

Esri Developer Summit

March 8-11, 2016 | Palm Springs, CA



DESIGN IN THE REAL WORLD

Drawing Inspiration from Unexpected Places

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INSPIRATION
is everywhere
& OFTEN
IN UNEXPECTED
PLACES: YOU
JUST
HAVE TO
keep your eyes
OPEN

When is a bad UI a good UX?

File Launch Find Tools Reveal Help

Hit (1,2 or 3) on for more indices

World Equity Indices

Base Currency: Ticker:

Index	Last	% Change	Volume	Last Trade Information	Percent Change
30 Americas 10 News					
1 Dow Jones Indus. Avg	12833.09	+117.78			+0.92
2 S&P 500 INDEX	1420.33	+11.30			+0.79
3 NASDAQ COMPOSITE INDEX	2488.52	+13.97			+0.56
4 S&P/TSX COMPOSITE INDEX	33642.66	+62.71			+0.18
5 MEXICO BOLSA INDEX	29069.56	+667.65			+2.30
6 BRAZIL BOVESPA STOCK IDX	63535.48	+841.70			+1.34
20 Europe/Africa/Middle East 10 News					
10 DJ EURO STOCK 50 € Ft	4237.62	-30.70			-0.72
11 FTSE 100 INDEX	6222.70	-50.00			-0.80
12 CAC 40 INDEX	3400.43	-34.99			-1.02
13 DAX INDEX	7733.09	-69.62			-0.90
14 IBEX 35 INDEX	54524.00	-79.50			-0.14
15 S&P/MIB INDEX	37292.00	-38.00			-0.10
16 AMSTERDAM EXCHANGES INDX	484.30	-7.64			-1.56
17 OHX STOCKEX 20 INDEX	989.70	-13.99			-1.40
18 THAISET MARKET INDEX	8220.78	-49.60			-0.60
20 Asia/Pacific 10 News					
19 NIKKEI 225	14388.11	-211.65			-1.47
20 HANG SENG INDEX	27230.00	-384.99			-1.41
21 S&P/ASX 200 INDEX	6092.10	+13.40			+0.22

17:58	FED FUNDS	US T-BILL YIELD PRICE	EURODEP	REVERSE	REPC
BID/ASK	4 1/4	4 1/4	4M	3.27	-0.02
LSTOPEN	4 1/4	4 1/4	3M	3.21	-0.02
HIGH/LOW	4 1/4	4 1/4	6M	3.20	-0.02

DJIA	12883.09	+117.78	S&P 500 FUT	1421.00	+9.40	COMP	2488.52	+13.97
10yr Note Fut <td>114.08</td> <td>-0.21</td> <td>SWAP RATES <td>Key Rates <td>Prime</td> <td>7.25</td> </td></td>	114.08	-0.21	SWAP RATES <td>Key Rates <td>Prime</td> <td>7.25</td> </td>	Key Rates <td>Prime</td> <td>7.25</td>	Prime	7.25		
5yr Note Fut <td>114.08</td> <td>-0.21</td> <td>5Y <td>3.621</td> <td>Prime</td> <td>6.00</td> </td>	114.08	-0.21	5Y <td>3.621</td> <td>Prime</td> <td>6.00</td>	3.621	Prime	6.00		
10yr Note Fut <td>114.08</td> <td>-0.21</td> <td>10Y <td>4.600</td> <td>Prime</td> <td>4.25</td> </td>	114.08	-0.21	10Y <td>4.600</td> <td>Prime</td> <td>4.25</td>	4.600	Prime	4.25		

Click the button below to see LIVE schedule

See LIVE SCHEDULE

米アメックス：10-12月期に特別費用4.4億ドル計上へ
 Valor (BR): American Express reconhecera despesa de US\$ 440
 Canadian Bus: Housing slump and decaying credit quality will
 AmComp, American Express, United Rentals: U.S. Equity Preview
 Morningstar: American Express To Take 4Q Charge Of \$275 Million
 Morningstar: UPDATE: American Express To Take \$275 Million
 Capital.fr: American Express avertit à son tour sur ses

American Express Co

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19 Q - NTC 22.54 Q - NTC 22.54 Q - MSFT 34.33 Q - MSFT 34.33 Q - NTC 5s 22.47 Q - NTC 2s 22.46 Q



CONDÉ NAST





Bloomberg

News

Breaking News

06:11 06:08 **Supreme Court to hear on gay rights**
The Supreme Court will hear arguments on whether the federal government can sue to force states to fund gay rights programs.

06:11 06:08 **Philips Medical Lapses U.S. High Court**
The U.S. Supreme Court has ruled against Philips Medical, allowing the company to continue its operations in the U.S. market.

06:11 06:08 **U.S. House Approves Bill to Regulate**
The U.S. House of Representatives has passed a bill to regulate the use of personal data by companies.

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Audio / Video Reports



Market Summary

DOW



Equity Indexes

Index	Value	Change
DOW	12,424.20	+187.86
S&P 500	1,234.56	+12.34
NASDAQ	2,345.67	+23.45

U.S. After Hours Most Active Stocks

Stock	Price	Change
Apple	150.00	+2.00
Microsoft	300.00	+3.00
Amazon	200.00	+1.00

Commodity Futures

Commodity	Price	Change
Oil	100.00	+1.00
Gold	1,200.00	+10.00
Wheat	50.00	+0.50

Industry Group Returns (%) Change

Industry	Return	Change
Technology	15.00%	+0.50%
Healthcare	12.00%	+0.20%
Financial	10.00%	+0.10%

Sector Summary

Sector

Sector	Value	Change
Technology	100.00	+5.00
Healthcare	80.00	+2.00
Financial	60.00	+1.00

Top Stocks

Stock	Price	Change
Apple	150.00	+2.00
Microsoft	300.00	+3.00
Amazon	200.00	+1.00

Company

Description

Starbucks Corporation is a multinational coffee company. It is the world's largest coffeehouse chain, with over 20,000 stores in more than 80 countries.

Performance



Recent News

Starbucks reports strong earnings for the quarter. The company's revenue increased by 10% compared to the same quarter last year.

Equities Details

Equity	Price	Change
Starbucks	27.78	+0.50
Apple	150.00	+2.00
Microsoft	300.00	+3.00



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When is no UI a good UX?





When is the UX about much more
than the product?

The background features a dark blue field with a subtle grid of light blue lines. Overlaid on this are various geometric shapes, primarily hexagons and triangles, in shades of teal and light blue. These shapes are arranged in a way that creates a sense of depth and movement, with some appearing to be stacked or layered. The overall aesthetic is clean, modern, and tech-oriented.





SATURN®









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Thank You!



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Slides available at: slideshare.net/TheBlueDog

[Hand Lettering](#) artwork by Sean McCabe | seanwes.com

