



# Secrets of simplicity

Giles Colborne  
cxpartners



@gilescolborne

<http://www.flickr.com/photos/jordoncooper/2854553375/>



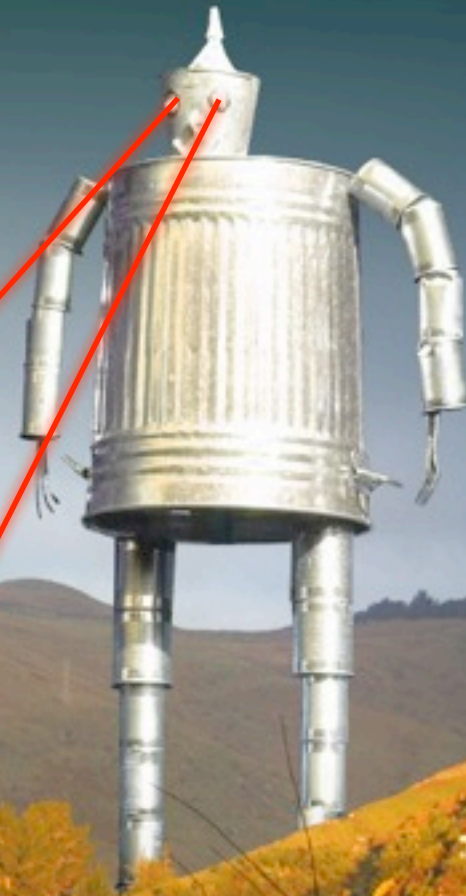
# Why simplicity?



@gilescolborne

MANY PEOPLE HAVE  
THE SUSPICION THAT  
TECHNOLOGY IS OUT  
TO GET US.

MAKING TECHNOLOGY  
SIMPLER SEEMS LIKE  
AN OBVIOUS WAY TO  
SAVE OURSELVES.



Make Yi your home page Yahoo! TV: Get the latest on "American Idol".

**YAHOO!** Web Images Video Local Shopping more

Web Search

Yahoo! Home My Yahoo! Yi UK & IE Mar 13, 2008 Page Options

**Answers** UPDATED:

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**Small Business**

- Get a Web Site
- Domain Names
- Sell Online
- Search Ads

**Featured** Entertainment Sports Video

**Kobe vs. Wilt**

Kobe Bryant's 81-point game may actually be better than Wilt Chamberlain's 100-pointer. » How?

- See if Rockets made it 20 straight
- Bryant's best jams
- Cuban's ban

The best performance in NBA history?

Find out who got eliminated from 'Idol'

New worries about hands-free cell phones

Russian blogger charged with inciting police hatred

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**In the News** World Local Finance

As of 3:58 a.m. GMT

- A perilous future awaits Eliot Spitzer | Call girl 'Kristen' identified
- Florida's Democratic Party chair proposes mail-in revote plan
- McCain to talk security, climate change in Europe and Mideast
- Arizona city seeks water-filled moat to secure Mexico border
- Discovery of 'master' breast cancer gene holds major promise
- 'Girls Gone Wild' founder enters plea, maintains innocence
- War against Web tops music business 'screw-ups' list
- NBA - NCAA Hoops - NHL - MLB - NFL - NASCAR - Soccer

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Markets: Dow: **-0.4%** Nasdaq: **-0.5%** Sponsored by: **Scottrade**

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**STARTING AT ONLY \$499<sup>99</sup>\***

\* See site for details

Featuring



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TODAY, A SIMPLER  
ALTERNATIVE  
DOMINATES THE WEB.



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**THE FIRST ITERATION  
OF ZUNE WAS POORLY  
RECEIVED.**





**THE SECOND  
ITERATION HAD FEWER  
FEATURES...**

**...AND GOT BETTER  
REVIEWS.**

Welcome. [Local weather in 1-click](#) | [Put weather on my desktop](#) | [Customize weather.com](#) | [Sign In](#)

**weather.com**  
The Weather Channel  
weather.com

**Localweather** Enter zip or US/Intl city **GO**

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[Yesterday](#) | **[Today](#)** | [Tomorrow](#) | [Radar Map](#) | [Hour-by-Hour](#) | [Weekend](#) | [10-Day](#) | [Month](#)

[Election Weather: SC, NV vote Saturday](#)

**Right Now for Ithaca, NY**  
[Save Location](#) [ [English](#) | [Metric](#) ]

 **25°F**  
Feels Like **16°F**

Updated Jan 18 02:00 a.m. ET  
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**Weather for your life**  
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UV Index: 0 Low  
Wind: From NNW at 9 mph  
Humidity: 85%  
Pressure: 30.12 in. ↓  
Dew Point: 22°F  
Visibility: 10.0 miles  
[FREE weather on your desktop](#)

**ALL-INCLUSIVE FAMILY ESCAPES**  
ENSURE EVERYTHING IS TAKEN CARE OF

  
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[H2No: Local businesses drying up](#)  
[Killer avalanches strike in two states](#)  
[Double dose of bitter cold](#)  
6:30 p.m. ET 1/15/08

[Live Traffic Reports](#)

THERE ARE 113 LINKS  
ON A PAGE WHEN ALL  
I WANT TO KNOW IS  
'WILL IT RAIN IN  
ITHACA?'


THIS SEEMS OVER-  
COMPLICATED.

113





...ESPECIALLY WHEN  
YOU COMPARE IT TO  
DESKTOP WIDGETS  
LIKE THIS, WHICH TELL  
YOU THE WEATHER  
WITHOUT THE  
CLUTTER.



MY SWISS ARMY  
KNIFE, HAS ALL THESE  
FEATURES WHICH ARE  
SUPPOSED TO BE  
USEFUL. BUT I HARDLY  
EVER USE IT...



...INSTEAD, I'M MORE  
LIKELY TO PICK UP A  
SCREWDRIVER TO OPEN A  
CAN OF PAINT, STIR THE  
PAINT, GOLGE A HOLE IN  
SOMETHING, REACH A COIN  
THAT'S STUCK BEHIND THE  
FRIDGE... OR EVEN TIGHTEN  
A SCREW.



People are  
crying out for less



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ONE REASON WE'RE  
DRAWN TO WHAT'S  
'SIMPLE' IS THAT  
WE'RE TRYING TO GET  
STUFF DONE FASTER.



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<http://www.flickr.com/photos/wwarby/3296379139/>

TODAY

925

610 K4345

35 Feb

9700 N. 37th Ave.  
Alexandria, VA 22304

light camera

purple stripe

January

328

1.  $\text{H}_2\text{O} + \text{H}_2\text{O} \rightleftharpoons \text{H}_3\text{O}^+ + \text{OH}^-$

630

71354

22

Use these  
pages often!

631

ne

E-12 A

E-12.49

610 yd

4-17

(6) 104370-2/21/2019

$E_1 = 29.44$

A year later

23000 vacant NYPL 6/18/62

Today

Yam Hashed

335

me 13, 2  
pivni avot ch.

1992

MULTI-TASKING IS EASIER WHEN YOU KEEP THE TASKS SIMPLE.

NO ONE WANTS TO  
READ THE MANUAL.

WE WANT SOMETHING  
SIMPLE WE CAN PICK  
UP AND USE RIGHT  
AWAY.

# RTFM!



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AND WE'RE USING  
TECHNOLOGY IN  
SAFETY CRITICAL  
ENVIRONMENTS.

COMPLEXITY CAN BE A  
FATAL DISTRACTION.



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WE USED TO GO TO  
THESE GUYS WHEN WE  
WANTED TO GET OUR  
HANDS ON  
TECHNOLOGY...



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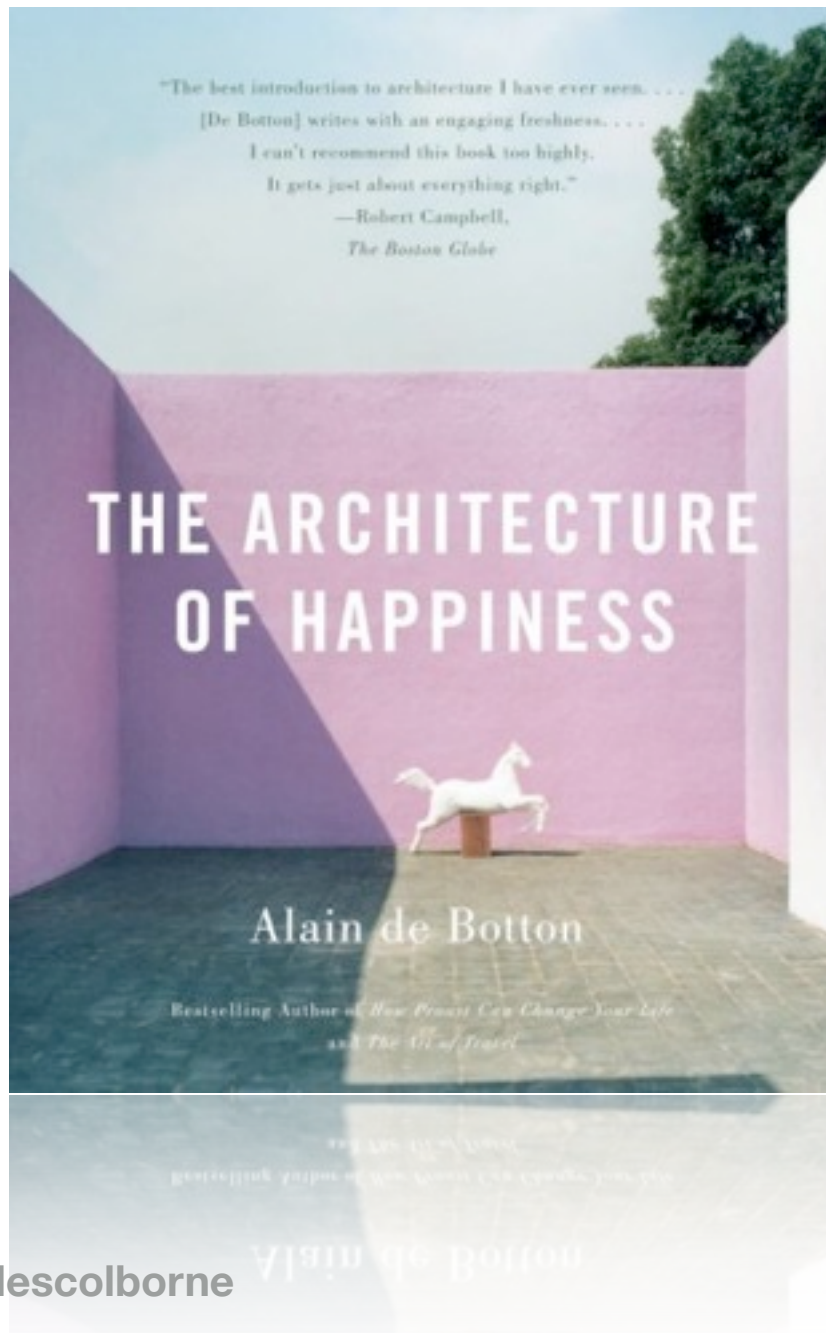


...NOWADAYS, WE'RE  
BUYING AND USING  
TECHNOLOGY AS  
CONSUMERS.

