

Designing Information

Part 2

What we design for...

The Reality ...

read

read

read

read

[Pause for reflection]

Finally, click on a carefully chosen link

Look around feverishly for anything that


a) is interesting, or vaguely resembles what you're looking for and

b) is clickable.

As soon as you find a halfway-decent match, click.

If it doesn't pan out, click the Back button and try again.

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Don't Make Me Think by Krug

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to PO
to PO

Data

- What data is being collected?
- How is that data being used?
- What does that data tell a company about a person?
- Do you want your data shared with this company?
- Where are the terms for data storage / sharing: Spoiler alert: TOS

Privacy v. Convenience



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Questions? Call 1.800.591.3869



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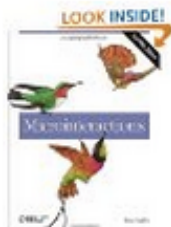
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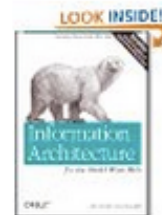
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