



JULY 30 - AUGUST 4, 2016 / MANDALAY BAY / LAS VEGAS

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*



Jelle Niemantsverdriet

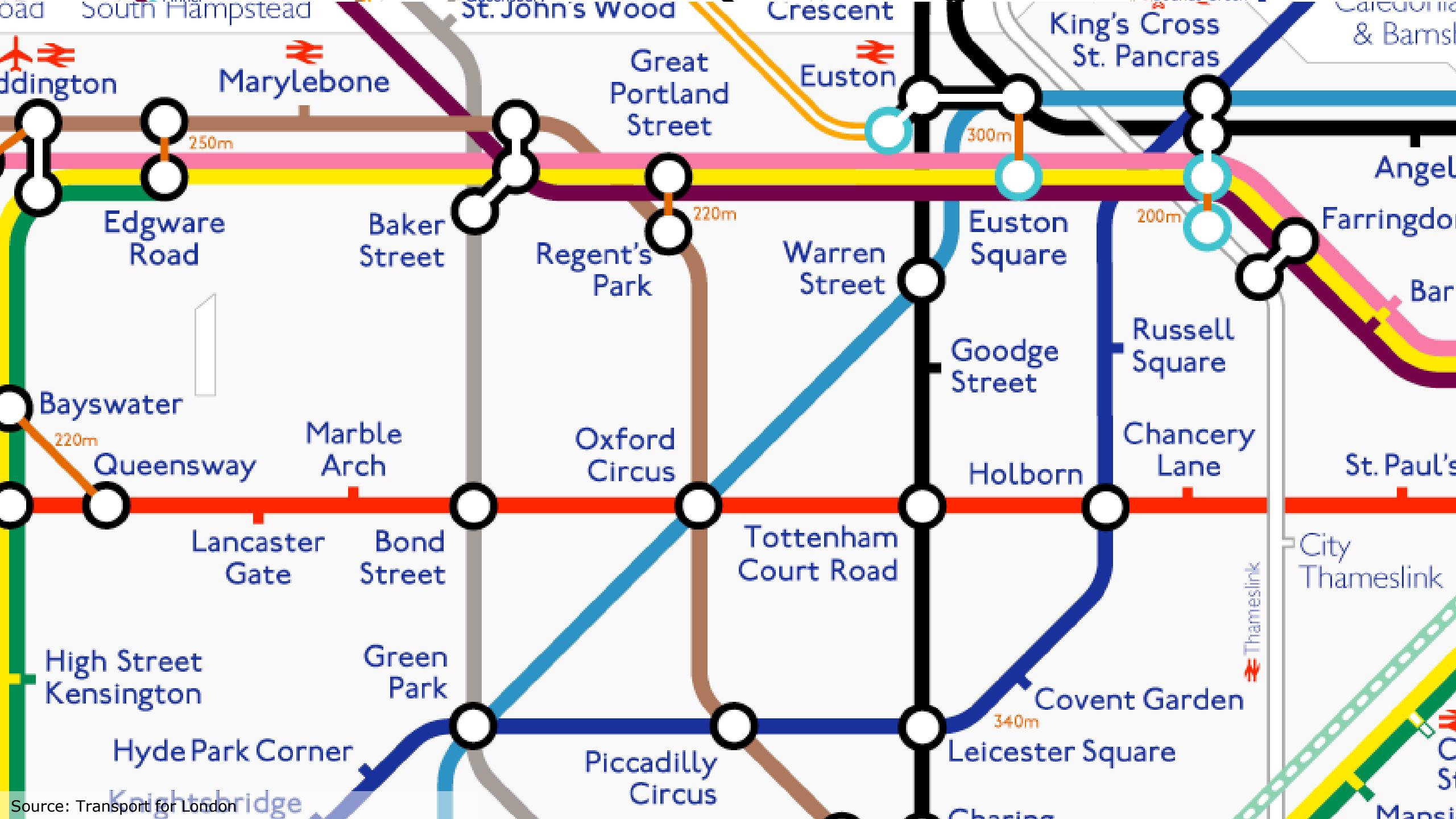


@jelle\_n

Cyber















**WEST END**  
Oxford Street

HYDE PARK  
Marble Arch →  
Edgware Road

← MAYFAIR  
Bond Street

MARYLEBONE →  
Portman Square  
Baker Street

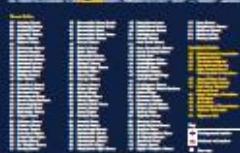


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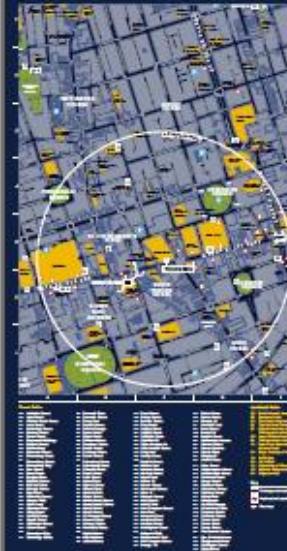


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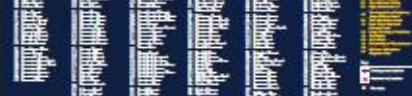