SO WE EXPECT  
SIMPLE, USABLE  
CONSUMER DEVICES.



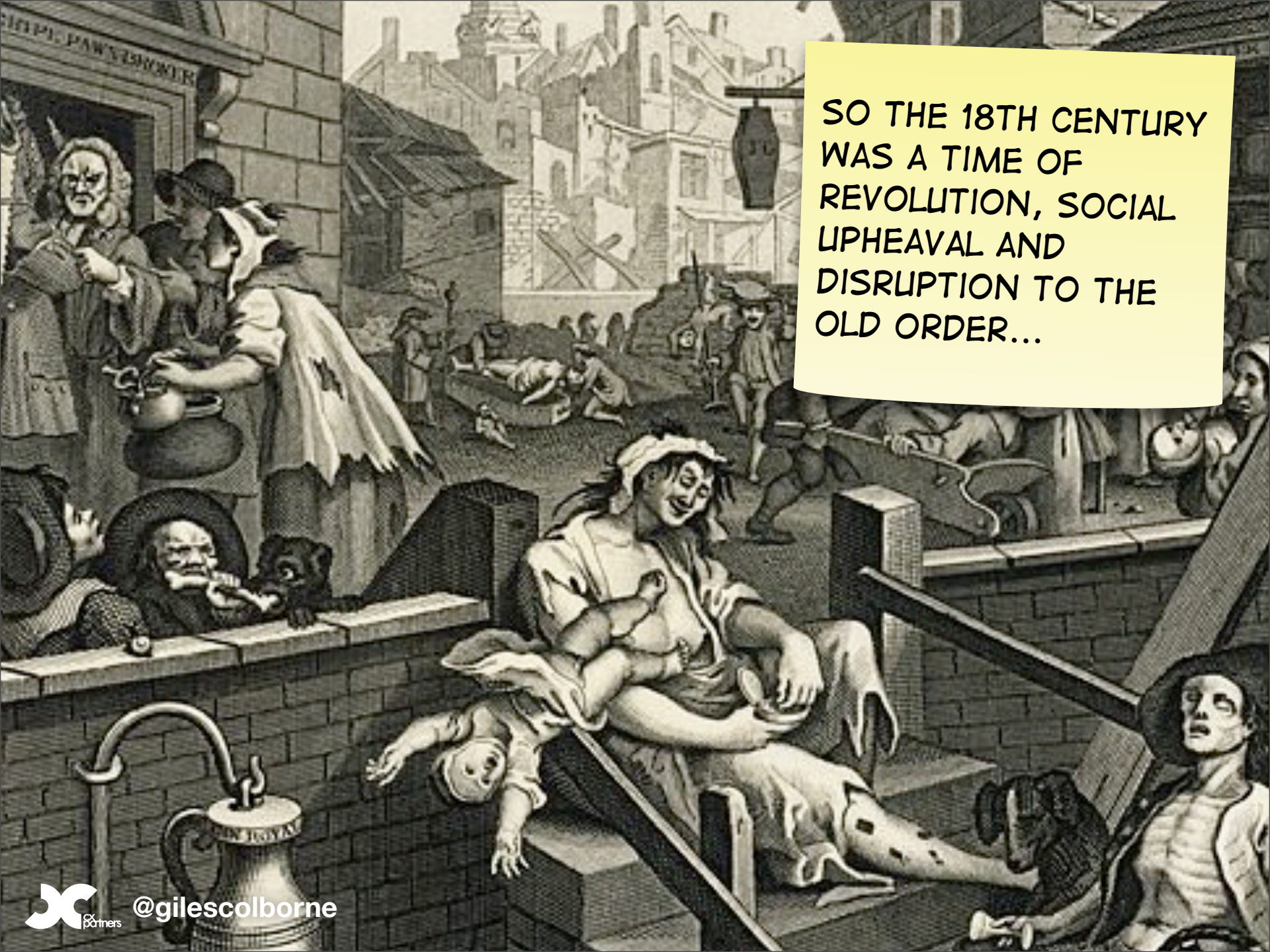




SIMPLICITY HAS  
BECOME A GOAL OF  
OUR *CULTURE*.

ALAIN DE BOTTON  
POINTS OUT THAT  
CULTURES ARE DRAWN  
TO CREATE THE  
THINGS THAT ARE  
MISSING FROM THEIR  
AGE AND  
ENVIRONMENT.






SO THE 18TH CENTURY  
WAS A TIME OF  
REVOLUTION, SOCIAL  
UPHEAVAL AND  
DISRUPTION TO THE  
OLD ORDER...





...AND THE  
ARCHITECTURE OF  
THAT PERIOD TURNED  
TO ANCIENT VALUES  
AND CLASSICAL  
ORDER.






FAST FORWARD A  
HUNDRED YEARS TO  
THE INDUSTRIAL  
REVOLUTION.

PEOPLE WERE  
REDUCED TO  
COMPONENTS IN  
FACTORIES...





...YET THE VICTORIANS  
ASPIRED TO RUSTIC  
ARCHITECTURE AND  
THE MEDIEVAL  
ARTISANSHIP OF THE  
ARTS AND CRAFTS  
MOVEMENT.



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SO TO OUR AGE OF  
CONFUSING MORAL  
RELATIVISM AND  
GLOBALISATION.

YOUR LIFE CAN BE  
DISRUPTED INSTANTLY  
AT ANY TIME BY A  
STRANGER ON THE  
OTHER SIDE OF THE  
WORLD...



AND IN OUR  
CONFUSING WORLD  
WE ASPIRE TO THAT  
WHICH IS MINIMALIST,  
PARED DOWN AND  
***SIMPLE.***



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# Less is more

Mies Van Der Rohe

SO FOR PRACTICAL,  
EMOTIONAL AND  
CULTURAL REASONS  
WE CRAVE SIMPLICITY.

FOR PEOPLE WORKING  
IN USABILITY, IT CAN  
SEEM LIKE USABILITY  
AND SIMPLICITY ARE  
IDENTICAL.



# Simplicity is not the answer

Donald Norman

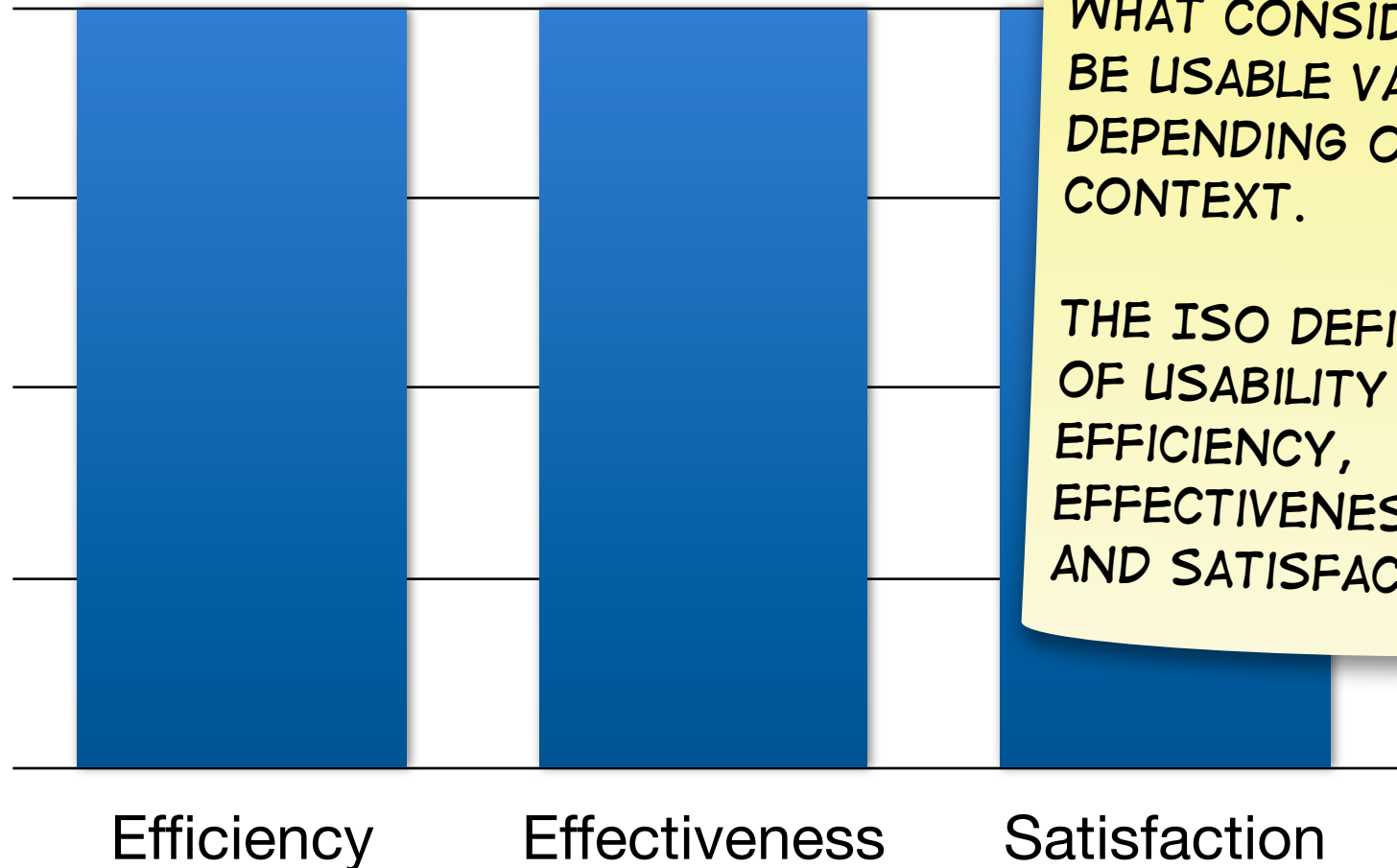
UNFORTUNATELY, FOR  
PEOPLE LOOKING FOR  
A PANACEA,  
SIMPLICITY ISN'T *THE*  
ANSWER TO ALL YOUR  
USABILITY PROBLEMS.



