

Pretty Agile

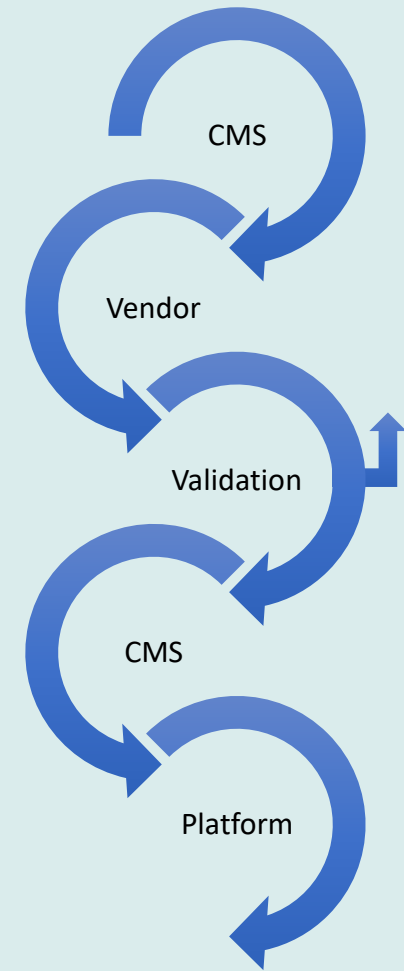


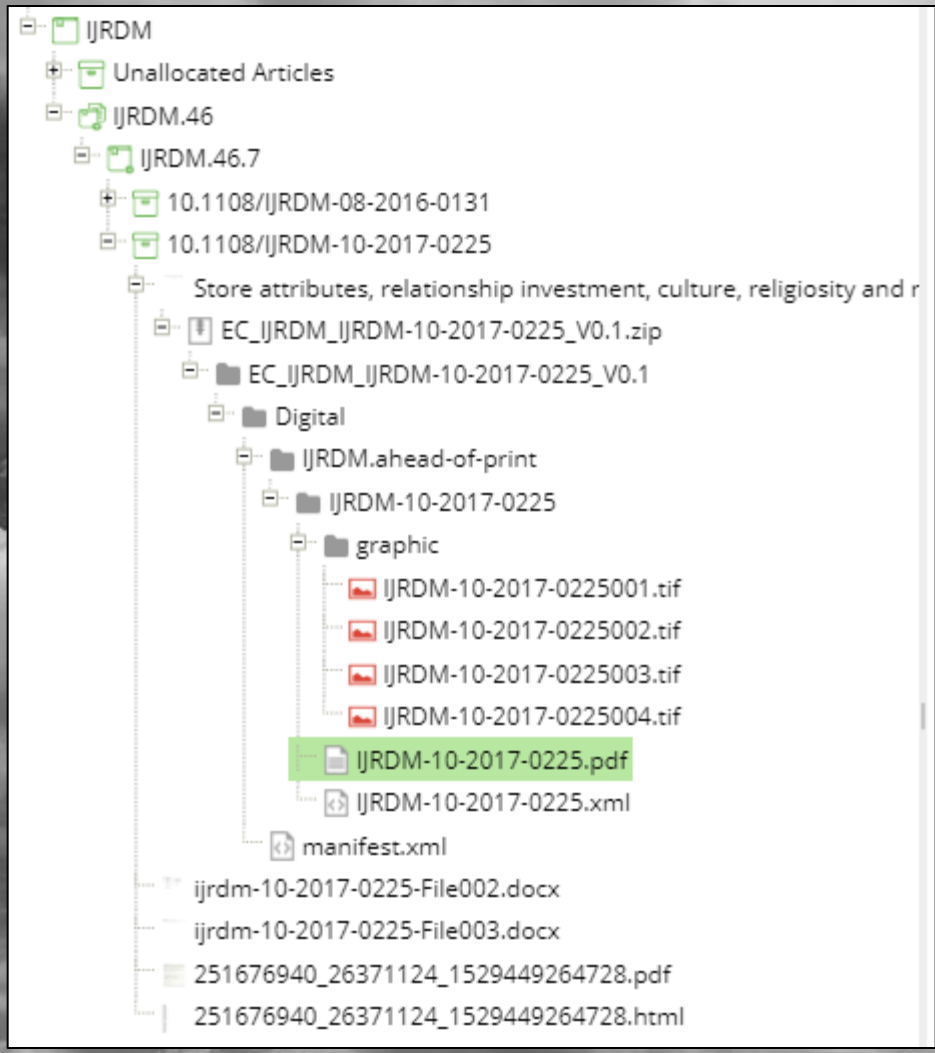


Can smarter and
more agile
processes result
in an enhanced
user experience?



Building beauty in from the outset





Pretty on the
inside...



Using User Research

What is pretty?

Beauty is no quality in things themselves: It exists merely in the mind which contemplates them; and each mind