Esri Developer Summit

March 8-11, 2016 | Palm Springs, CA

DESIGN IN THE REAL WORLD

Drawing Inspiration from Unexpected Places

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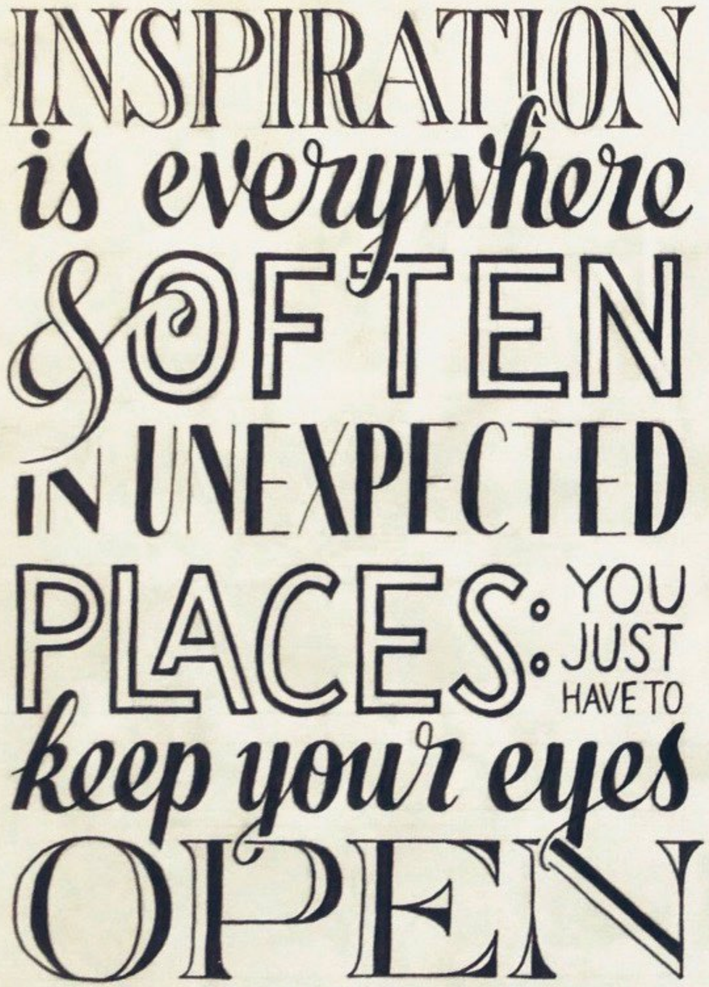

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When is a bad UI a good UX?

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When is no UI a good UX?