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# Usability



WHAT CONSIDER TO  
BE USABLE VARIES  
DEPENDING ON THE  
CONTEXT.

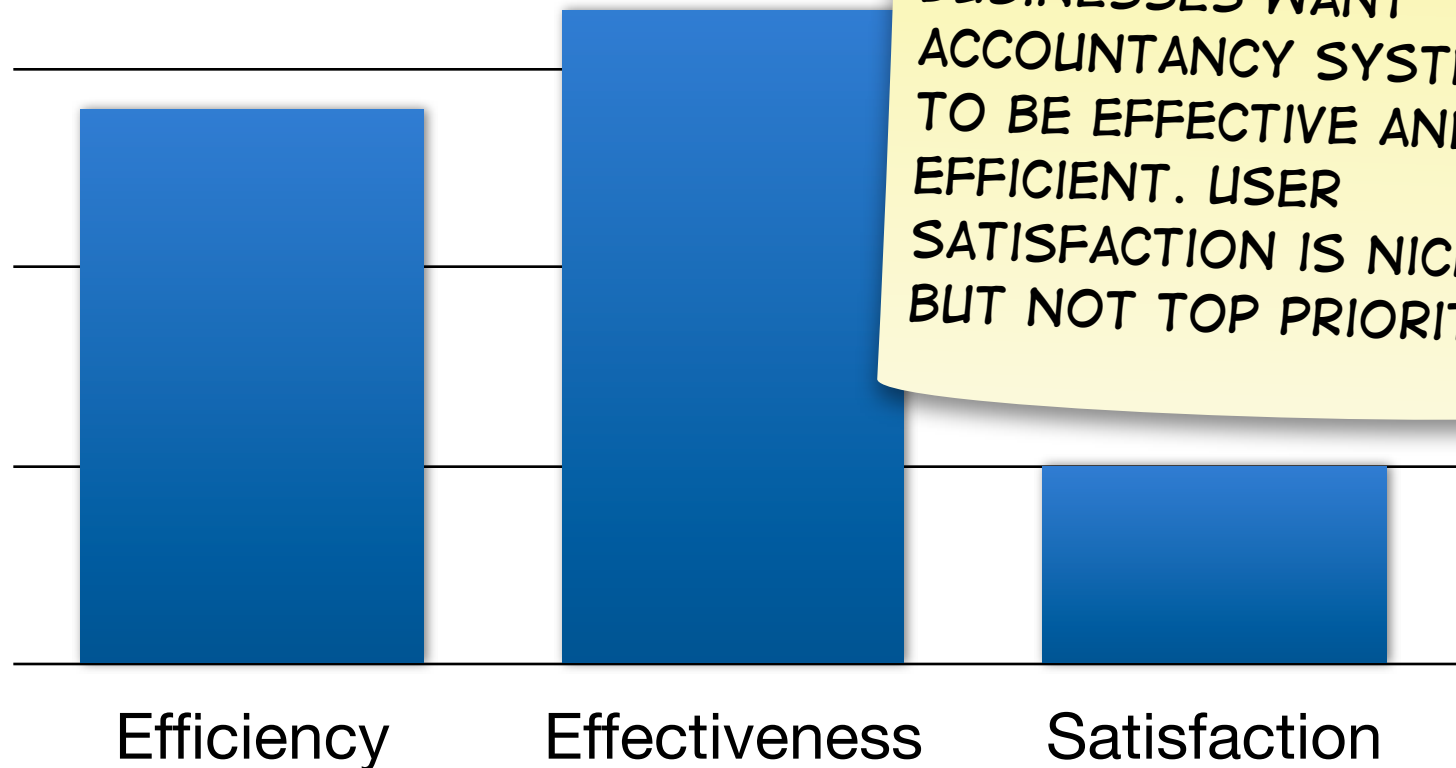
THE ISO DEFINITION  
OF USABILITY IS  
EFFICIENCY,  
EFFECTIVENESS  
AND SATISFACTION

ISO 9241-11

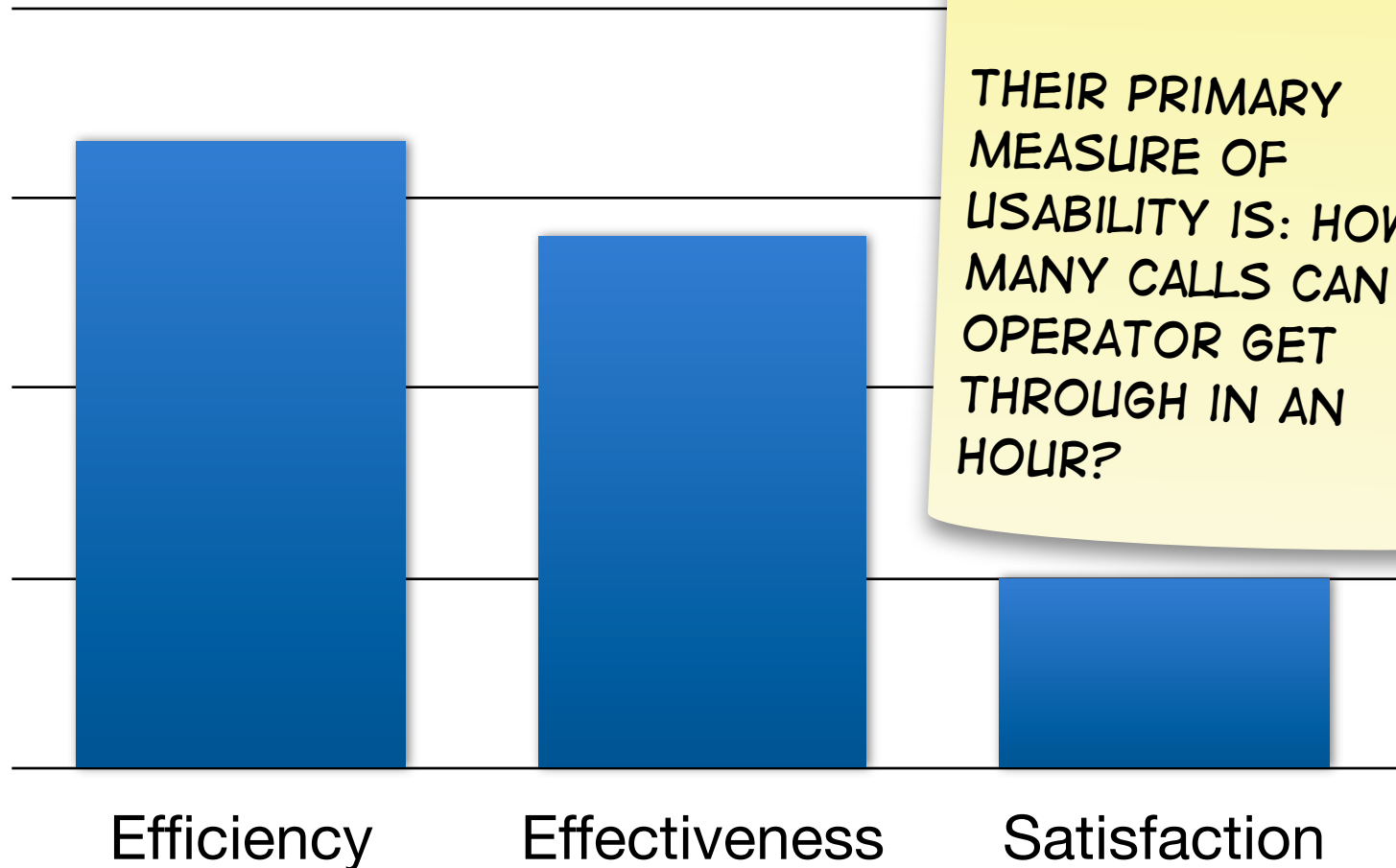
Business system

OLD SCHOOL BUSINESS  
SYSTEMS TEND TO BE  
**IMPOSED** ON USERS.

BUSINESSES WANT  
ACCOUNTANCY SYSTEMS  
TO BE EFFECTIVE AND  
EFFICIENT. USER  
SATISFACTION IS NICE  
BUT NOT TOP PRIORITY.