perceives a different beauty. One person may even perceive deformity, where another is sensible of beauty; and every individual ought to acquiesce in his own sentiment, without pretending to regulate those of others.

Hume, David, 1757, "Of the Standard of Taste," *Essays Moral and Political*, London: George Routledge and Sons, 1894

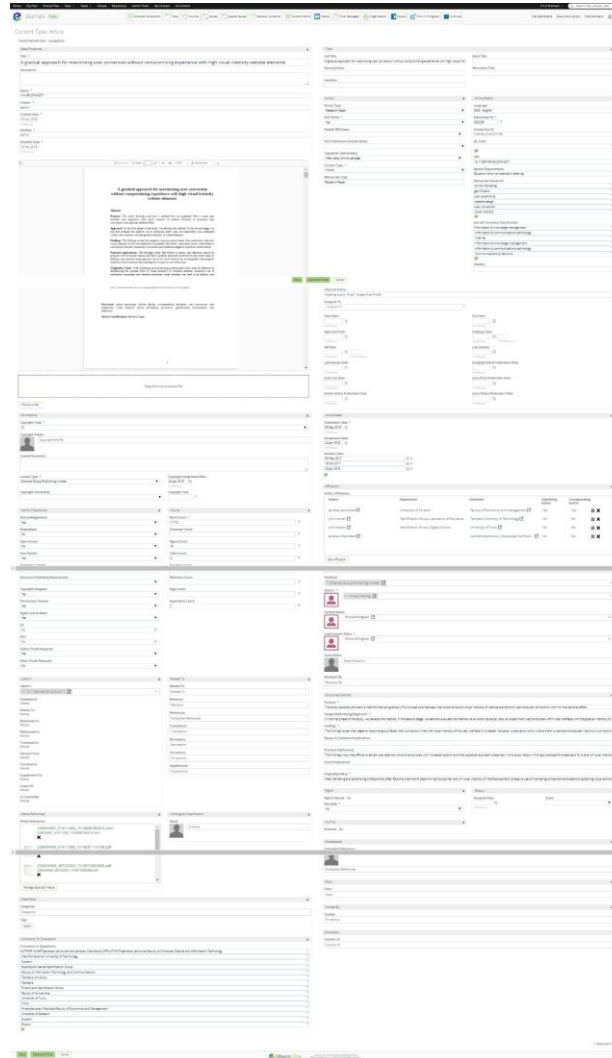
A question of taste?



