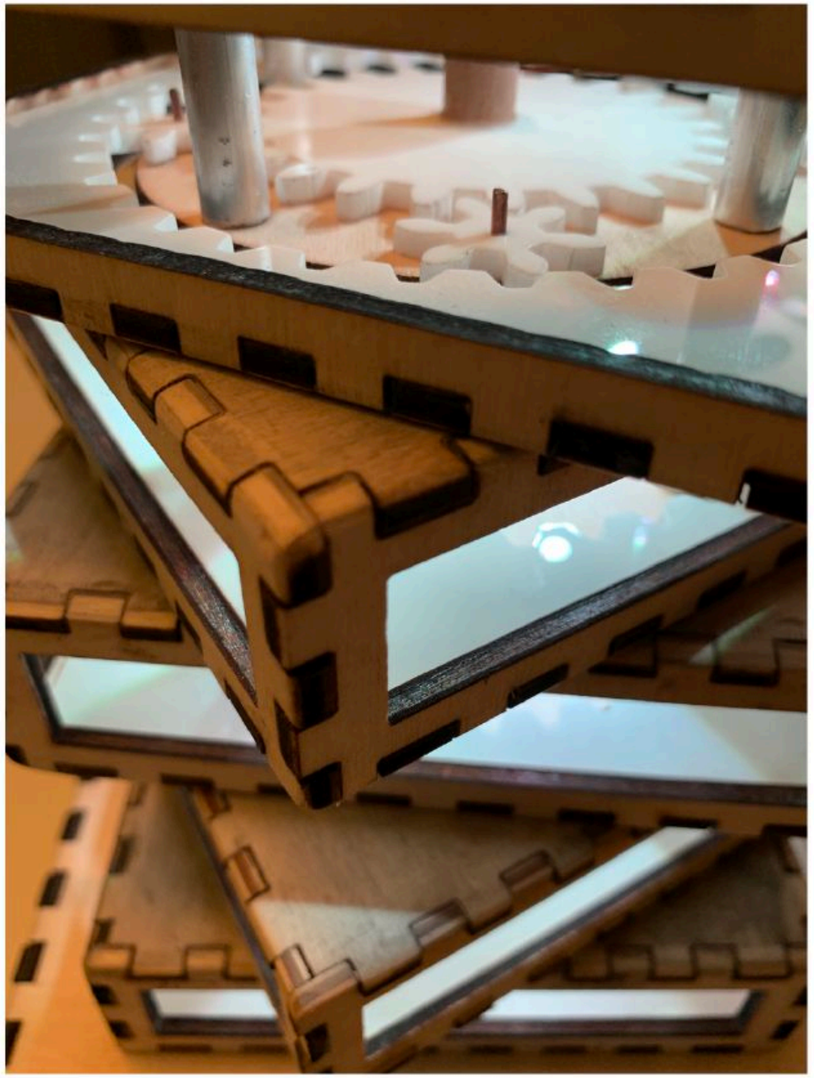


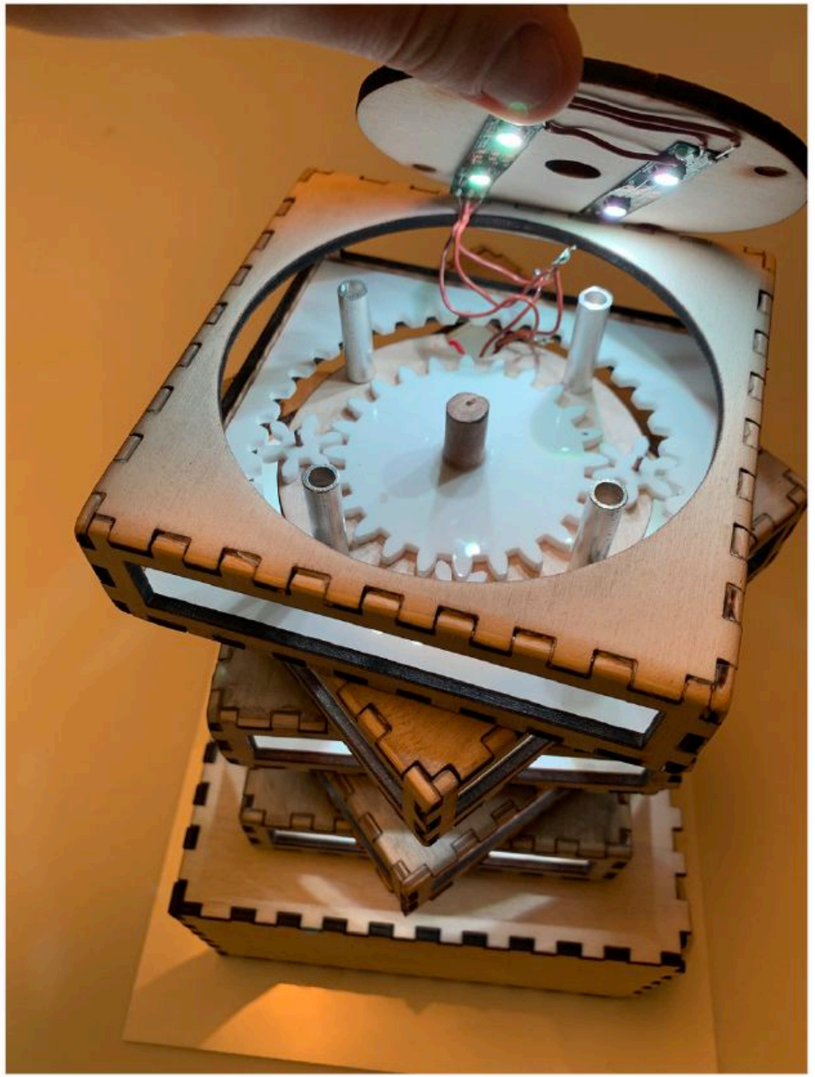


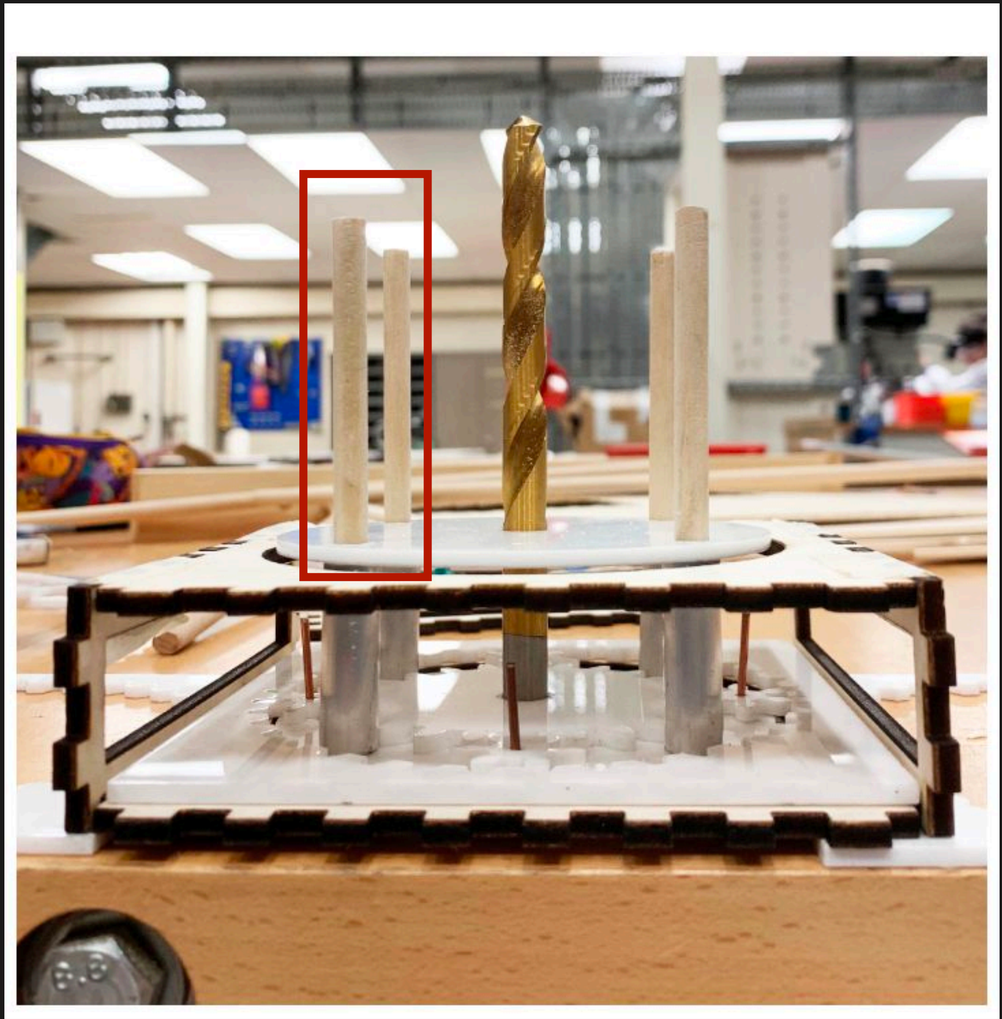


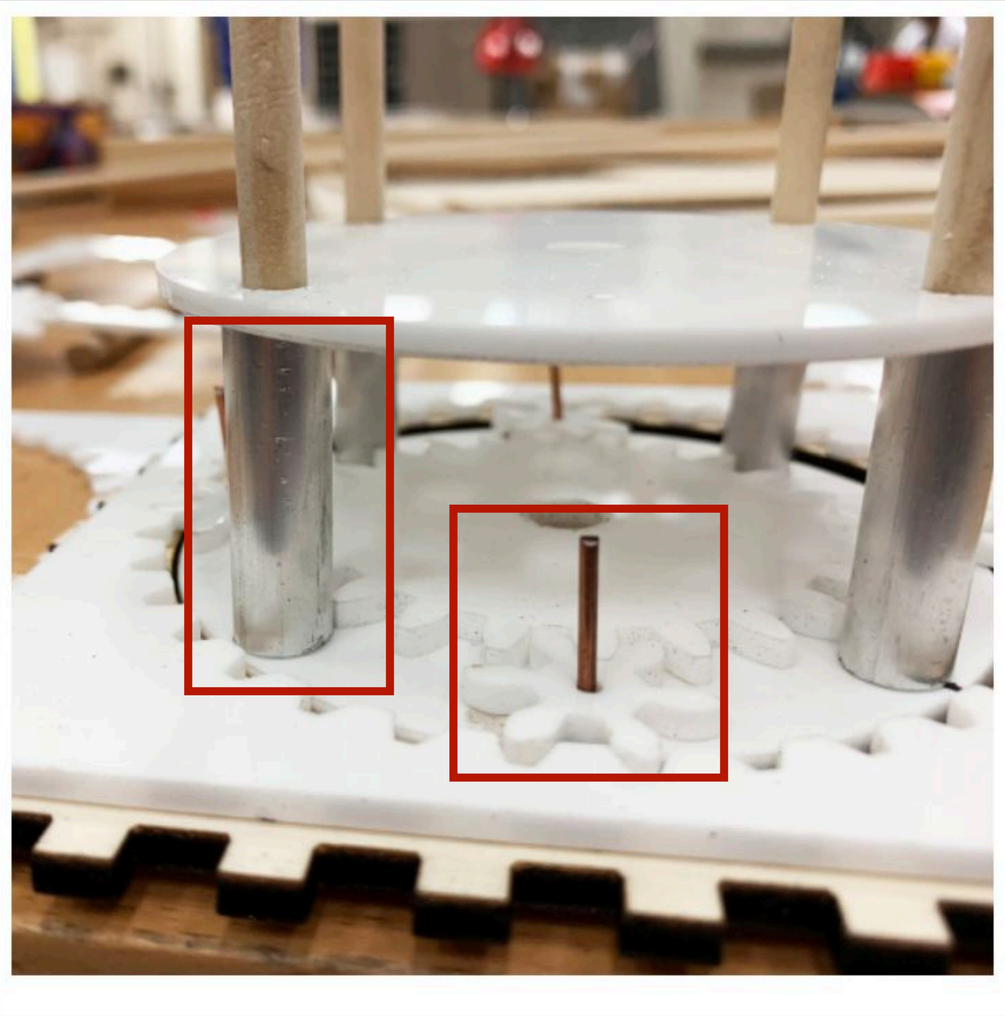












