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.

A question of taste?
A question of taste?
User Research
User Research
User Research

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<thead>
<tr>
<th>Column 1</th>
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<tr>
<td>Data 1</td>
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Legend:
- Red: Important data points
- Green: Additional notes
User Research
User Research
User Research
User Research
Start with the process
Thank you