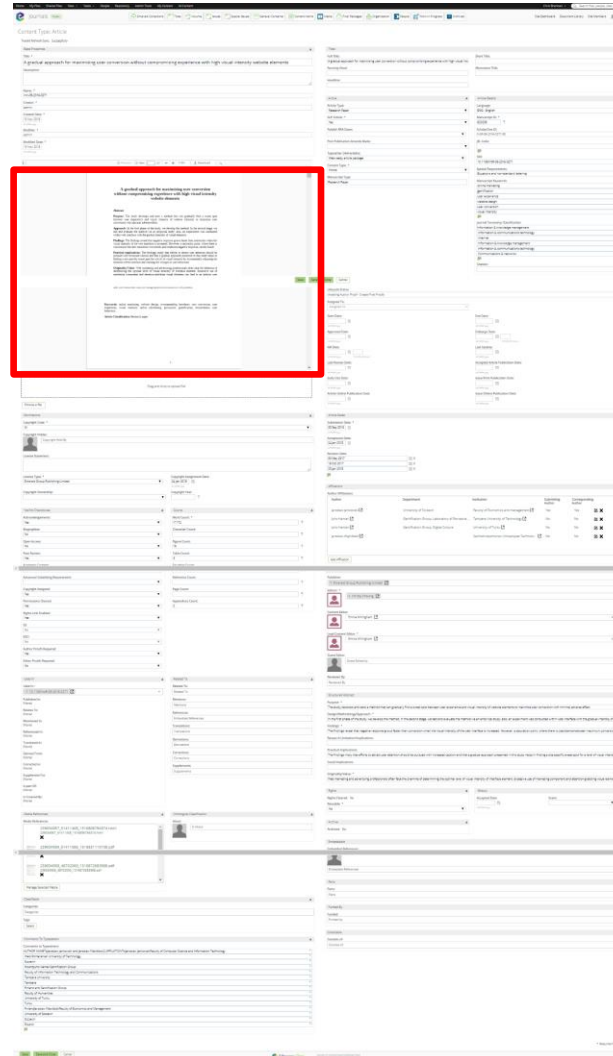
A question of taste?