Mobile is...

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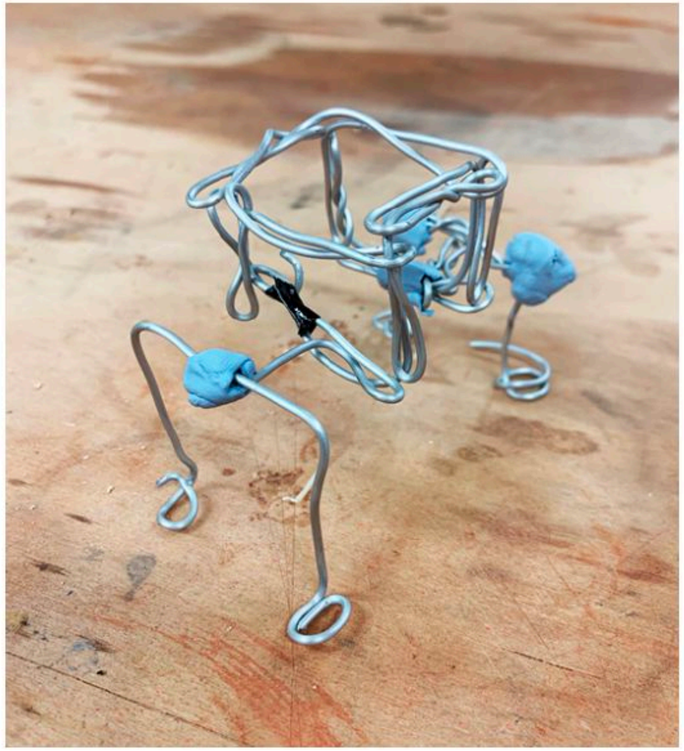
4. **Possible;** you make up your own rules

Chairground



Mobile is...

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SIM Swap
Done Here
How to do a SIM Swap:
Safaricom
BAMBA HAPA
Safaricom
Beba Bamba!
Safaricom
BAMBA HAPA
Safaricom
M-PESA
AGENT
NOW AVAILABLE HERE
Also Available
FREE M-PESA REGESTRATION
SIM REPLACEMENT
ELECTRICITY EASY PAY
PHONE ACCESSORIES
PHOTOCOPY & STATIONERY
Safaricom

