

What would Steve say?

Eliminate waste and
accentuate beauty.



Redefining Design Review

**As if Jobs were speaking
beside me**

New Design Review

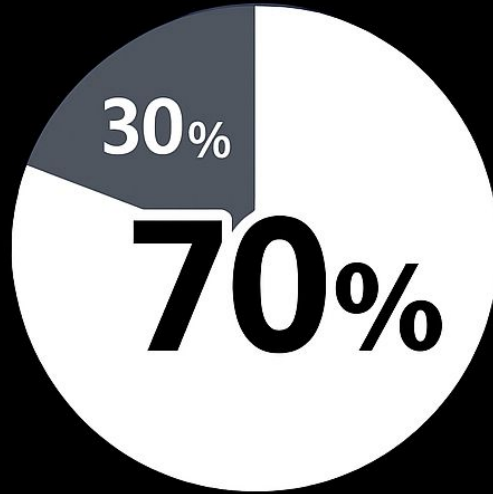
Design is how it works,
not just how it looks.



Two modes

✓ Check

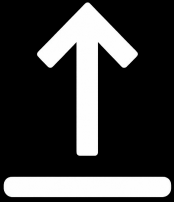
- Strip away
- Get to the heart of the matter



Advice

- Build on your strengths

Mechanism



1. Upload

Image/URL



2. Mode

Check /
Advice



3. Insight

Jobs' Insights

For whom



**Those who hone their
design skills**

Enhance with a professional
perspective



**People who want a
review of the essence**

Cut through the
waste to the core



**Beginners seeking
the real thing**

Growing through learning



**Those who absorb
Jobs's aesthetic**

*Absorbing the Spirit that
Think Different*