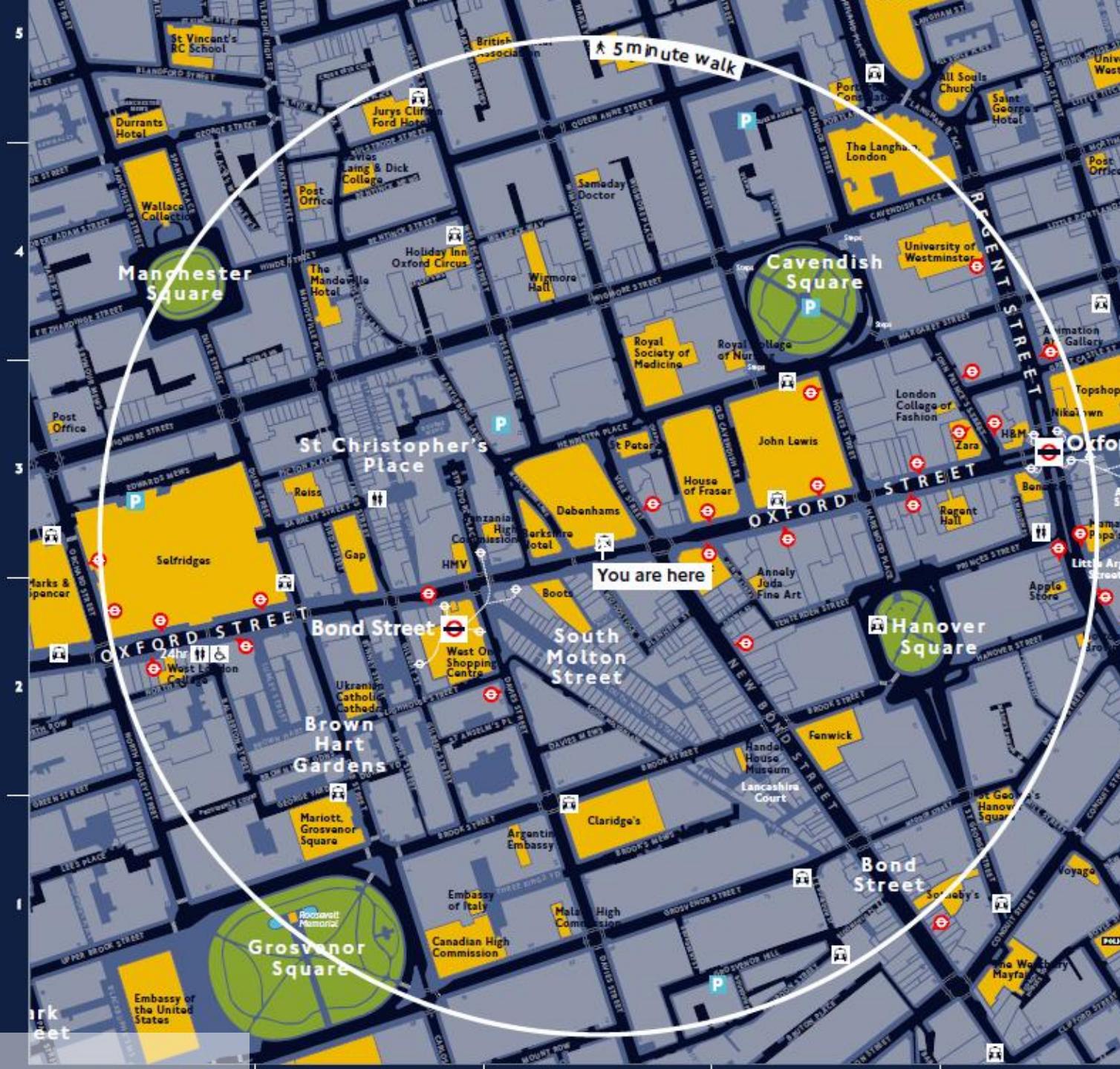
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