

# THE AGE OF DESIGN



**BALINT OROSZ,  
CEO, DISTINCTION**

**DISTINCTION -  
MOBIL APPOKAT  
FEJLESZTÜNK**

# 25,000,000 + letöltés



iPhone

iPad

Editors' Choice



Editors' Choice

# + GNEO

Prioritize Your Tasks



## Best New Apps

See All >



**Gneo**  
Productivity  
\$1.99



**Toca Mini**  
Education  
\$2.99



**The Loop Magazine**  
Lifestyle  
Free



**Rack Alerts**  
Lifestyle  
Free



**Action Movie FX**  
Entertainment  
Free



**Ebates Cash Back & Coupons**  
Lifestyle  
Free



**Gilt - Shop Designer Sales**  
Lifestyle  
Free



**NBA Game Time 2013-2014**  
Sports  
Free

## iPhone

All Categories

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A group of approximately 15 young people, mostly men, are gathered in a room with brick walls. They are holding and eating pizza from white boxes. The atmosphere appears to be a social gathering or a team event. The lighting is warm and indoor.

VÉGZETTSÉG SZERINT

**12 FEJLESZTŐ**

**2 TESZTER**

**1 DESIGNER**

**1 MARKETING-PR**

**(NEM TARTJUK MAGUNKAT**

**“ROCKSZTÁROK”-NAK)**



DESIGN SZEMSZÖGBŐL

**16 DESIGNER**

**KÉRDÉS PERSZE :**

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**HOGY ÉRTELMEZZÜK  
A DESIGNT?**



# - **PRODUCT DESIGN**

- **PRODUCT DESIGN**
- **VISUAL DESIGN**

- **PRODUCT DESIGN**
- **VISUAL DESIGN**
- **INTERACTION DESIGN**

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- **UX DESIGN**

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- **BUGS?**

- **PRODUCT DESIGN**
- **VISUAL DESIGN**
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- **INFORMATION ARCHITECTURE**
- **PERFORMANCE**
- **BUGS?**
- **BACKEND...?**
- **....**



# **SZERINTÜNK, EGY JÓL “DESIGNOLT” APP**

- Gyors
- Hibamentes
- Könnyű használni
- Ad egy “pluszt”

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**A DESIGN ÁTLÉPI A  
HAGYOMÁNYOSAN  
MEGHATÁROZOTT SZINTEKET**

**ÁTJÁRJA AZ EGÉSZ  
SZERVEZETET/CSAPATOT**

- Gyors
- Hibamentes
- Könnyű használni
- Ad egy “pluszt”

