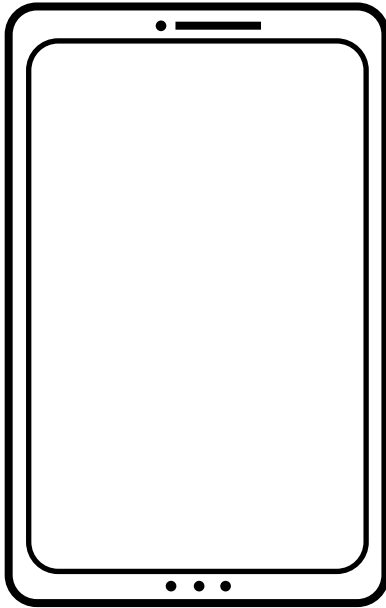
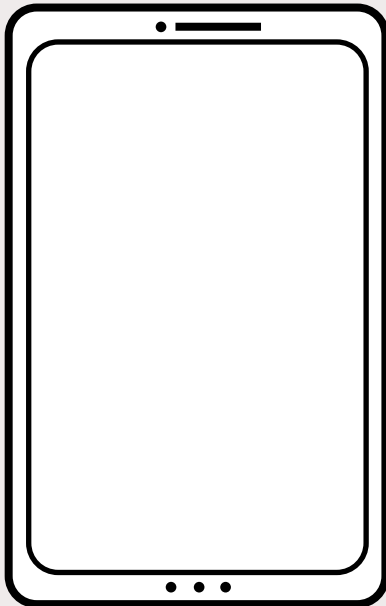


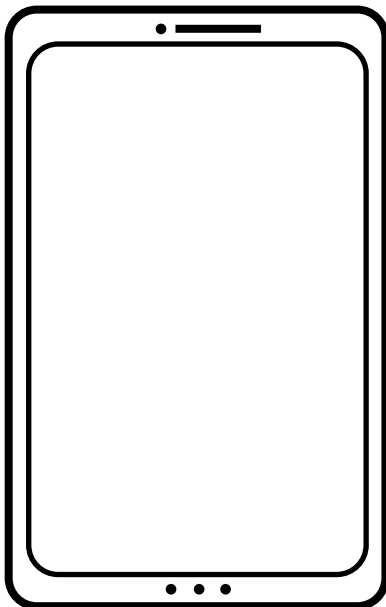
Adding friction



- align expectations
- educate
- empower
- protect
- prevent
- shift focus
- think-design



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