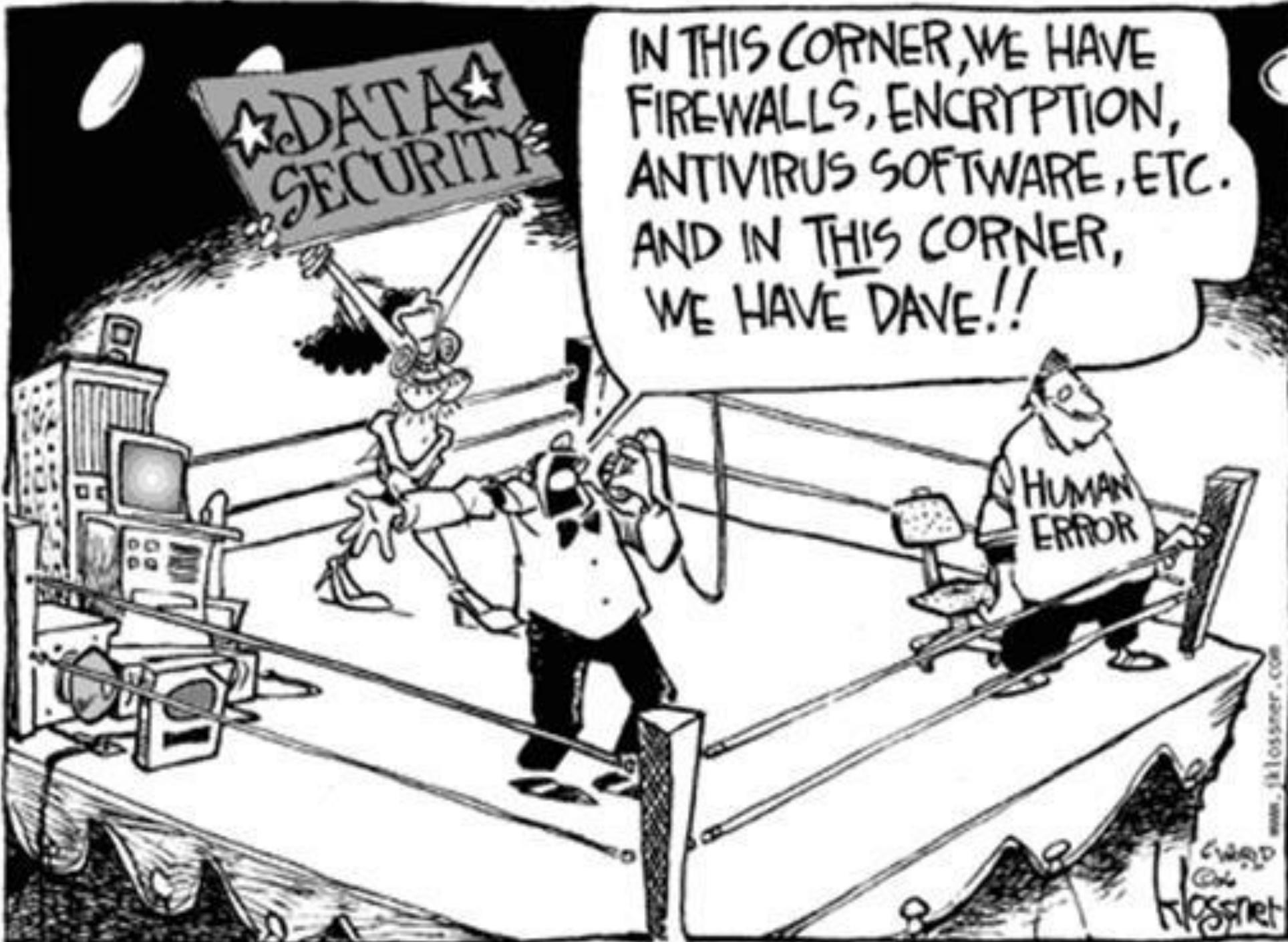