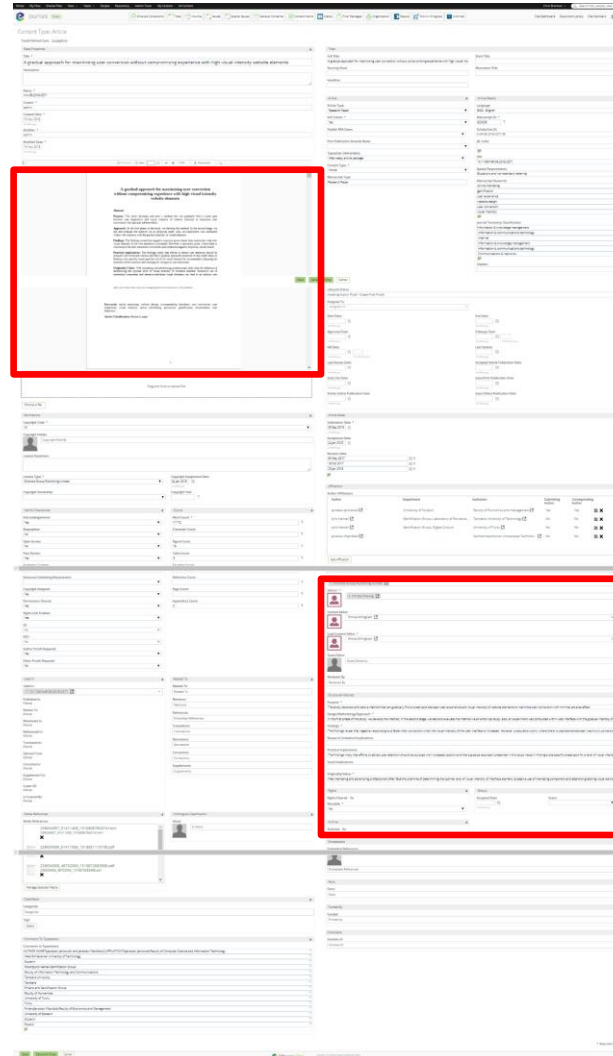
User Research



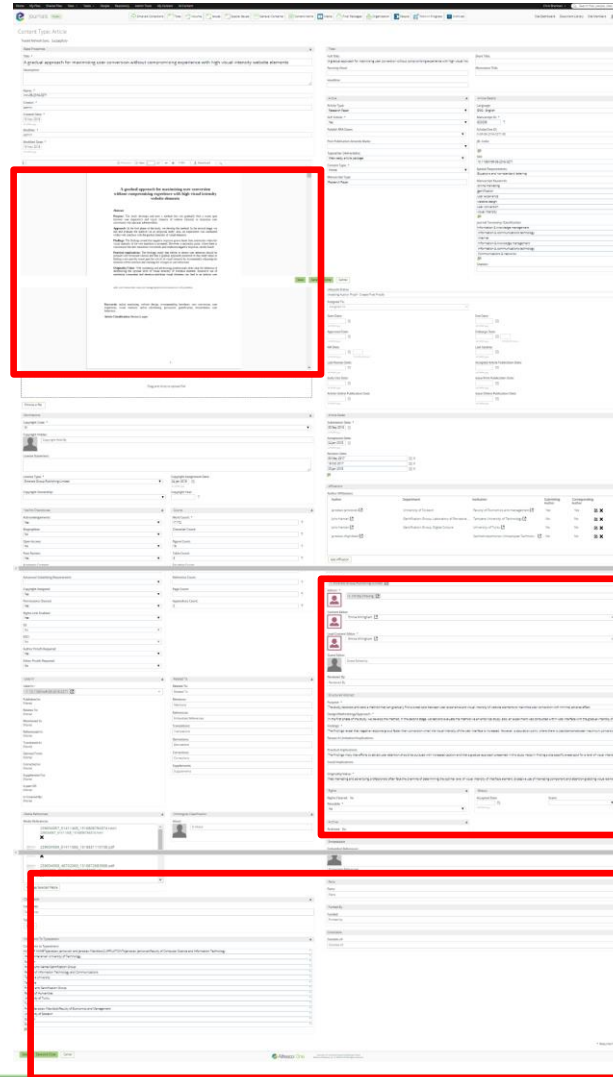
User Research



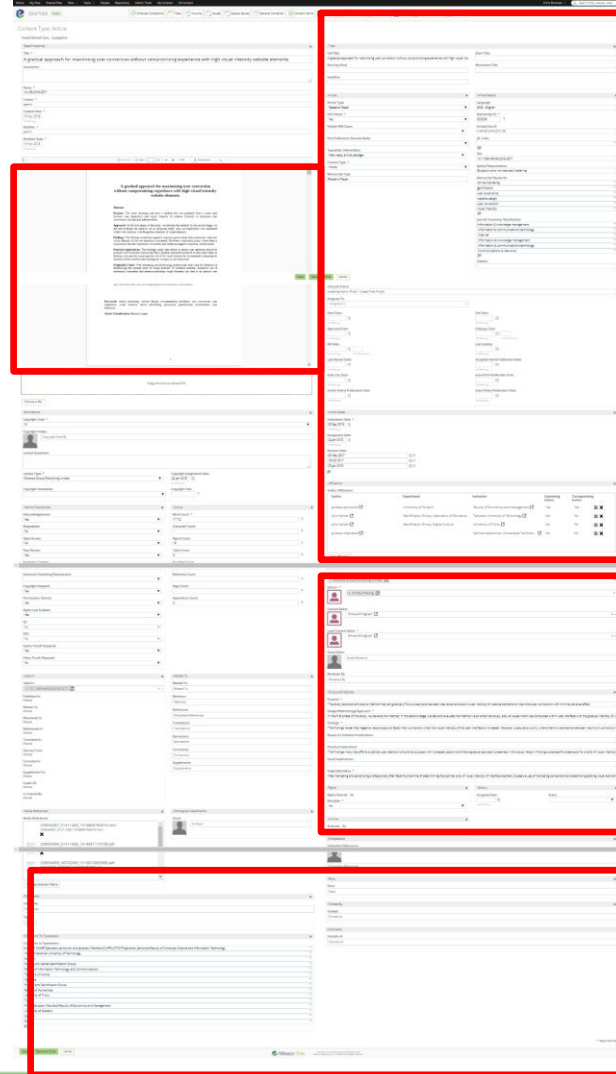
User Research



