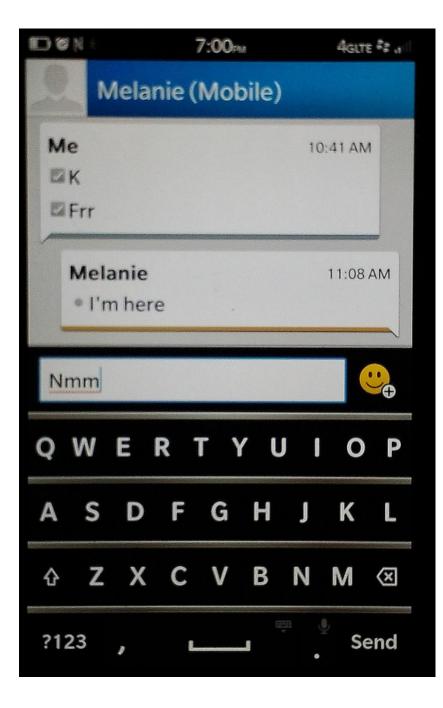
# Blackberry Fail

- Big fingers
  Errors happen
- Send instead of backspace

Phone: Blackberry Z10

User: 15+years of experience With mobiles



### Large phone problems



**IPHONE 6 PLUS** 

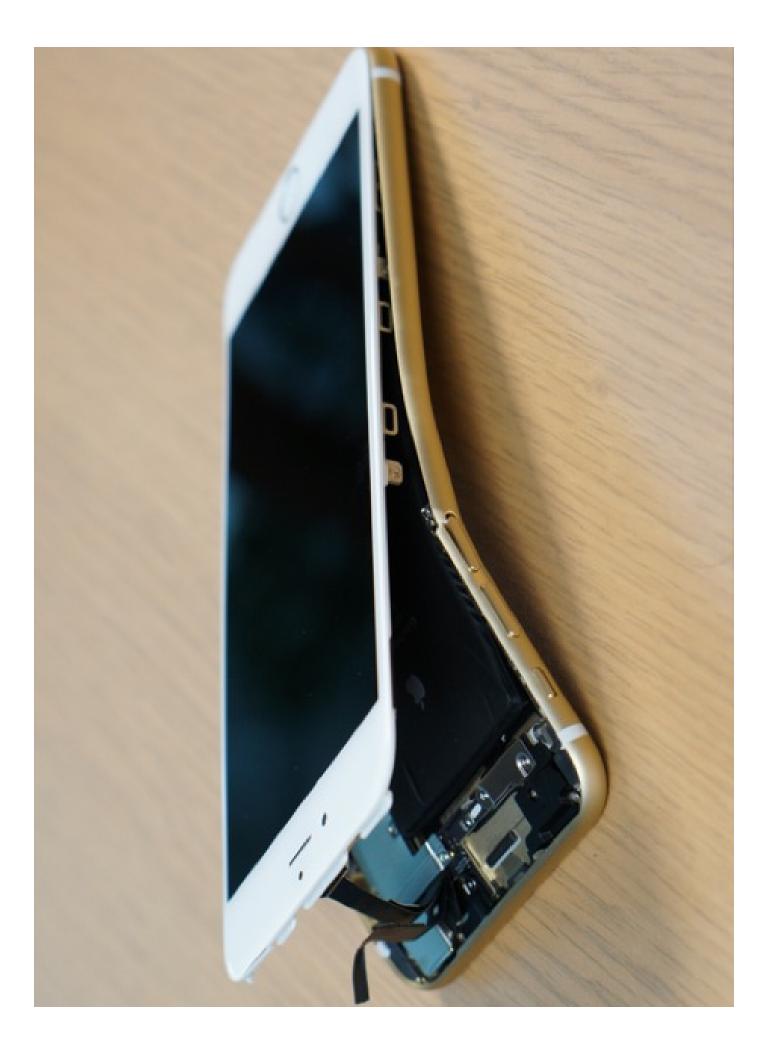
# Variations

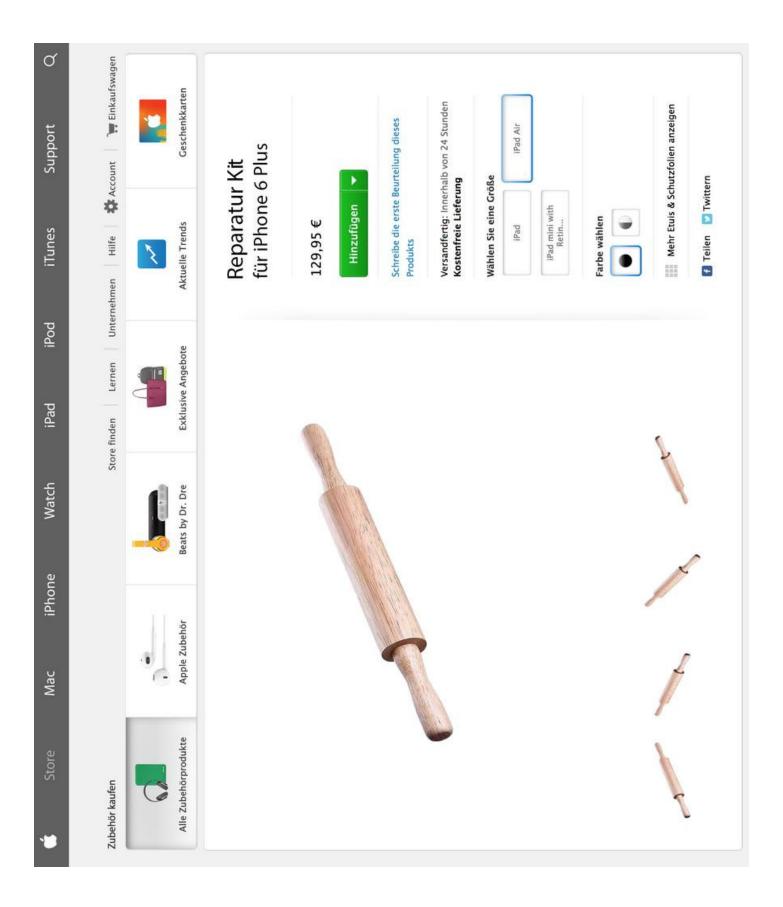
**IPHONE 6** STRETCH STRETCH NATURAL NATURAL ow ow

**IPHONE 6 PLUS** 

### iPhone 6 Plus troubles







# Windows 10 Technical Preview

1. Become an "Insider"



Congrats, you're an Insider

You're registered as an Insider, but to get the latest Windows features you need to **install Technical Preview**.

- 2. Check the requirements
- 3. Download the ISO image
- 4. Copy onto USB drive or DVD disc.
- 5. Install

# Why "10"? And not "9"

### Hypothesis 1

- if(version.StartsWith("Windows 9")) {
- /\* 95 and 98 \*/
- }
- else {

#### Hypothesis 2

- Mac OS X (X is the Roman 10)
- Hypothesis 3
  - You will get a free upgrade from "8" to "9"

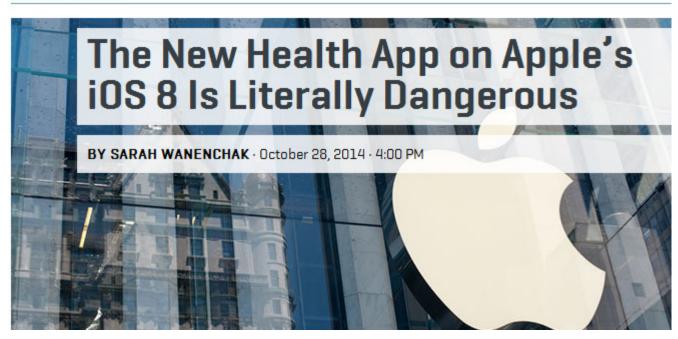
# Apple Again!



POLITICS & LAW	BUSINESS & ECONOMICS	HEALTH & BEHAVIOR	NATURE & TECHN
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10

SOCIOLOGICAL IMAGES



## Health - Screenshot



# Details

- Default app in iOS and non-removable(!)
- Features
  - Weight tracker, calorie counter
    - *literally dangerous* to people dealing witheating disorders and related OC; obsessive weight tracking and calorie counting classic symptoms!
    - This can kill people (literally)

# More Details

- More features
  - Track data about blood oxygen saturation, daily molybdenum intake, cycling distance, number of times fallen and your electrodermal activity
    - but nothing to do with recording information about the menstrual cycle (relevant for up to 50% of the users!)
    - That means that design isn't neutral

# Conclusions

- Apple didn't consider what people with eating disorders might be dealing with: that's ableism
- Apple didn't consider what menstruating women might need to do with a health app: that's sexism.