On / Off

סְבִּרְבָּד



WE NEED  
A PATCH  
FOR HUMAN  
STUPIDITY

WE NEED  
A PATCH  
FOR A MAN  
STUPID



I do!





# The Field Guide to Understanding 'Human Error'

Sidney Dekker





Work as done



Work as imagined

Department of



NO





# Infosec Jenga

# 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



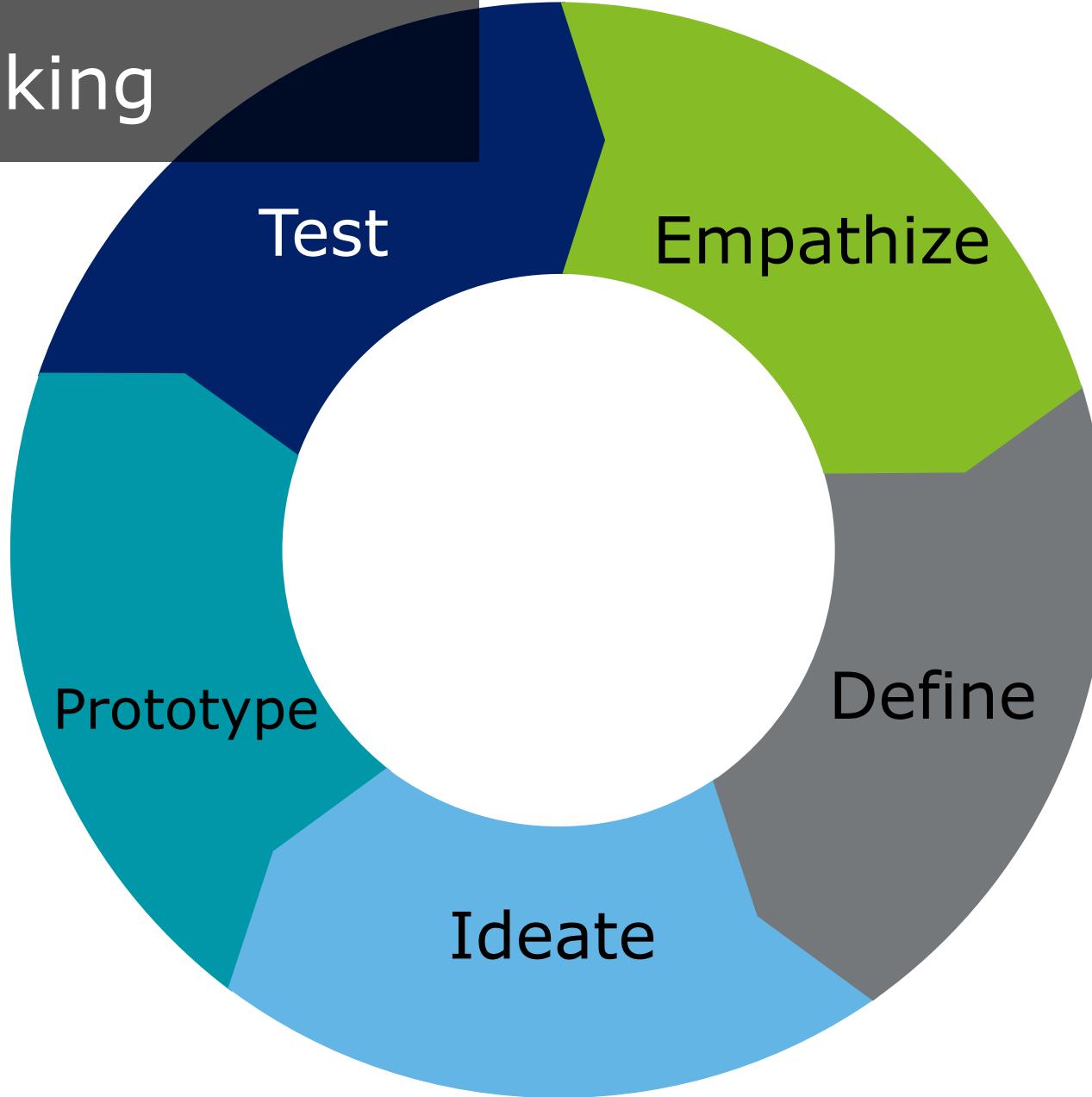
*Thinking like a designer can transform the way you develop products, services, processes – and even strategy.*