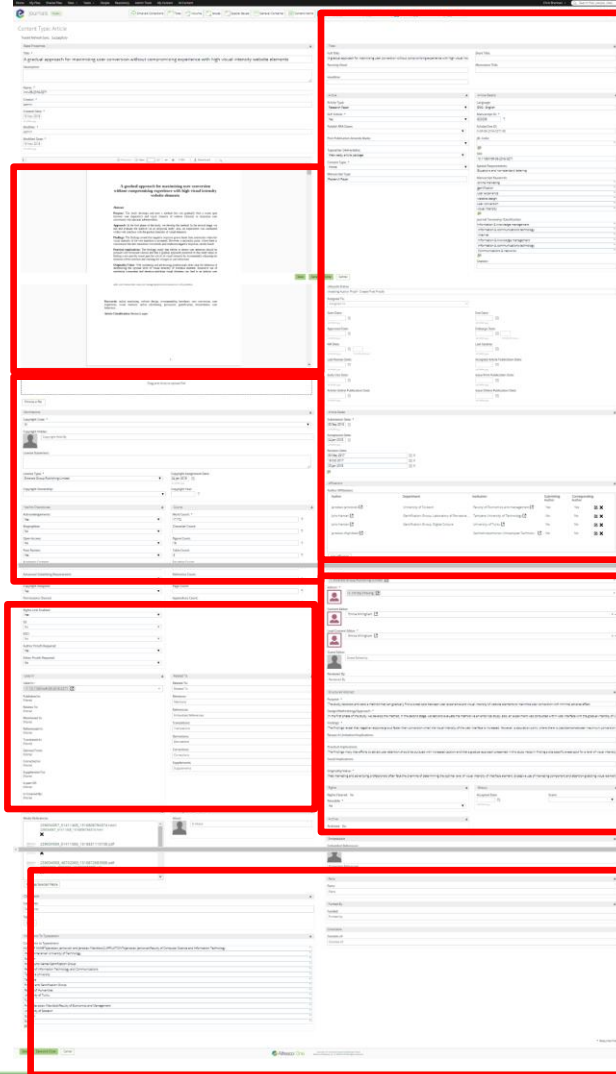
User Research



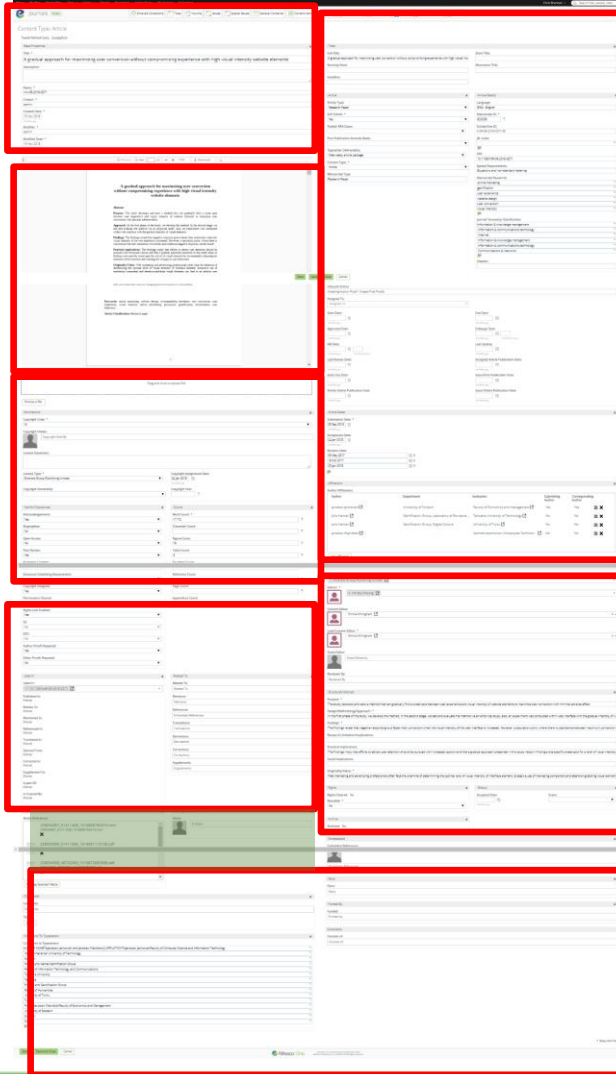
User Research



User Research



User Research





Start with the process

Thank you

