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## Blink Links

Here are some of the things we are reading in the office this week...

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By [Tom Satwicz, Ph.D.](#)

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- Clay Christensen's [Milkshake Marketing](#) has a useful take on understanding what your product is "hired" to do. More on jobs-to-be-done from [The Critical Path](#).
- Recommended reading: [Thinking, Fast and Slow](#) by noted behavioral economist Daniel Kahneman.
- The [Solve for X](#) site implements a take on Metro style panels. Not bad for a Google backed forum.
- [Kayak.com](#) recently went [live with a redesign](#), it's worth checking out if you haven't already.
- The recently released Clear iPhone app has an [innovative, "buttonless," take on UIs for task lists](#).
- Stephen Turbek considers the [utility of design patterns](#).
- Sam Ladner compares [academic and corporate ethnography](#). A rather lively, yet civil, debate follows in the comments section.

- Designer-friendly [guidelines for Android App design](#), worth a bookmark for designers of phone and tablet apps.
- Some great articles from Bjango about [crafting pixel perfect visual design](#).