# 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. Tygar<sup>1</sup>

*EECS and SIMS*

*University of California  
Berkeley, CA 94720  
tygar@cs.berkeley.edu*

1999...

Smile



From: CEO

<name.ceo@company...

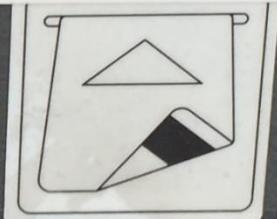
In regards to an Acquisition that we are currently working on, Attorney Tyler Smith will be getting in contact with you. If you can please devote your full attention and comply with any requests that he makes. We will need to proceed with several payments in regards to this operation.

Phishing – now what?

WHEN USING AN E-TICKET, DO NOT PRESS THE GREEN BUTTON



E-TICKET SCANNEN



Creditcard

To click or not to click

# 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

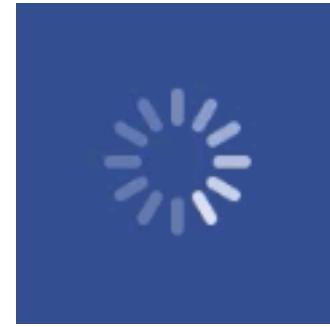
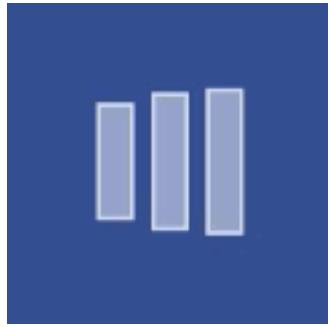