## Call centre



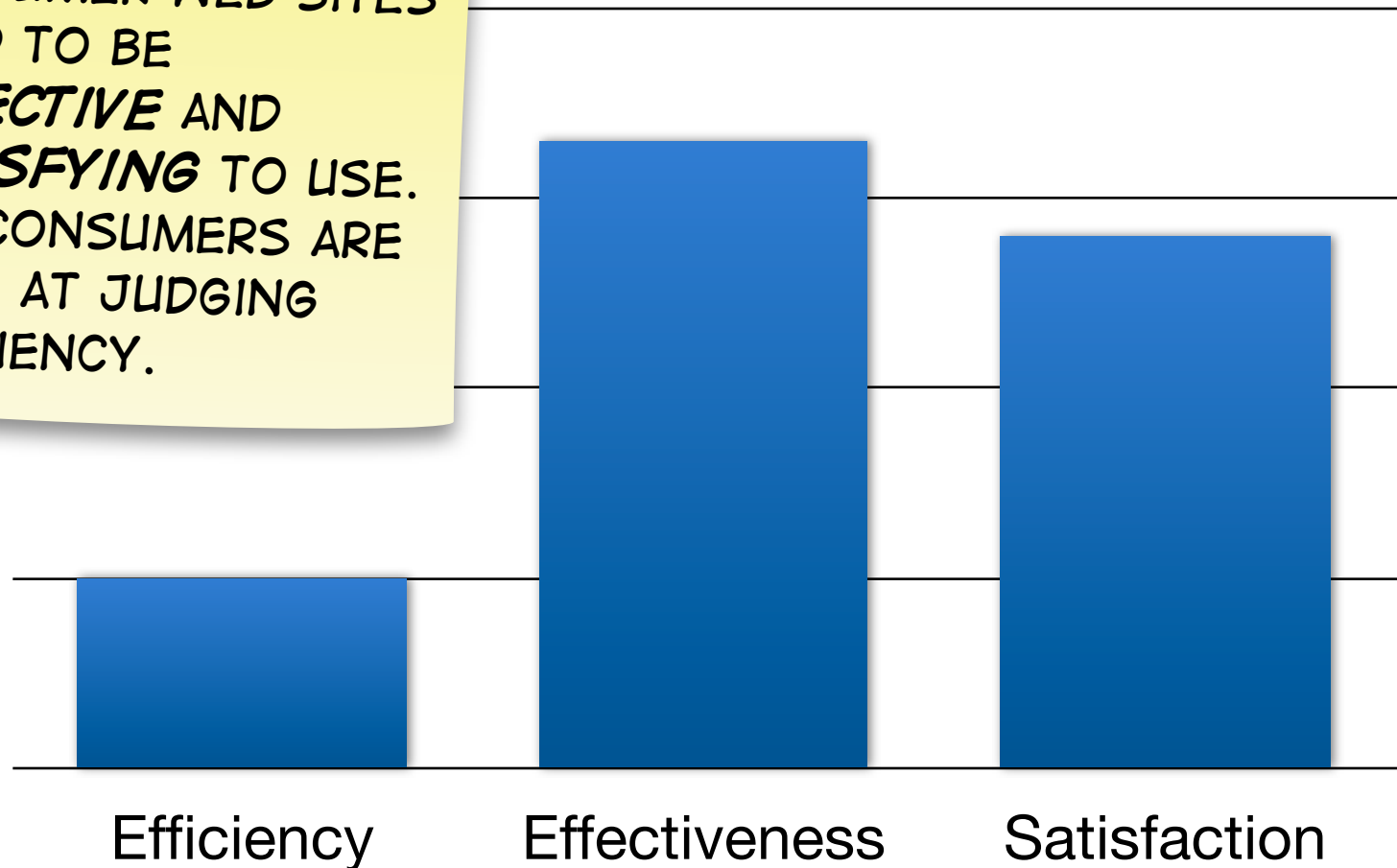
MANY CALL CENTRES  
ARE FOCUSSED ON  
***EFFICIENCY***.

THEIR PRIMARY  
MEASURE OF  
USABILITY IS: HOW  
MANY CALLS CAN AN  
OPERATOR GET  
THROUGH IN AN  
HOUR?

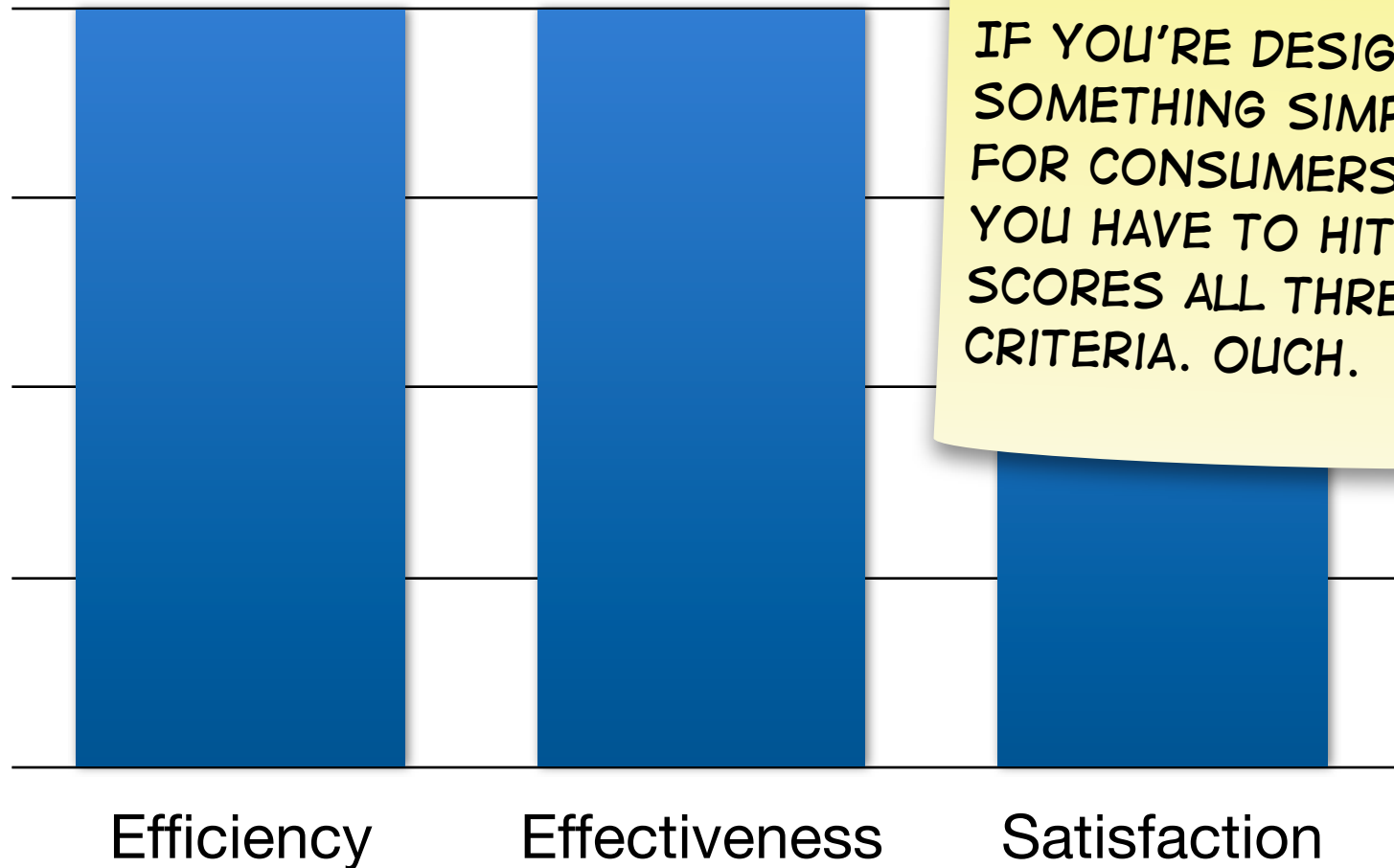


## Consumer web site

CONSUMER WEB SITES  
NEED TO BE  
**EFFECTIVE** AND  
**SATISFYING** TO USE.  
BUT CONSUMERS ARE  
POOR AT JUDGING  
EFFICIENCY.



## Simplicity



# Simplicity $\neq$ Usability

SO SIMPLICITY IS NOT THE SAME AS USABILITY. IT'S JUST ONE CASE, AND IT MAY NOT ALWAYS BE THE RIGHT STRATEGY.







BUT SIMPLICITY STILL MATTERS.

MOBILE IS A GOOD EXAMPLE OF AN AREA WHERE SIMPLICITY IS CRUCIAL.



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# Simplicity is not the answer necessarily

Donald Norman

SO IT'S NOT THE  
ONLY ROUTE TO  
USABILITY.

BUT PEOPLE WANT  
AND OFTEN NEED  
SIMPLICITY.





THE LAWS OF  
SIMPLICITY

DESIGN. TECHNOLOGY. BUSINESS. LIFE



John Maeda

IF YOU WANT TO  
DESIGN SIMPLE  
THINGS YOU'LL FIND  
YOURSELF DIRECTED  
TO THIS BOOK.

IT'S GOOD. BUT THE  
ADVICE INSIDE IS NOT  
VERY CLEAR.

THE **poetry** OF  
SIMPLICITY


DESIGN, TECHNOLOGY, BUSINESS, LIFE



John Maeda

IT'S NOT LAWS, IT'S  
POETRY. IT WORKS  
BEST IF YOU LET IT  
WASH OVER YOU.

WE NEED SOME SOLID  
LAWS AND CLEAR  
STRATEGIES FOR  
SIMPLICITY.

The background of the image is a reproduction of Michelangelo's famous fresco, "The Creation of Adam," from the ceiling of the Sistine Chapel. It depicts the hand of God reaching towards the hand of Adam, with a small gap between their fingers. The image has a textured, aged appearance with visible cracks and discoloration.

I DON'T WANT TO  
HOPE THAT THE HAND  
OF GOD TOUCHES MY  
WORK.