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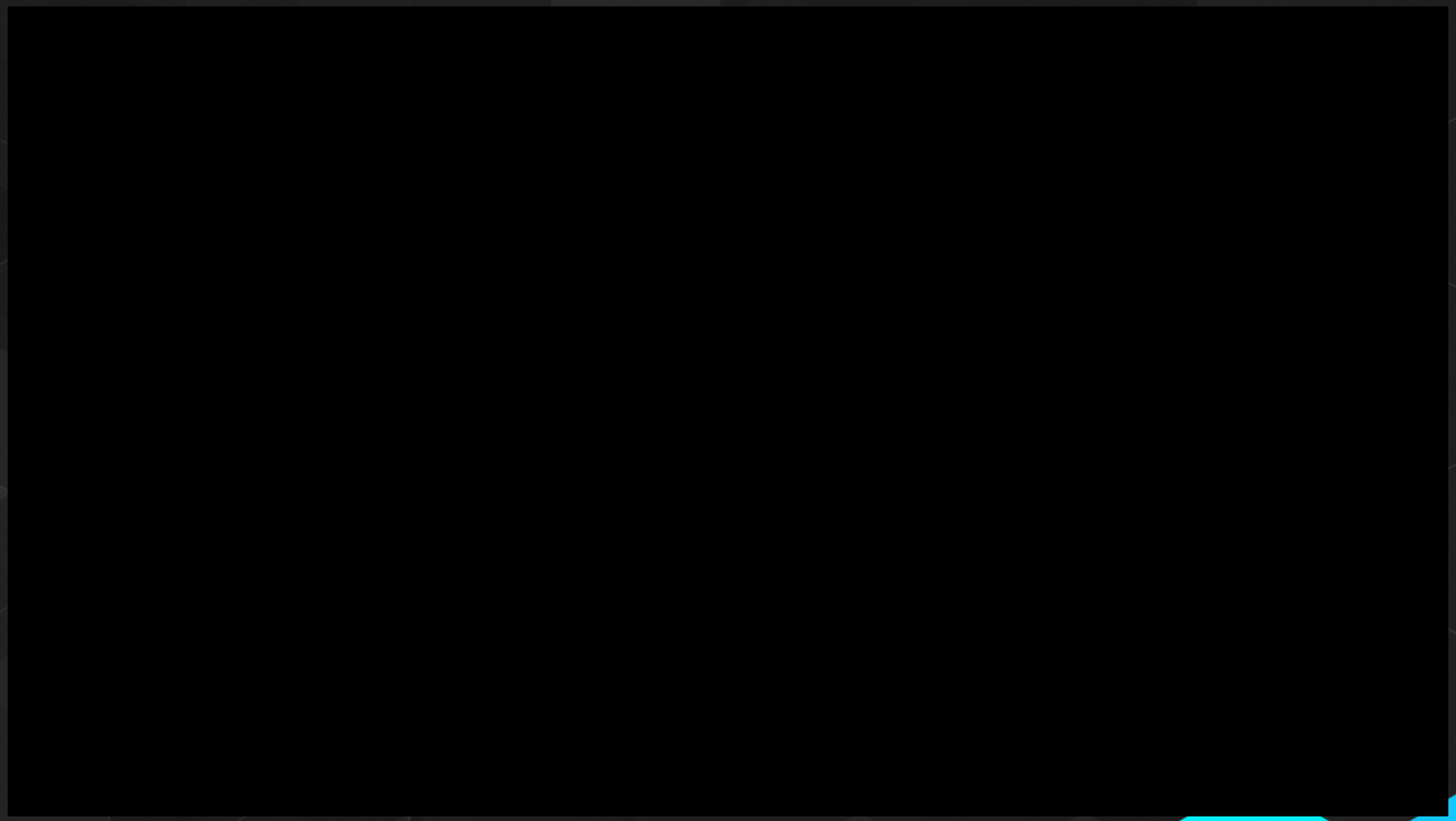
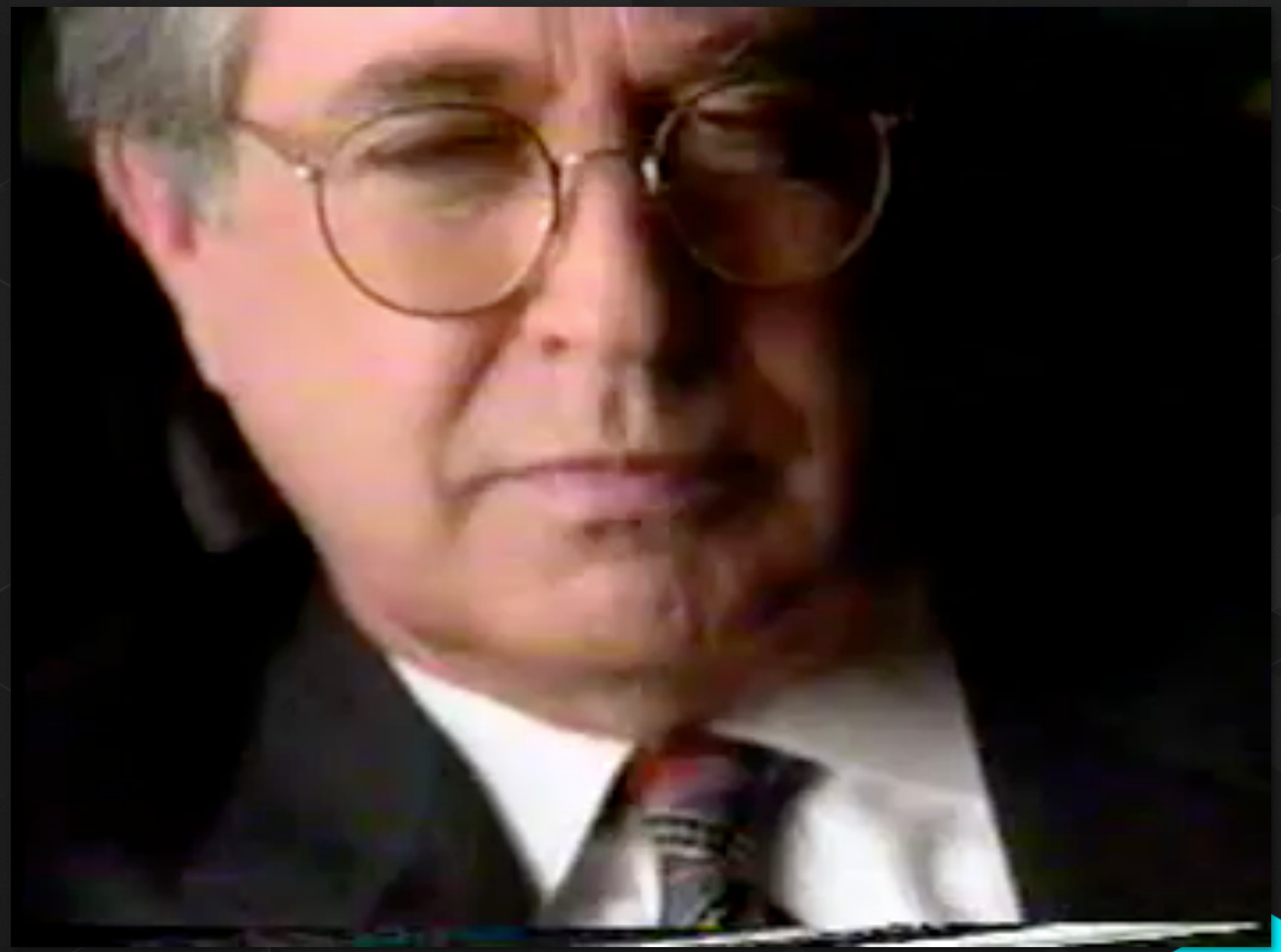


When is the UX about much more than the product?

HONDA

SATURN®



1999 Saturn Homecoming by Im Saturn (https://flic.kr/p/6rSaFJ)

Thank You!

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Slides available at: **slideshare.net/TheBlueDog**

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