Print

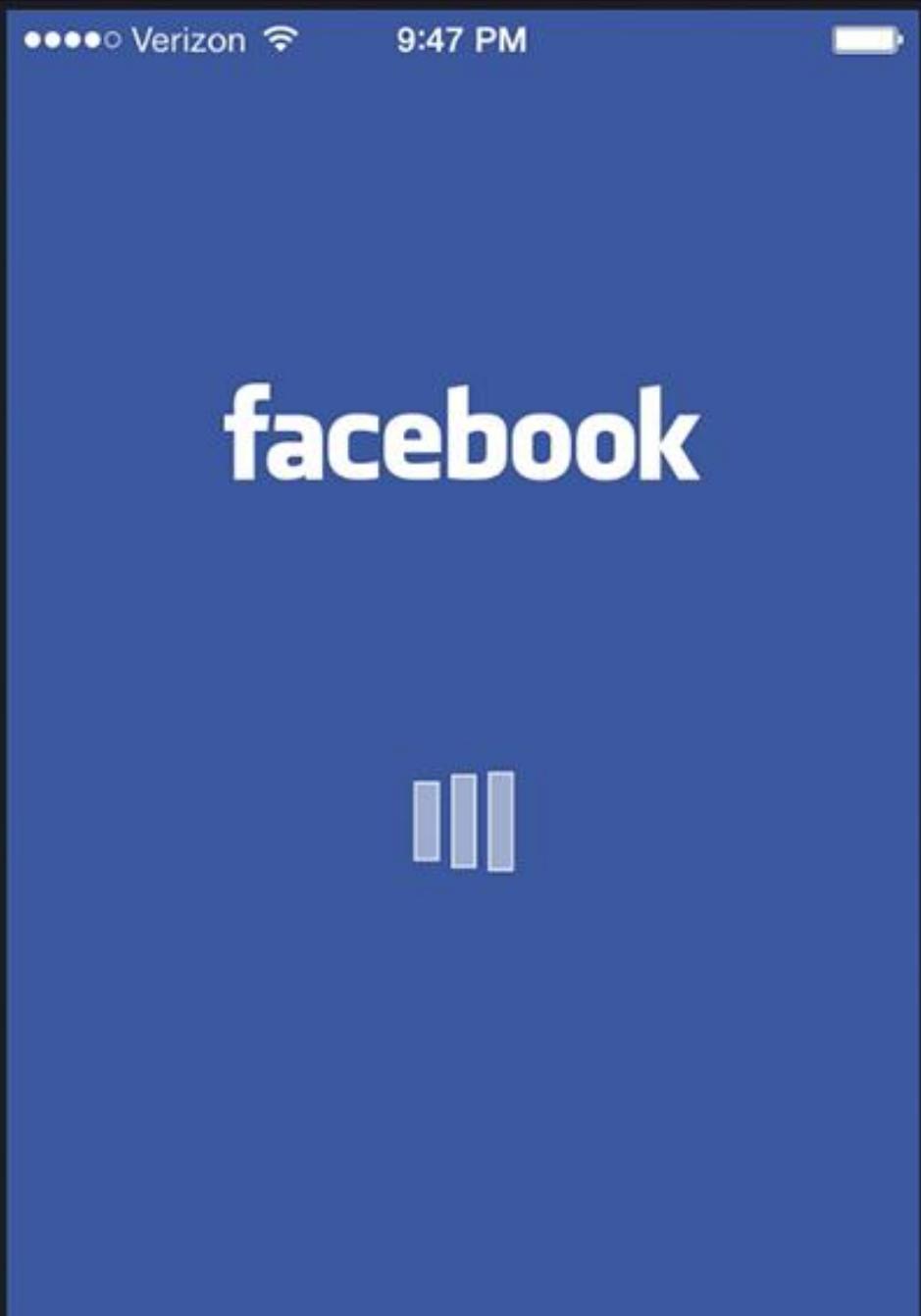
Copies:

1

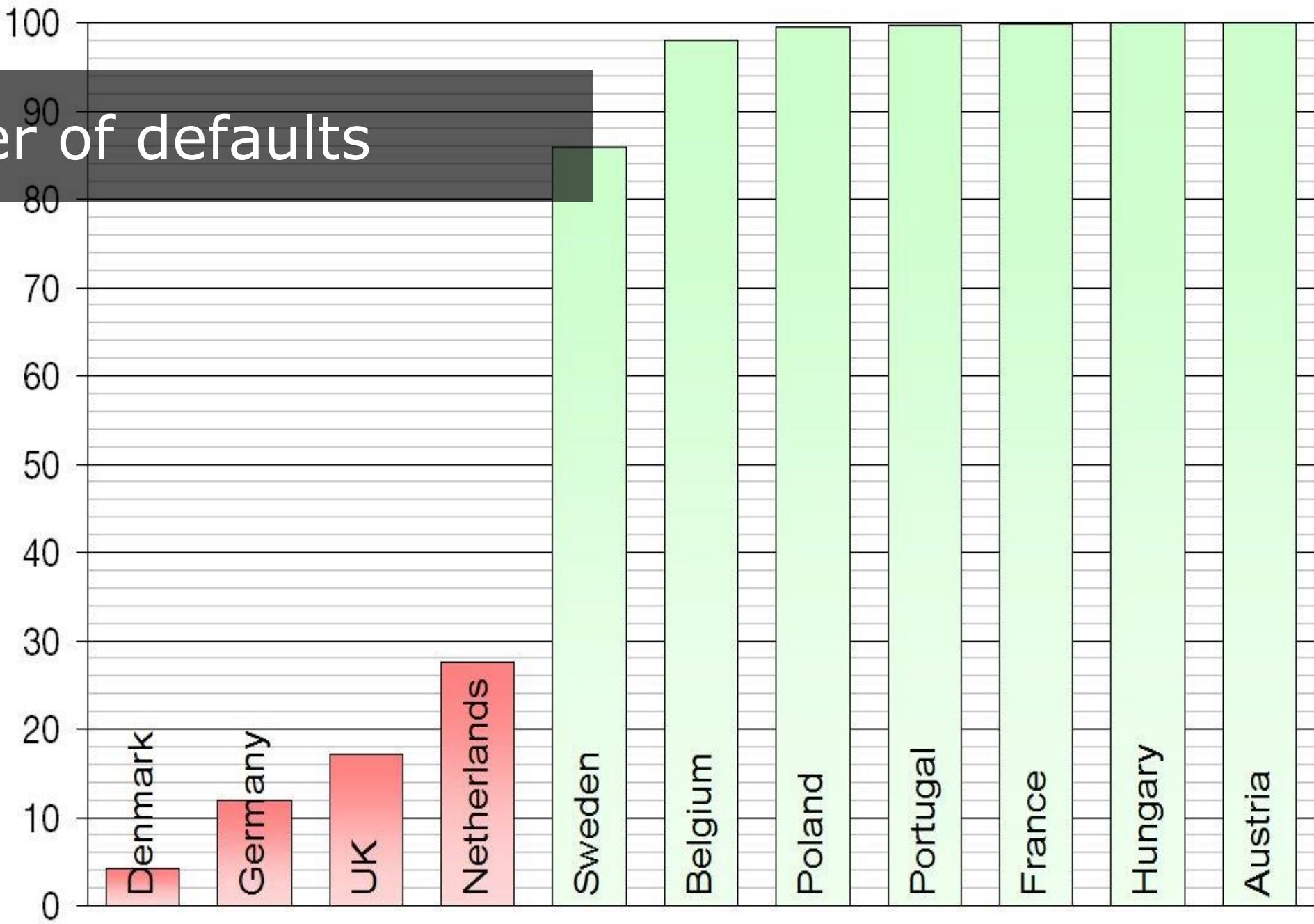
2016...



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
<b>10,000 minutes</b> PER MONTH	<b>2,000 minutes</b> PER MONTH	<b>500 minutes</b> PER MONTH	<b>6¢ / minute</b>
3 Toll Free/Local Numbers Unlimited Extensions Unlimited Voice Studio <b>EVERY INCLUDED FEATURE</b>	2 Toll Free/Local Numbers Unlimited Extensions <b>EVERY INCLUDED FEATURE</b>	1 Toll Free/Local Number Unlimited Extensions <b>EVERY INCLUDED FEATURE</b>	1 Toll Free/Local Number Unlimited Extensions <b>EVERY INCLUDED FEATURE</b>
FREE Activation	\$25 Activation FREE Activation	\$25 Activation FREE Activation	\$25 Activation FREE Activation
<a href="#">Choose Plan »</a>	<a href="#">Choose Plan »</a>	<a href="#">Amplify</a>	<a href="#">Choose Plan »</a>