I WANT TO **KNOW**  
THAT I CAN MAKE  
SOMETHING SIMPLER.



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HERE'S AN EXERCISE  
WE TRY WITH NEW  
RECRUITS.

WE TAKE SOMETHING  
THAT SEEMS  
UNNECESSARILY  
COMPLEX AND ASK  
THEM TO...



# Simplify this!



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Play  
Pause  
Stop  
Rewind to beginning  
Forward to end  
Rewind  
Slow rewind  
Frame by frame rewind  
Fast forward  
Slow forward  
Frame by frame forward

Cursor up / down / left / right  
Enter  
Return / back  
Menu (show the on-disc navigation screen or audio disc tracks)  
Top menu (show the on-disc navigation screen)  
Display (show options for this DVD)

Eject  
TV on / off  
DVD on / off

Numerical keypad  
Clear

Time / Text  
Repeat (change repeat play settings)  
Picture navi (search by scene)  
Audio mode (language / audio format)  
Subtitles  
Camera angle  
Virtual surround sound

Picture mode

Volume + / -



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Play  
Pause  
Stop  
Rewind to beginning  
Forward to end  
Rewind  
Slow rewind  
Frame by frame rewind  
Fast forward  
Slow forward  
Frame by frame forward

Cursor up / down / left / right  
Enter  
Return / back  
Menu (show the on-disc navigation screen or audio disc tracks)  
Top menu (show the on-disc navigation screen)  
Display (show options for this DVD)

SO HOW WOULD YOU  
MAKE A DVD REMOTE  
CONTROL SIMPLER?

STOP THE  
PRESENTATION AND  
TRY IT NOW.

Eject  
TV on / off  
DVD on / off

Numerical keypad  
Clear

Time / Text  
Repeat (change repeat play settings)  
Picture navi (search by scene)  
Audio mode (language / audio format)  
Subtitles  
Camera angle  
Virtual surround sound

Picture mode

Volume + / -

I'VE SEEN SOME  
WONDERFUL, CREATIVE  
SOLUTIONS TO THIS  
PROBLEM.

THEY FALL INTO FOUR  
CATEGORIES...

# The four solutions



## 1. REMOVE FEATURES

GET RID OF SOME OF  
THOSE BUTTONS THAT  
YOU NEVER SEEM TO  
USE.





## 2. HIDE FEATURES

PUT SOME OF THE FEATURES BEHIND A HATCH WHERE THEY WON'T GET IN THE WAY ALL THE TIME.



### 3. GROUP FEATURES

MOVE THE IMPORTANT STUFF SO THAT IT'S EASIER TO FIND AND PUT EVERYTHING IN LOGICAL GROUPS.





#### 4. DISPLACE FEATURES

FOR INSTANCE, MOVE  
THE FEATURES TO AN  
ON-SCREEN MENU ON  
THE TV SET.



SOMETIMES PEOPLE  
THINK INSTRUCTIONS  
WILL MAKE THINGS  
EASIER.

ADDING MORE  
INSTRUCTIONS  
DOESN'T IMPROVE  
SIMPLICITY. IT JUST  
GIVES EVERYONE AN  
EXCUSE TO STOP  
TRYING TO IMPROVE  
THINGS.

Remember  
to lock  
the door



DOOR  
LOCKED

Close ↓



Open ↓



Lock ↓



- 1. Remove features**
2. Group features
3. Hide features
4. Displace features

IT'S NOT A GREAT  
ANSWER FOR OUR DVD  
REMOTE. IF YOU  
REMOVE A FEATURE,  
SOMEONE WILL CARE.

AND YOU CREATE  
PROBLEMS FOR  
YOURSELF  
ELSEWHERE...





...YOU HAVE TO MAKE SURE YOU MARKET THIS 'BASIC' DVD PLAYER SO CUSTOMERS KNOW WHAT THEY'RE BUYING.

AND YOU HAVE TO HAVE A CUSTOMER SUPPORT PROGRAMME FOR ALL THOSE PEOPLE WHO DIDN'T REALISE THAT ONE DAY, THEY'D **NEED** THE SUBTITLES BUTTON.



REMOVING FEATURES  
CAN ALSO MAKE  
THINGS FEEL MORE  
COMPLEX.

THIS IS THE ELEVATOR  
IN THE TOKYO APPLE  
STORE. YOU CAN'T  
CHOOSE WHERE TO  
GO. IT JUST  
SHUTTLES FROM  
FLOOR TO FLOOR.



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LOGIC SAYS 'THIS IS A  
SIMPLER DESIGN'.

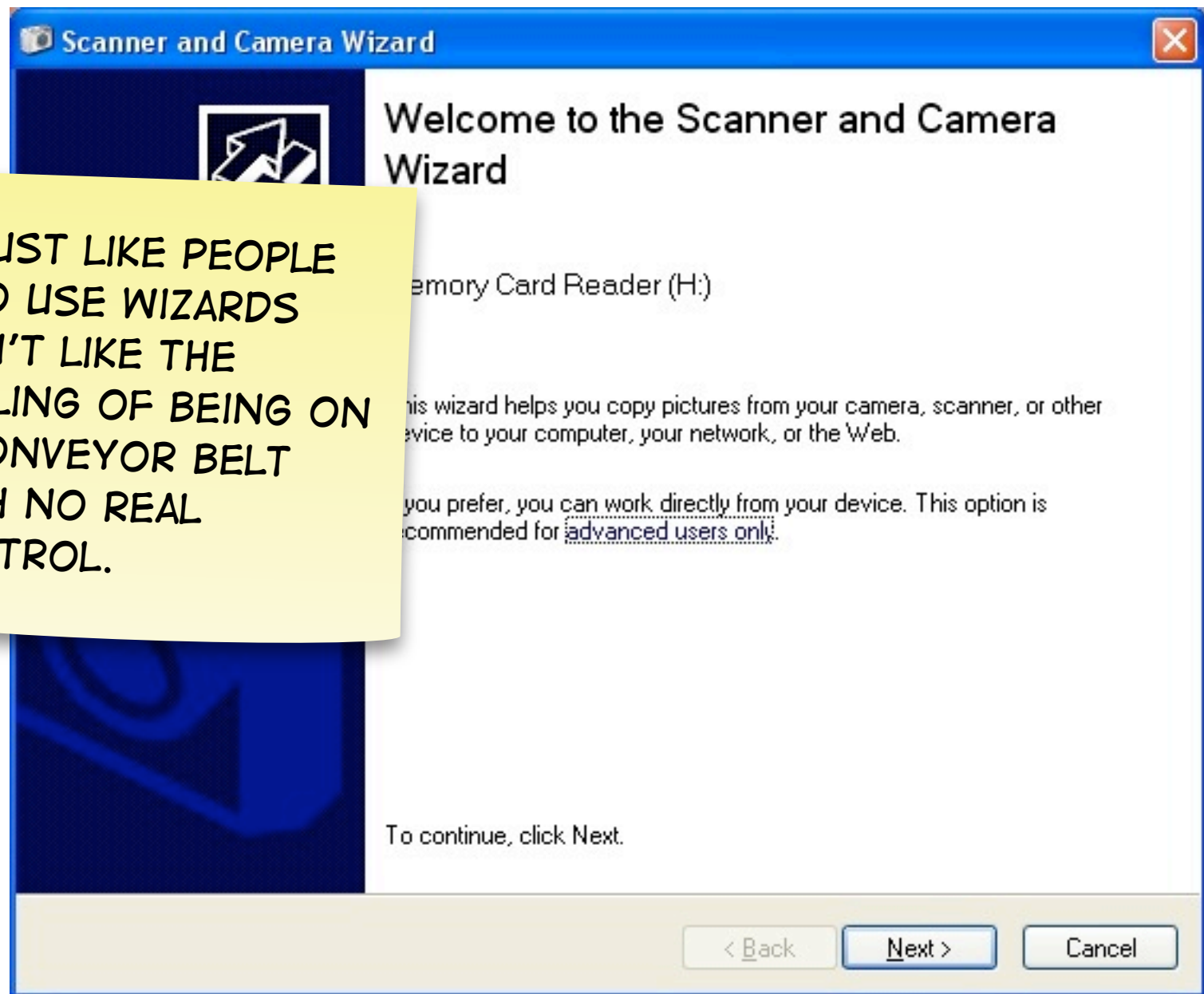
BUT PEOPLE WHO'VE  
USED IT SAY IT FEELS  
COMPLEX. THEY DON'T  
LIKE TO BE OUT OF  
CONTROL...



