

Innately Playful

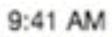
Saying Daniel Kahneman taught me all I know about motion design might not be totally off center. Applying what we know about learned and innate knowledge centers to interaction design drives understanding across demographics.







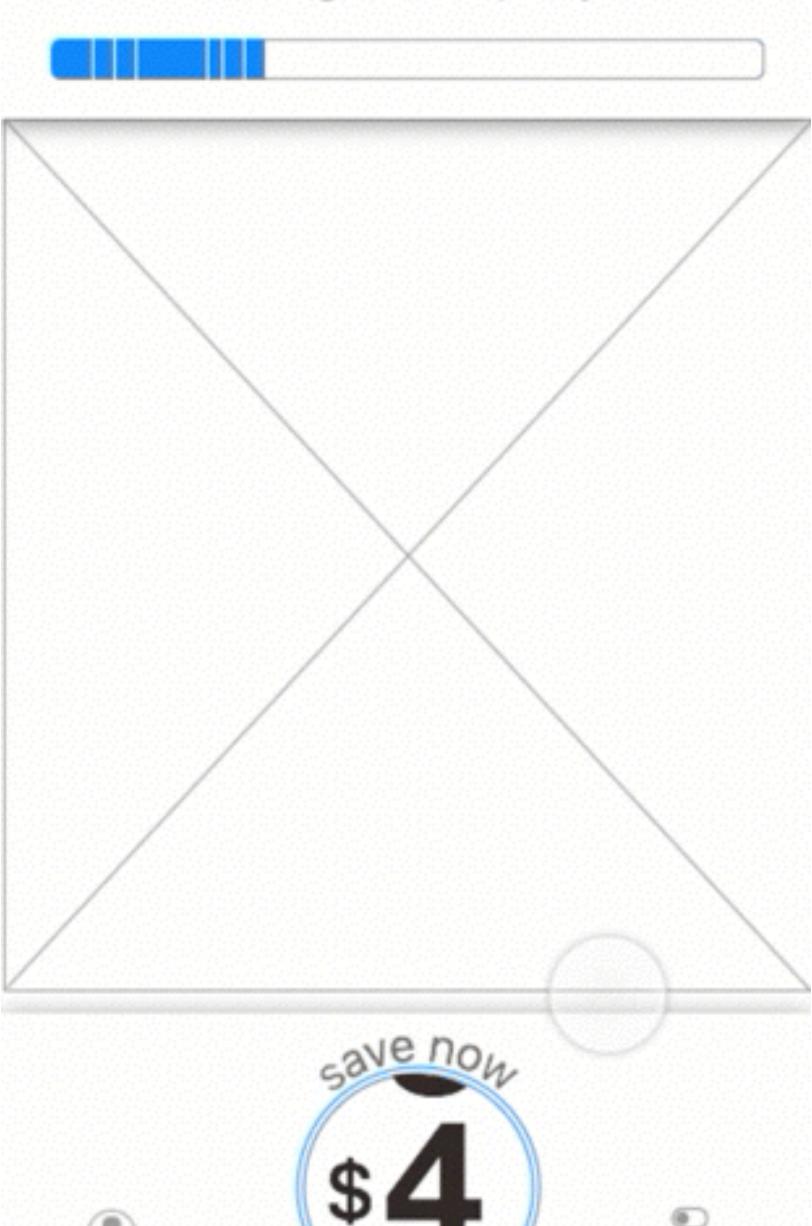
