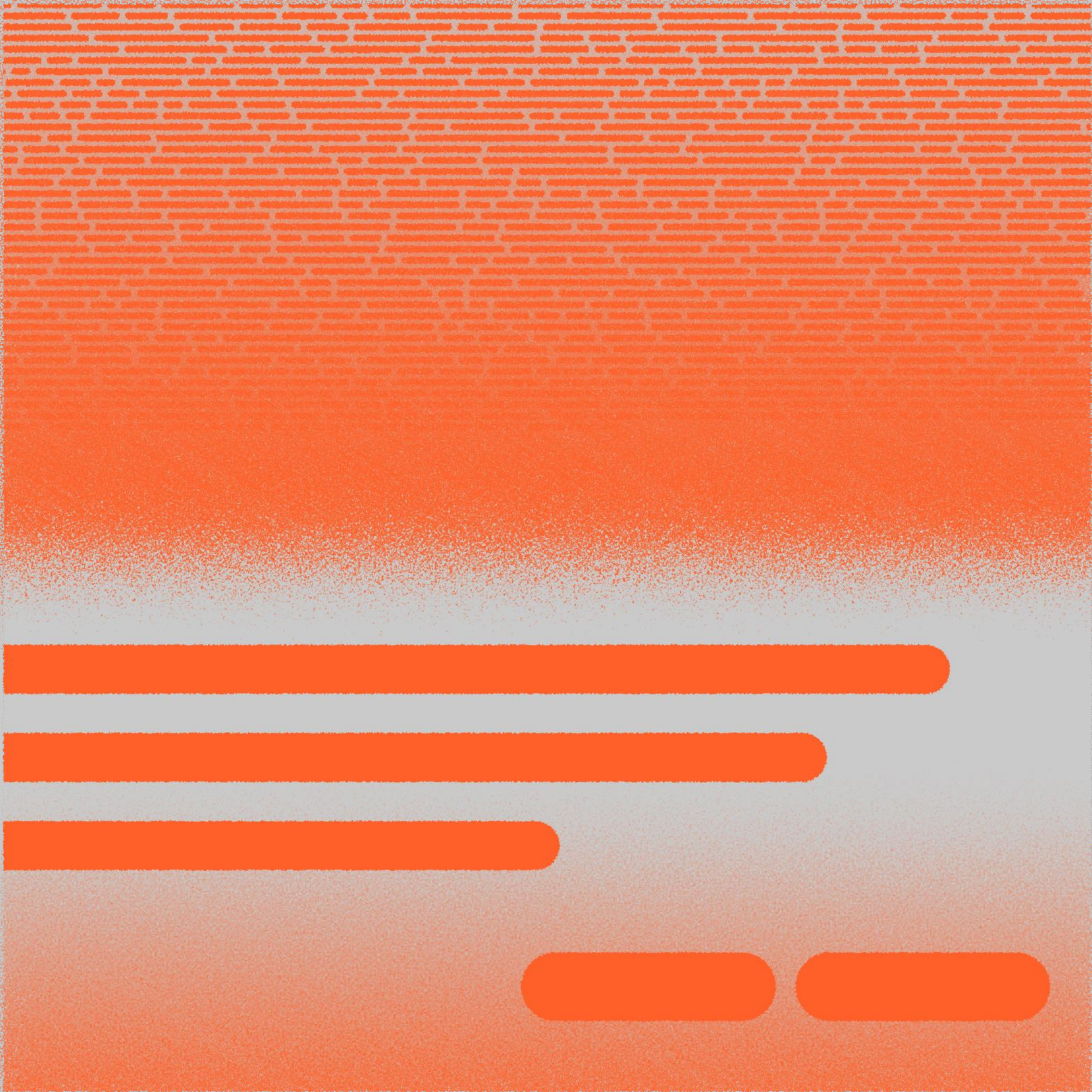
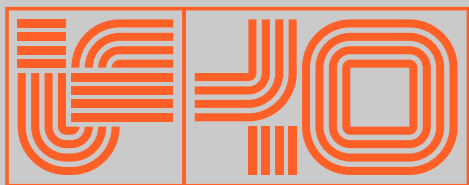




THE AGE OF TRUST

Design for understanding, not disclosure



PROJECTS BY IF TEN YEARS

Disclosing information to show you can be trusted isn't enough if it's not in a form people understand. To make it legible, the information must surface in the right way, at the right time, in a form people can grasp and act on. This should inform product design.