@gilescolborne

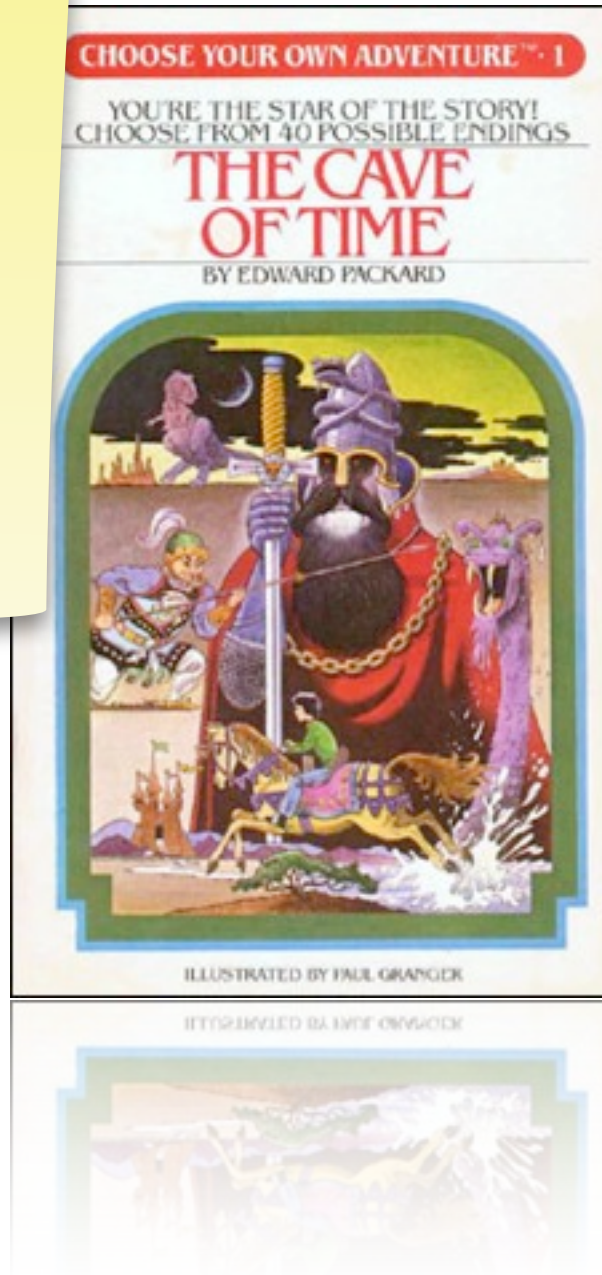


...JUST LIKE PEOPLE  
WHO USE WIZARDS  
DON'T LIKE THE  
FEELING OF BEING ON  
A CONVEYOR BELT  
WITH NO REAL  
CONTROL.



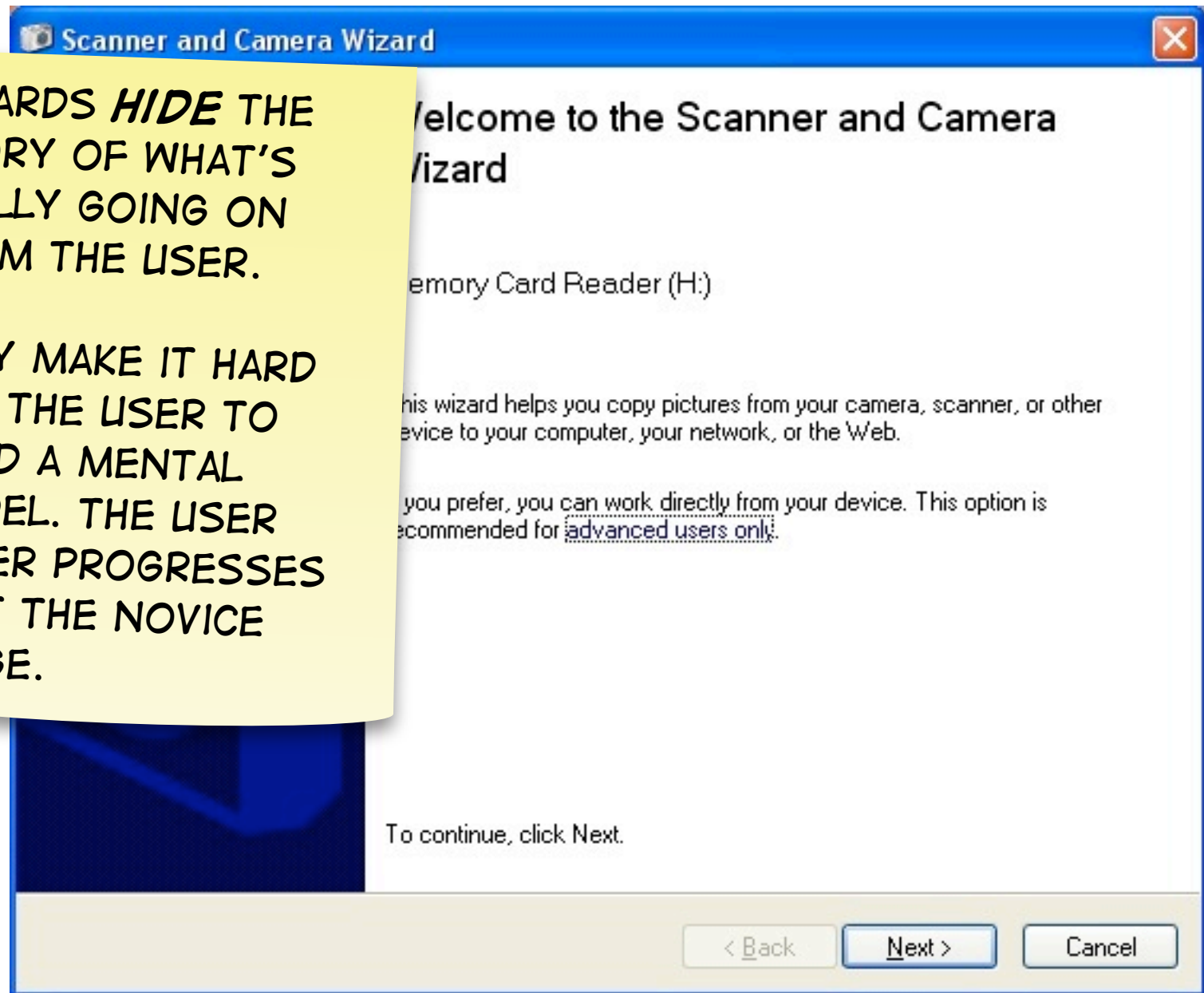
'CHOOSE YOUR OWN ADVENTURE' GIVES THE SAME LIMITED CONTROL.

BUT WE UNDERSTAND IT BECAUSE IT HAS A **STORY** TO HOLD IT ALL TOGETHER.



WIZARDS *HIDE* THE  
STORY OF WHAT'S  
REALLY GOING ON  
FROM THE USER.

THEY MAKE IT HARD  
FOR THE USER TO  
BUILD A MENTAL  
MODEL. THE USER  
NEVER PROGRESSES  
PAST THE NOVICE  
STAGE.





# Simplicity is not the answer

Donald Norman

Told you so

GETTING RID OF  
FEATURES IS HARD.  
AND IT DOESN'T  
ALWAYS WORK AS  
WELL AS WE'D HOPE.



**Perfection is achieved  
not when there is nothing  
more to add  
but when there is  
nothing more to take away**

Antoine de Saint Exupery

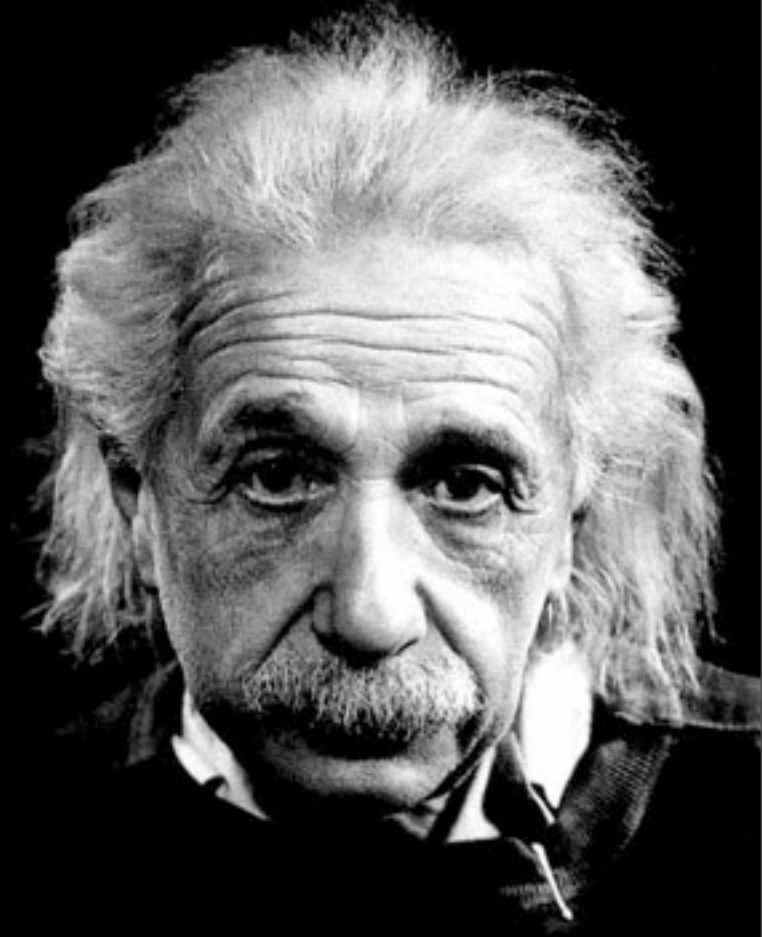
BUT IT'S AN  
ATTRACTIVE  
SOLUTION. AND IT  
CAN WORK. THE  
QUESTION IS - HOW  
DO YOU KNOW WHAT  
TO TAKE AWAY?



**Everything should be  
as simple as possible -  
but no simpler**

Albert Einstein

HOW DO WE KNOW  
WHEN WE'VE MADE  
SOMETHING AS  
'SIMPLE AS  
POSSIBLE'?



