

The Laws of SIMPLICITY

Design, Technology, Business, Life

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Simplicity = Sanity

**Technology has made our
lives more full, yet we've
become uncomfortably full.**

The marketplace is full of promises of simplicity. Citibank has a 'simplicity' credit card, Ford has 'keep it simple pricing' and Philips has 'sense and simplicity'

Simplicity is a quality that not only evokes passionate loyalty for a product design, but also has become a key strategic tool for businesses to confront their own intrinsic complexities.

Ten laws

- 1. Reduce – The simplest way to achieve simplicity is through thoughtful reduction.**
- 2. Organize-Organization makes a system of many appear fewer**
- 3. Time – savings in time feel like simplicity**
- 4. Learn – Knowledge makes everything simpler**
- 5. Differences – Simplicity and complexity need each other**

Ten laws

6.Context – What lies in the periphery of simplicity is definitely not peripheral.

7.Emotion – More emotions are better than less

8.Trust – In simplicity we trust

9.Failure – Some things can never be made simple

10. The One – Simplicity is about subtracting the obvious and adding the meaningful

Three keys

1. **AWAY** – More appears like less by simply moving it far, far away.
2. **OPEN** – Openness simplifies complexity
3. **POWER** – use less, gain more

**The fundamental question is
where's the balance between
simplicity and complexity.**

How simple can you make it VS

How complex does it have to be ?

Making things smaller doesn't make them necessarily better ,but when made so we tend to have a more forgiving attitude towards their existence.

Embodying an object with properties of real quality is the basis of the luxury goods industry and is rooted in their use of precious materials and exquisite craftsmanship.

A designer of Ferrari cars once told me that a Ferrari has fewer parts than a common car, but the parts themselves are better than anything else on earth.

There are three consistent strategies for dealing with simplicity in real life : 1. Buy a larger house, 2. Put everything you don't need into storage, 3. Organize your existing assets in a systematic fashion.

Germany is arguably the country that originated the design field through its legendary Bauhaus school founded in 1919. Not a surprise that German firms like BMW, Audi, Braun focus on design.

The best designers in the world always squint when they look at something. They squint to see the forest from the trees-to find the right balance. Squint at the world, you will see more by seeing less.

The average person spends at least an hour a day waiting in line. Some of the waiting is subtle, we wait for the water to come out of the faucet etc. No one likes waiting and consumers often find ways to beat this waiting.

**A designer in the 1930 s Raymond
levy is credited with a styling
concept called 'streamlining'.He
designed the Coca Cola bottle
many years ago.**

A car can be made to look faster by attaching tail fins that had no aerodynamic function. Computers use the swoopy styling cues from automobiles to enhance the image of speed.

**Saving time is thus the tradeoff
between the quantitatively fast
versus the qualitatively fast.**

**How can you make the wait
shorter VS How can you make the
wait more tolerable.**

**Learning occurs best
when there is a desire
to attain specific
knowledge.**

Basics are the beginning

Repeat yourself often

Avoid creating desperation

Inspire with examples

Never forget to repeat yourself.

Inspiration is the ultimate catalyst for learning, internal motivation trumps external reward. Strong belief in someone or else some greater power like god, helps us to fuel belief in yourself and gives you direction.

**If we don't have complexity,
we will not recognize simplicity
when we see it. Also we cannot
simplify if we don't start with
something complex.**

While 'narrowness' and 'focus' mean the same thing, the former has a negative connotation and the latter a positive one.

I was once advised by my teacher Nicholas Negroponte to become a 'light bulb' instead of a 'laser beam', at an age and time in my career when I was all focus. His point was that you can either brighten a single point with laser precision or else use the same light to illuminate everything around you !!

Striving for excellence usually entails the sacrifice of everything in the background for the sake of attending to the all important foreground.

There is a trade off between being found versus being lost.

**How directed can I stand to feel
VS How directionless can I afford
to be?**

**Complexity implies the
feeling of being lost
while simplicity implies
the feeling of being
found.**

The smiley in messaging was invented in 1982 by Mr Scott Fahlman, at Carnegie Mellon university. I find it out that in the long history of the types et going back to Gutenberg that this invention hadnt happened sooner.

Why have smileys evolved? The human need to express emotion- to capture the nuances of communication we take for granted in speech.

**Achieving clarity isn't
difficult. The true challenge
is achieving comfort.**

**The dilemma for the future for
any product or service is :**

**How much do you need to know
about the system VS How much
does the system know about you?**

A second model of open source that's palatable for companies not wanting to give away their source code is to offer an Application Programming interface (API). Amazon.com was an early pioneer of this approach-offering open access to its running components,instead of the actual source code through Amazon.com API.

An API is thus a selective approach to open systems where the functionality, instead of actual blueprints as in open source is offered to the general community.

**Technology and life
only become
complex if you let it
be so.**