Hello
Hello
August
No fees.
Yes early payday.*

Get a real online checking account that actually helps.

Your Email  Get Started

⭐⭐⭐⭐⭐ 22,000+ 5-Star App Reviews
All good story-tellers nowadays start with the end, go to the beginning, and finish with the middle.

OSCAR WILDE
A Provocation and A Confession
Design.
Meet the cast:

A B C D
E F G H I J K L M N O P
Q R S T U V W X Y Z

Now see the movie:

Helvetica

A documentary film by Gary Hustwit
A Tale of Three Cities
NB: This concept was designed in 2001.
vreemdelingenpolitie
Johanhuizingalaan
HOMOLUDENS

Proeve eener bepaling van het spel-element der cultuur door J. Huizinga
Play is older than culture, for culture, however inadequately defined, always presupposes human society, and animals have not waited for man to teach them their playing.

— JOHAN HUIZINGA
02 Bike Work Beer Bed
03 No Place Like Home
Microsoft?!
2013
Reorganization
Design Agenda
Accessibility
Accessibility

Universal Design
Accessibility

Universal Design

Inclusive Design
Accessibility ≠ Universal Design ≠ Inclusive Design
Accessibility

Universal Design

Inclusive Design
Inclusive Design
Disability redefined.
Medical ➔ Societal
Mismatch
Disability is designed.
Inclusion ➔ Innovation
Email
Keyboard
Closed
Captioning
Telephone
Electric
Toothbrush
Cruise
Control
Audio Book
Email

Keyboard

Closed

Captioning

Telephone

Electric

Toothbrush

Cruise

Control

Audio Book
Email
Keyboard
Closed
Captioning
Telephone

Electric
Toothbrush
Cruise
Control
Audio Book
Email
Keyboard
Closed
Captioning
Telephone
Electric
Toothbrush
Cruise
Control
Audio Book
Email
Keyboard
Closed
Captioning
Telephone

Electric
Toothbrush
Cruise
Control
Audio Book
Love Stories
Seek out exclusion.
Solve for the personal.
Scale to the universal.
Seek out exclusion.
Solve for the personal.
Scale to the universal.
Seek out exclusion.
Solve for the personal.
Scale to the universal.
Design for someone you love.

CHARLES EAMES
Design for someone you love. That someone might be you.

CHARLES EAMES
Love Stories
Microsoft's Radical Bet On A New Type Of Design Thinking

By studying underserved communities, the tech giant hopes to improve the user experience for everyone.

Design, unbound: Xbox's August de los Reyes came to a new understanding of design after thinking about disability. (Photos: Chloé Artei)
Xbox head of design August de los Reyes joins Pinterest

De los Reyes has been a wheelchair user since an accident in 2013 and is a keen proponent of inclusive design.

By Angus Montgomery May 6, 2016 12:55 pm
Pinterest Just Redesigned Its App For Blind People

Here’s how the company confronted its own shortcomings on inclusive design—and systemically redesigned its app for everyone.

“Think in images, but my eyes don’t work.”

“I think in images, but my eyes don’t work.”

15% of the world’s population has some form of disability. That’s over 1 billion people!

Pinning for me would be a sound or a smell or a taste.”

“Pinterest for me would be a sound or a smell or a taste.”

“Recognize exclusion. Learn from diversity. Solve for one, extend to many.”

Everyone experiences disability at some point in their life—whether you have your hands full with groceries or you can’t open the door because you’re carrying your child.

Inclusive design benefits everyone.

You can do next:

1. Keep the product and user that you’re designing for in mind.
2. Take steps to understand why and how a feature works.
3. Ask people what’s important to them.

[Photo: courtesy Pinterest]
Disability is designed.
Well-being is designed.
Design intent?
Aesthetics
Aesthetics
Dynamics
Mechanics
Aesthetics
Dynamics
Mechanics
Aesthetics
Dynamics
Mechanics
Mechanics
Mechanics
Dynamics
Aesthetics
Aesthetics
Dynamics
Mechanics

Player
Aesthetics
Dynamics
Mechanics
Components
States of Being

Aesthetics

Dynamics

Mechanics

Components
Human Well-being
Informed
Observe
Engage
Informed
Observe
Engage
Informed
Observe
Engage
Informed
Observe
Engage
The resolution of the solution should match the resolution of the problem space.

AUGUST DE LOS REYES
Inclusive
Endures
Dignified
Playful
Calm
Inclusive
Endures
Dignified
Playful
Calm
Inclusive
Endures
Dignified
Playful
Calm
Inclusive
Endures
Dignified
Playful
Calm
Inclusive
Endures
Dignified
Playful
Calm
Human Well-being
Humane Well-being
PROVOCATION ONE

Seek out exclusion
Seek out exclusion and use it as a starting point.
PROVOCATION ONE

Seek out exclusion and use it as a starting point. You’ll be surprised
PROVOCATION ONE

Seek out exclusion and use it as a starting point. You’ll be surprised—in a good way
PROVOCATION ONE

Seek out exclusion and use it as a starting point. You’ll be surprised—in a good way—where you might end up.
PROVOCATION TWO
PROVOCATION TWO

Think universally
PROVOCATION TWO

Think universally in a brash, audacious way
PROVOCATION TWO

Think universally in a brash, audacious way—then enrobe yourself in humility
PROVOCATION TWO

Think universally in a brash, audacious way—then enrobe yourself in humility, and act on a personal level
PROVOCATION TWO

Think universally in a brash, audacious way—then enrobe yourself in humility, and act on a personal level with those for whom you serve.
PROVOCATION THREE
PROVOCATION THREE

Realize
PROVOCATION THREE

Realize that there is a direct path between your everyday tasks and actions
PROVOCATION THREE

Realize that there is a direct path between your everyday tasks and actions—the mechanics of your work—
PROVOCATION THREE

Realize that there is a direct path between your everyday tasks and actions—the mechanics of your work—and your well-being.
PROVOCATION THREE

Realize that there is a direct path between your everyday tasks and actions—the mechanics of your work—and your well-being. Play!
Humane Well-being
Thank You