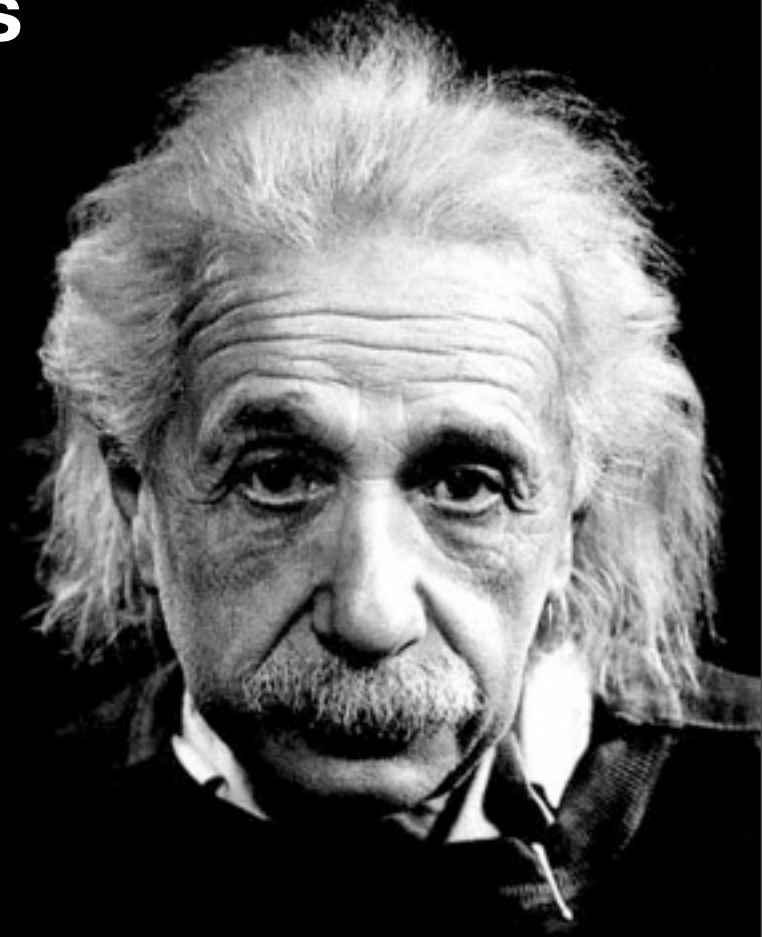
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**Make the irreducible basic elements as simple and as few as possible without having to surrender the adequate representation of a single datum of experience**

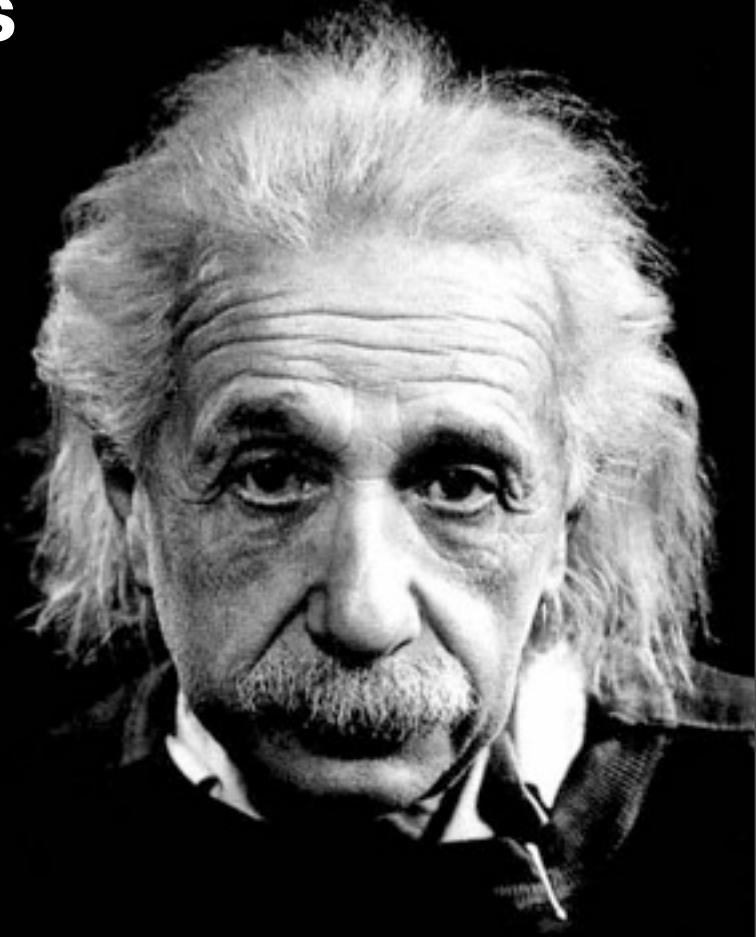
Albert Einstein

THIS IS WHAT  
EINSTEIN *REALLY*  
SAID. IT'S MORE  
COMPLEX. BUT IT'S  
MORE HELPFUL.



**Make the irreducible basic elements** as simple and as few as possible without having to surrender the adequate representation of a single datum of experience

Albert Einstein



FIRST, WE'VE GOT TO UNDERSTAND WHAT'S AT THE CORE OF THE EXPERIENCE...

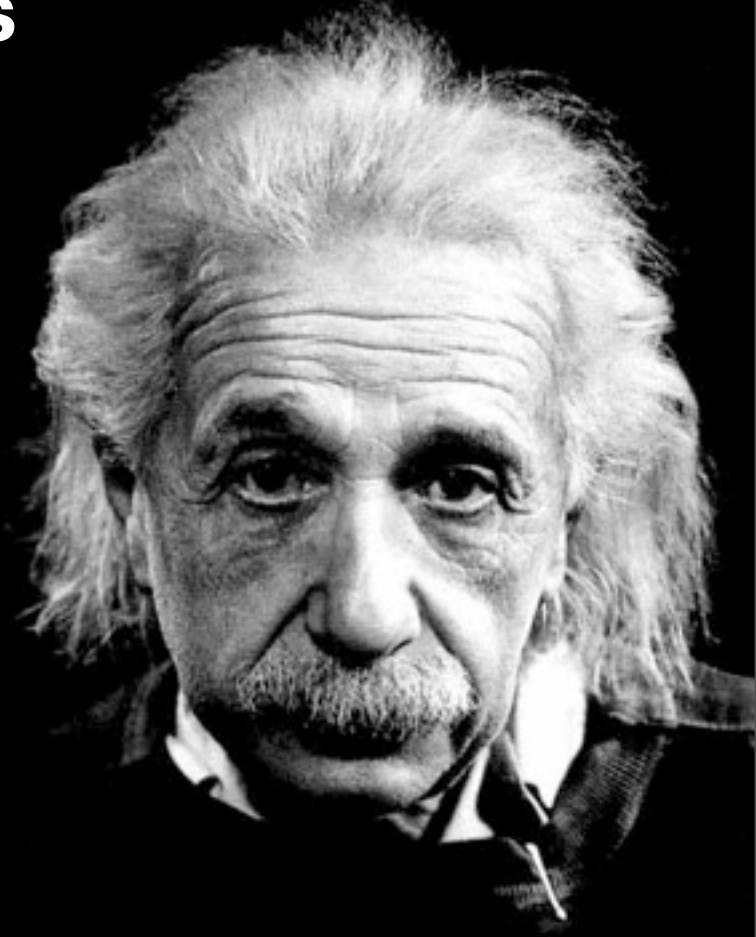


Partners

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**Make the irreducible basic elements as simple and as few as possible **without having to surrender the adequate representation of a single datum of experience****

Albert Einstein



...THEN WE'VE GOT TO  
MAKE SURE WE DON'T  
DISRUPT THAT.

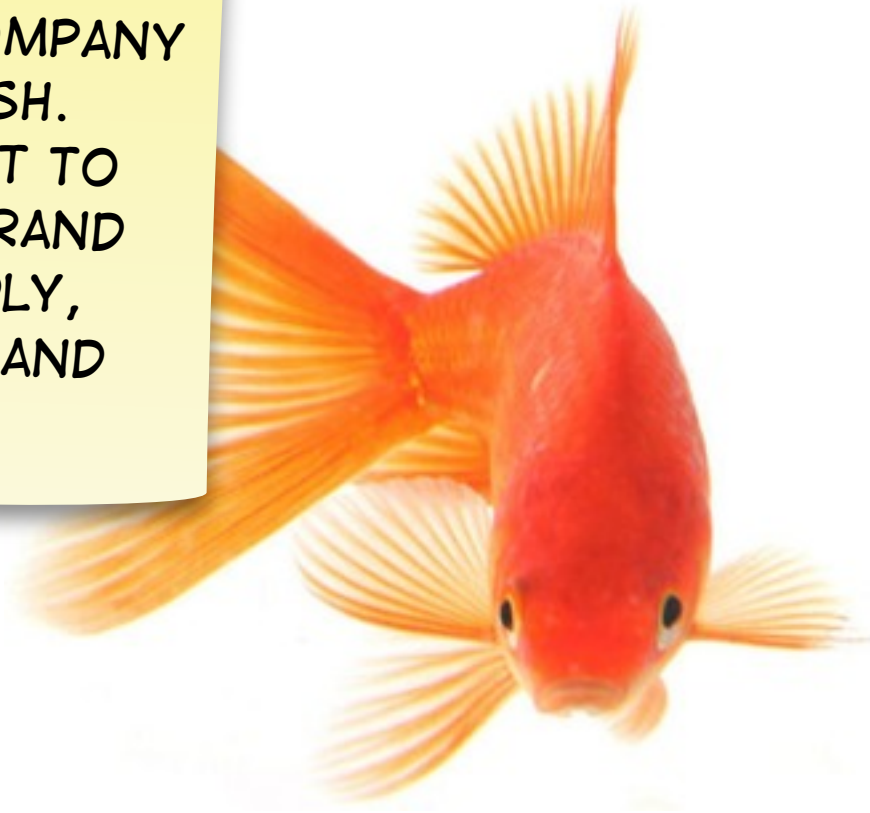
It's about what's core



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A FEW YEARS AGO I WAS ASKED TO RE-DESIGN AN ONLINE BANK FOR A COMPANY CALLED GOLDFISH. THEY WANTED IT TO MATCH THEIR BRAND VALUES: FRIENDLY, APPROACHABLE AND SIMPLE.



ON ONE SCREEN THEY  
HAD A DATE  
SELECTION CONTROL.  
THIS LOOKS SIMPLE,  
DOESN'T IT?