Safaricom 3G
M-PESA
Ksh 5,000

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BAMBA HAPA
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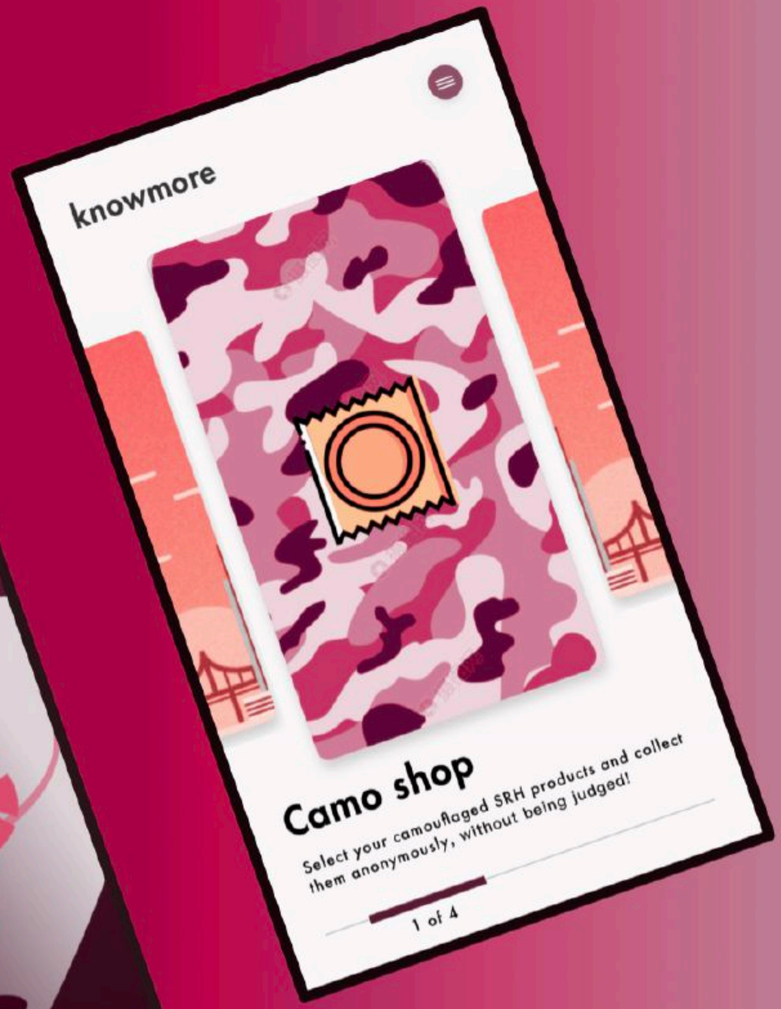
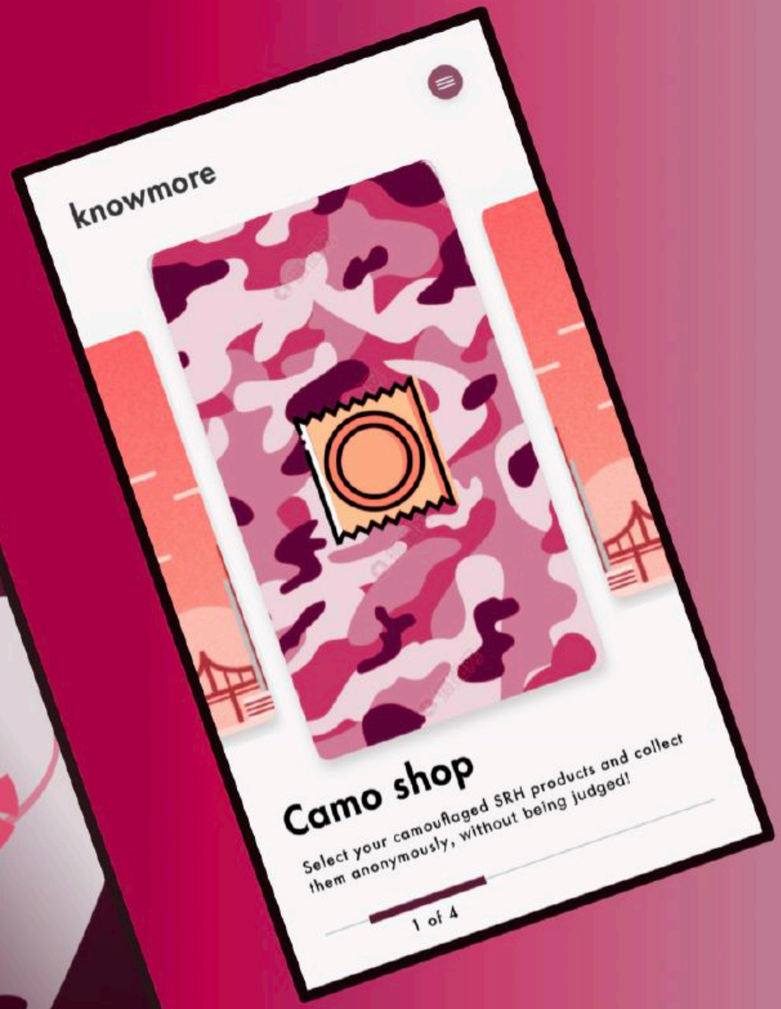
M-PESA
Ksh 5,000