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



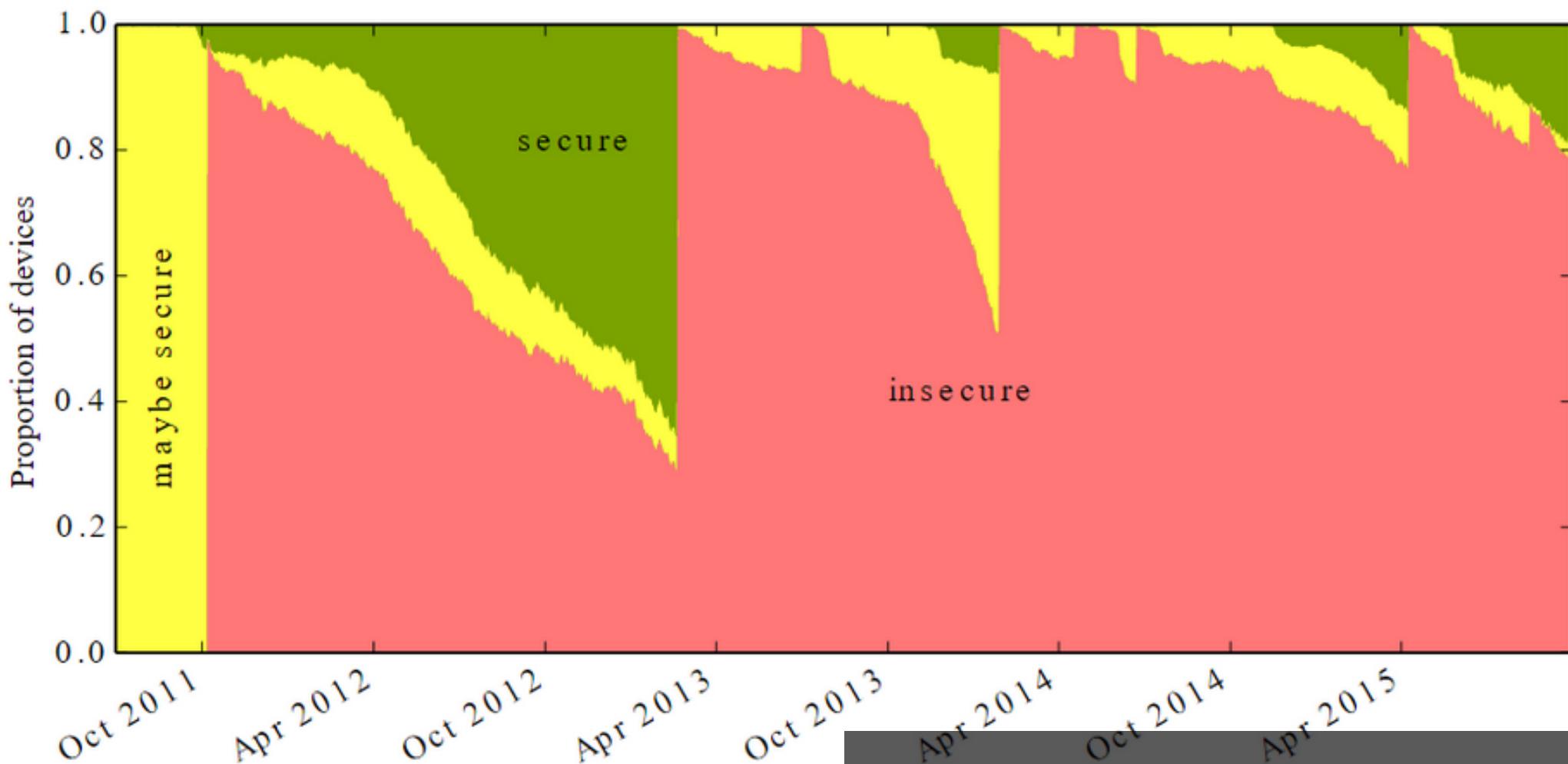
Eugene Kim [✉](#) [🐦](#)

© 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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