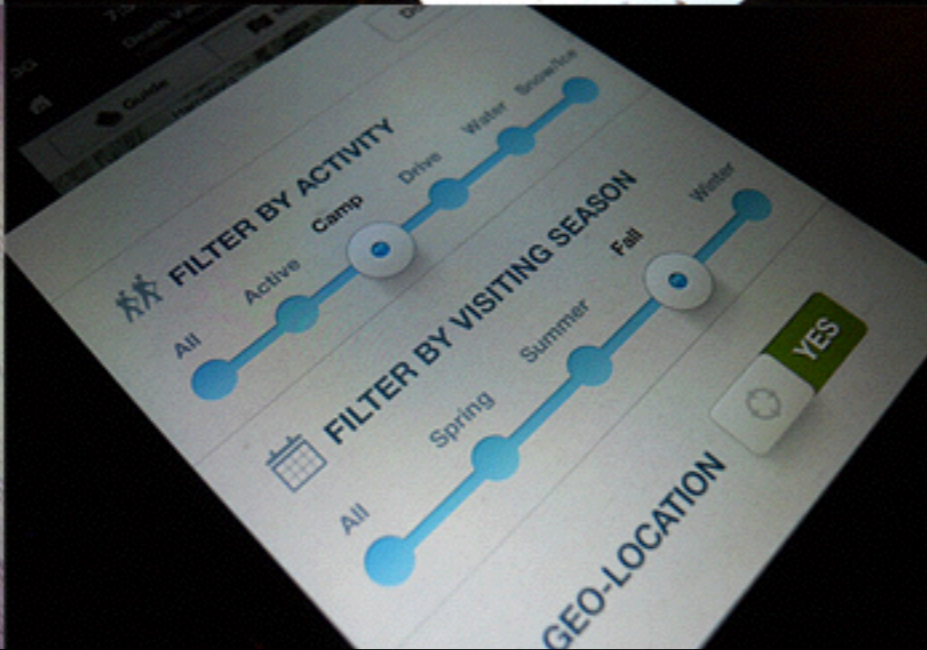
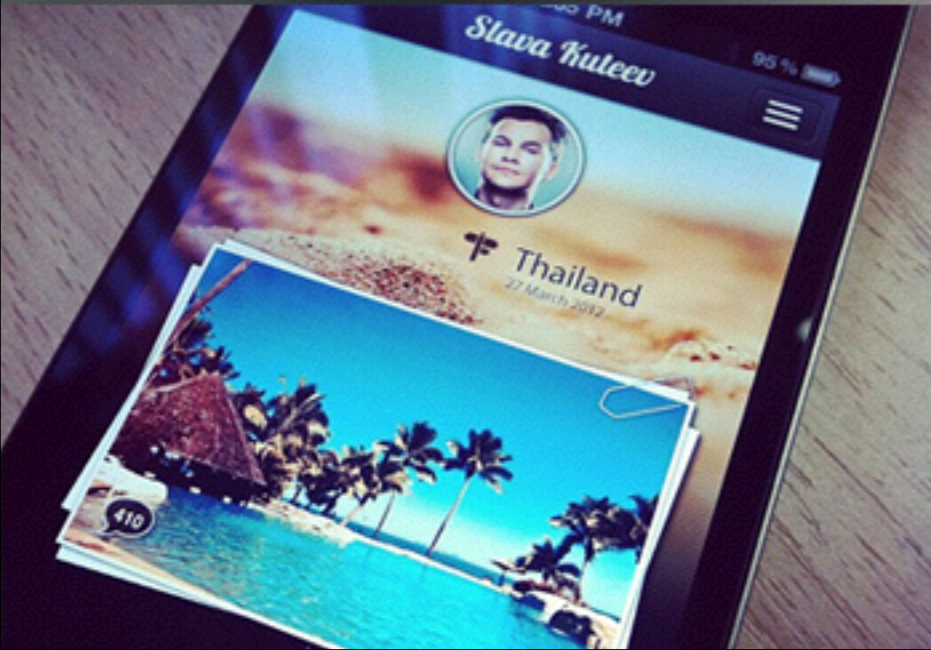
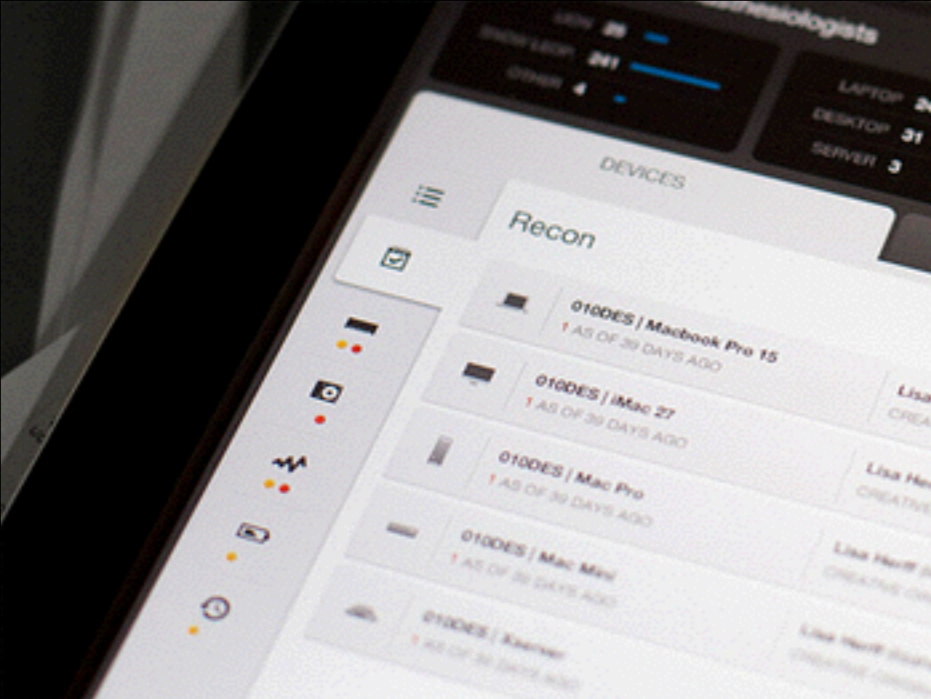
**A DESIGN ÁTLÉPI A HAGYOMÁNYOSAN  
MEGHATÁROZOTT SZINTEKET**

-

**ÁTJÁRJA AZ EGÉSZ SZERVEZETET/  
CSAPATOT**

**= “MINDENKI DESIGNER”**

**MERT EZEK SZERINT,  
DESIGN = MINŐSÉG**



A person is seen from behind, sitting at a desk in a dimly lit office. They are looking at a large computer monitor displaying a blue-toned interface with circular patterns. In the background, another person is visible at a desk with another monitor. The office has a whiteboard on the wall and a shelf with various items. A white mug with the text "ENJOY YOUR DAY" is visible on the desk in the foreground.

**SO, WHY  
“THE AGE OF DESIGN”?**


# MERT ELTŰNTEK AZ AKADÁLYOK



# MERT ELTŰNTEK AZ AKADÁLYOK


- Bandwidth
- “Drága” Content
- Performancia
- stb...





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**LEHET MINDEN SZINTEN  
DESIGN-DRIVEN  
DÖNTÉSEKET HOZNI**

An overhead view of a group of people gathered around a table football table in a room with brick walls and a window. The text is overlaid on the image.

**NEM MÁGIA -  
EGYÜTT, EGY CSAPATKÉNT  
KELL DOLGOZNI A CÉL  
(DESIGN, MINŐSÉG)  
ÉRDEKÉBEN**



An overhead, top-down view of a group of people gathered around a table football (foosball) table. The table is the central focus, with its green playing field and rows of player figures visible. Several people are leaning over the table, focused on the game. The setting appears to be an indoor recreational area with brick walls and a large window in the background. The lighting is somewhat dim, creating a focused atmosphere.

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