knowmore


knowmore
Camo shop
Select your camouflaged SRH products and collect them anonymously, without being judged!
1 of 4

knowmore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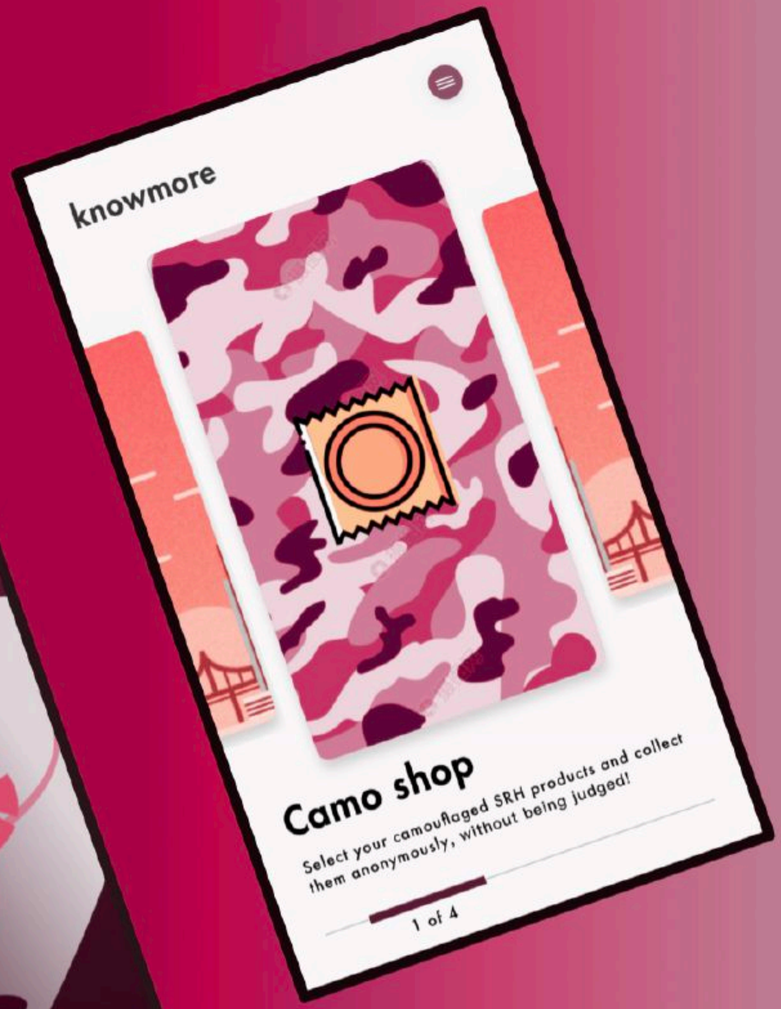
1 of 4

knowmore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Mobile is...

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3. **Solvable;** you can debug
4. **Possible;** you make up your own rules
5. **Agile & Nimble;** copy, paste, edit, delete, compare, contrast
6. **Convenient;** distribute, access, upgrade

Mobile is...

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Mobile && Me

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😌👍

“Mobile apps are powerful, enabling and creative tools to solve problems.”

Mobile && Me

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😌👍

“Create and use apps responsibly and take ownership and agency of how they fit into our lives.”

Thank You!

🙂

Resources

1. **Dark Patterns** darkpatterns.org
2. **Center for Humane Technoloy;** humanetech.com
3. **Luke Wroblewski;** @lukew
4. **Tristan Harris;** @tristanharris
5. **Nielson Norman Group;** nngroup.com