Account

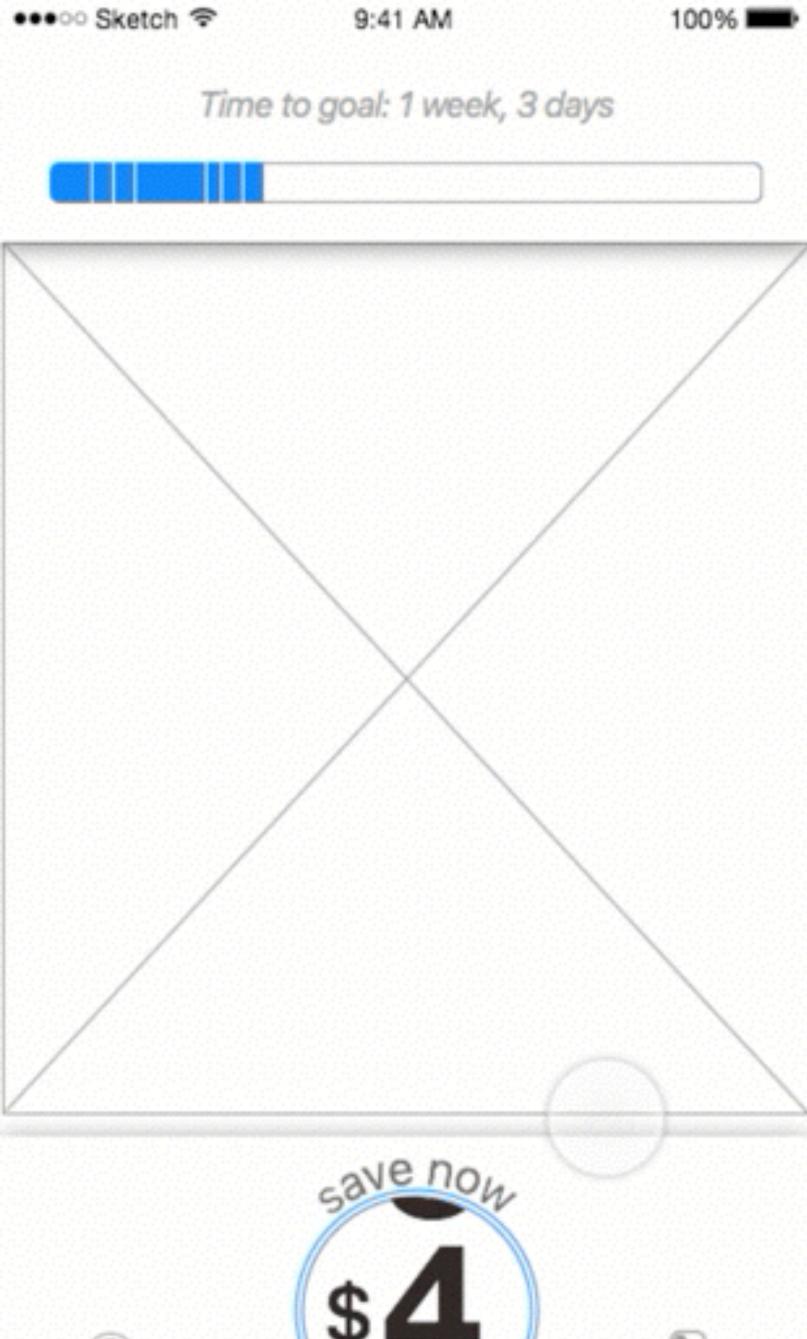


100%

Strategy

Time to goal: 1 week, 3 days



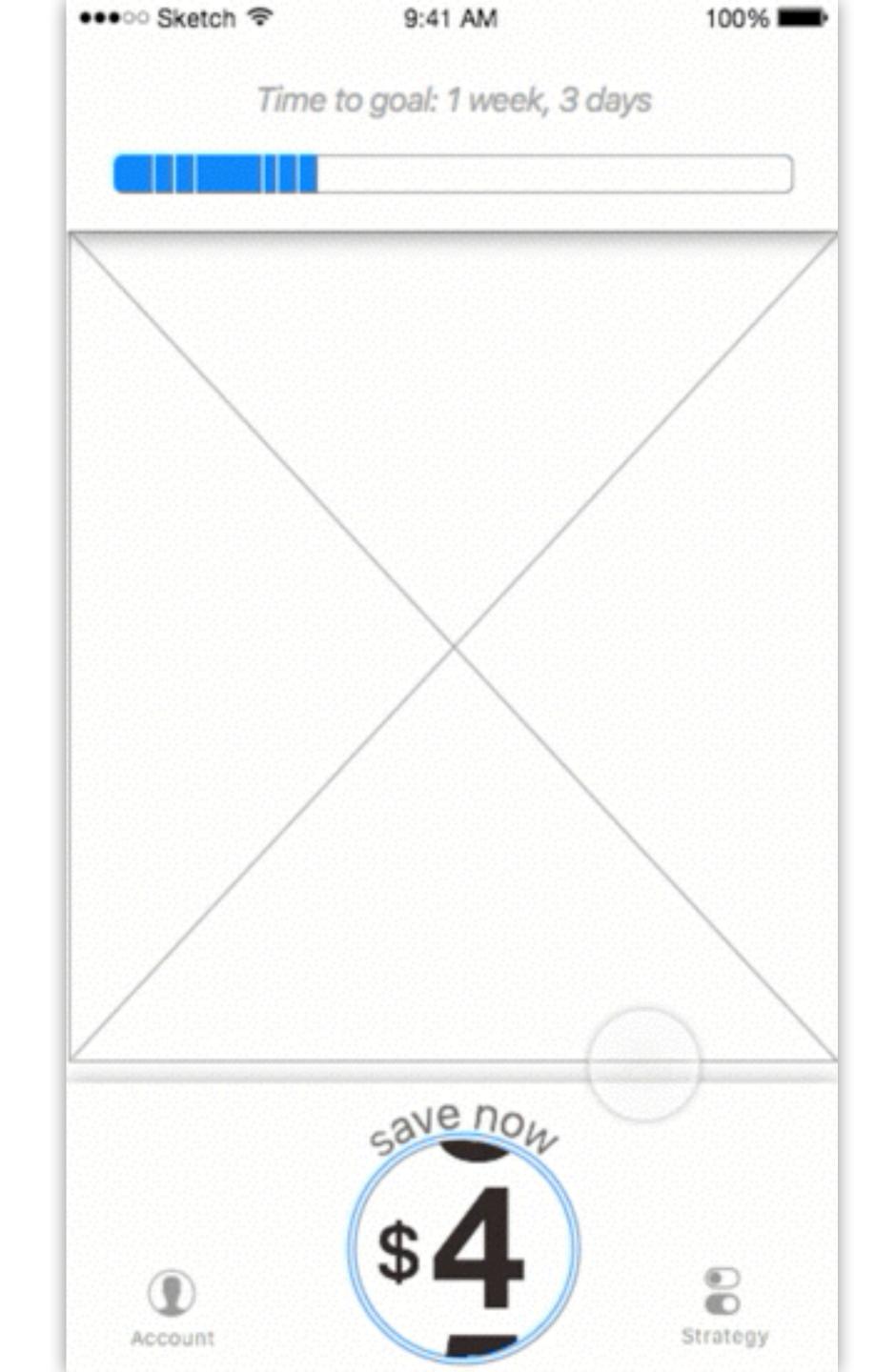






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Contextual

Opt-in sections of the app update navigation to make most of space and user attention.