**Apr**



**2009**



**GO**

[> Log out](#)[Home](#)[Your accounts](#)[Your savings](#)[Create transfer](#)[Future transfers](#)[Order paying in book](#)[Update your details](#)[Talk to Goldfish](#)[Help](#)

John E. Smith

## Your statement

### Details of account

Holiday Savings

[> Change accounts name](#)

Mr John Smith and Mrs Joan Smith

Type of account: **savings**Account number: **12345678**Phone code: **02**Sort code: **01-02-03**current balance: **£9,000,000**available: **£7,000,000**Select  
statement

Jan

2002

GO

Date	Details of recipient	In	Out	Balance
01 Dec 2001	School fees	£9,000,000.00	£9,000,000.00	£9,000,000.00
05 Dec 2001	Family Holiday	£9,000,000.00	£9,000,000.00	£9,000,000.00
09 Dec 2001	Car	£9,000,000.00	£9,000,000.00	£9,000,000.00
12 Dec 2001	University fund	£9,000,000.00	£9,000,000.00	£9,000,000.00
12 Jan 2002	Rainey day	£9,000,000.00	£9,000,000.00	£9,000,000.00
19 Jan 2002	School fees	£9,000,000.00	£9,000,000.00	£9,000,000.00
24 Jan 2002	Family Holiday	£9,000,000.00	£9,000,000.00	£9,000,000.00
05 Feb 2002	Car	£9,000,000.00	£9,000,000.00	£9,000,000.00
27 Feb 2002	University fund	£9,000,000.00	£9,000,000.00	£9,000,000.00

> More recent transactions

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BUT THE CONTROL WAS FOR SELECTING YOUR BANK STATEMENT. AND IT TURNED OUT TO BE TOO COMPLEX.

YOU COULD SELECT A  
DATE IN THE ***FUTURE.***

AND YOU'D SEE AN  
ERROR MESSAGE SAYING  
HOW STUPID YOU WERE.

NOT FRIENDLY, SIMPLE  
OR APPROACHABLE  
BEHAVIOUR

Dec



2009



GO



YOU COULD SELECT  
DATES FROM OVER A  
YEAR AGO.

BUT THE BANK ONLY  
KEPT STATEMENTS FOR  
A YEAR.

AGAIN: NOT FRIENDLY,  
SIMPLE OR  
APPROACHABLE.

**Feb**



**2008**



**GO**

WE ASKED OURSELVES  
'WHAT'S REALLY GOING  
ON HERE?'.  
  
USERS HAD 12 BANK  
STATEMENTS TO  
CHOOSE FROM.  
  
SO WE REPLACED IT  
WITH THIS. WHICH IS  
*MUCH* SIMPLER.

Apr 2009



Mar 2009

Feb 2009

Jan 2009

Dec 2008

Nov 2008

[> Log out](#)[Home](#)[Your accounts](#)[Your savings](#)[Create transfer](#)[Future transfers](#)[Order paying in book](#)[Update your details](#)[Talk to Goldfish](#)[Help](#)

John E. Smith

## Your statement

### Details of account

Holiday Savings

[> Change accounts name](#)

Mr John Smith and Mrs Joan Smith

Type of account: **savings**Account number: **12345678**Phone code: **02**Sort code: **01-02-03**current balance: **£9,000,000**available: **£7,000,000**Select statement  
Jun 2009 ▾

Date	Details of recipient	In
01 Dec 2001	School fees	£9,000,000.00
05 Dec 2001	Family Holiday	£9,000,000.00
09 Dec 2001	Car	£9,000,000.00
12 Dec 2001	University fund	£9,000,000.00
12 Jan 2002	Rainey day	£9,000,000.00
19 Jan 2002	School fees	£9,000,000.00
24 Jan 2002	Family Holiday	£9,000,000.00
05 Feb 2002	Car	£9,000,000.00
27 Feb 2002	University fund	£9,000,000.00

[> More recent transactions](#)

INTERESTINGLY,  
MAKING THINGS  
SIMPLER FOR THE USER  
REQUIRED MORE  
COMPLEX  
PROGRAMMING.

[About us](#) | [Small print](#) | [Site security](#) | [Accessibility](#)

BECAUSE I DESIGN USER  
EXPERIENCES, I'M TALKING  
ABOUT **INTERACTIONS**. DO  
SIMPLE USER EXPERIENCES  
REQUIRE SIMPLE  
**AESTHETICS**, TOO?

# Another look at aesthetics





THIS BOW IS  
AESTHETICALLY  
MINIMALIST.

ALL OTHER  
MOVEMENT IS  
ELIMINATED,  
ACCENTUATING THE  
BOW. IT'S  
UNDENIABLY 'CORE'.



BUT IMAGINE A  
COURTIER OF THE SUN  
KING BOWING - ALL  
TWIRLING HANDS AND  
BENDING KNEE.

IT'S STILL  
UNDENIABLY A BOW.  
THE ORNAMENTATION  
DRAWS ATTENTION TO  
THE CORE BOW.



WHAT MAKES IT WORK  
IS ALL THAT EXTRA  
STUFF IS ***ALIGNED***  
WITH THE IDEA OF  
BOWING.

IT'S PURPOSE IS TO  
EMPHASISE, NOT  
DISTRACT.



WHAT MATTERS ISN'T  
MINIMALISM, IT'S THAT  
AESTHETICS AND  
EXPERIENCE ARE  
***ALIGNED*** WITH THE  
CORE. THIS HELPS US  
STAY FOCUSSED AND  
KEEPS THINGS SIMPLE.

# It's about alignment



@gilescolborne



RECENTLY, I WAS  
ASKED TO REVIEW A  
USER EXPERIENCE.

A FIRM WANTED TO  
GET USERS TO  
PLAY A **GAME**  
BASED ON THEIR  
MARKETING  
PROGRAMME, THEN  
**SIGN UP** TO A  
MAILING LIST AND  
GET THEIR FRIENDS  
TO **JOIN IN**.

Experience the proposition (game)

Sign up to the  
programme

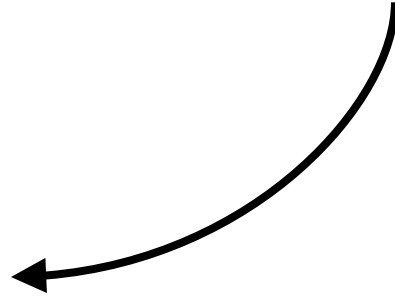
Grow the audience



@gilescolborne

**Experience the proposition (game)**

**Did you get a  
high enough  
score?**



**Sign up to the  
programme**

UNFORTUNATELY,  
THE FIRST  
PROBLEM WAS, IF  
YOU DIDN'T GET A  
HIGH ENOUGH  
SCORE ON THE  
GAME, YOU  
COULDN'T  
CONTINUE.

**Grow the audience**



**@gilescolborne**

**Experience the proposition (game)**

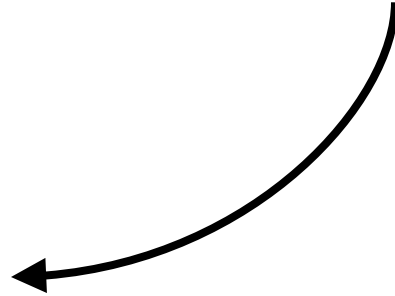
**Did you get a  
high enough  
score?**



**Win a car!**



**Sign up to the  
programme**

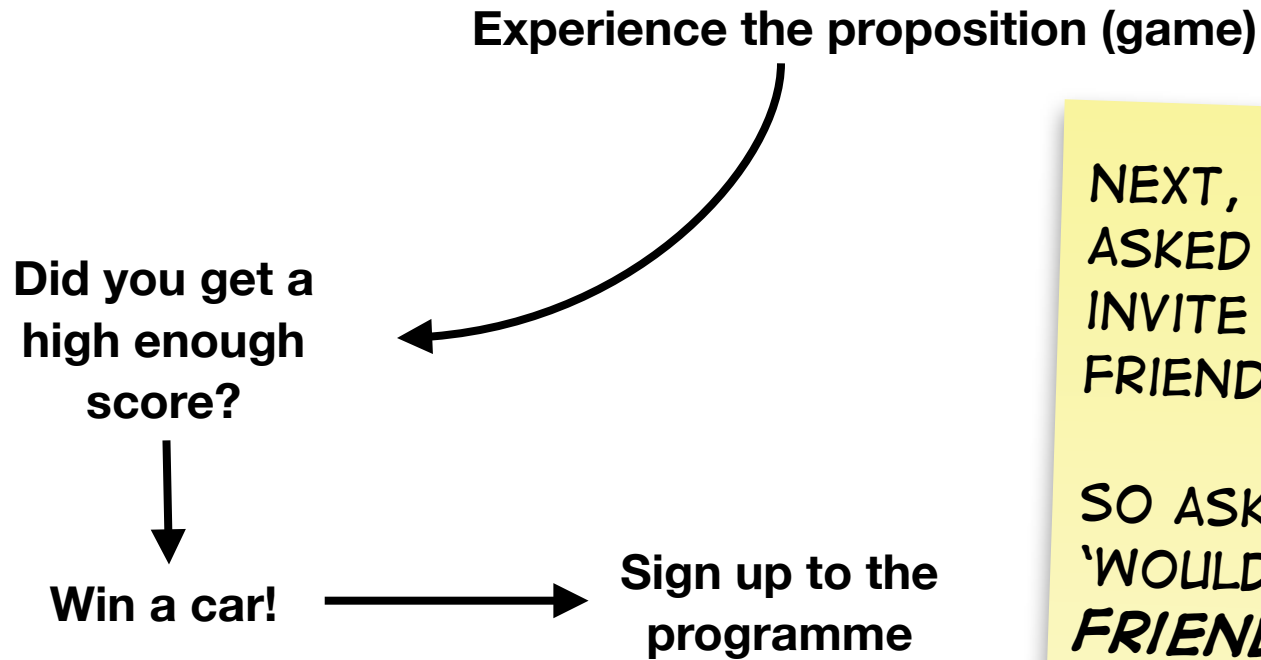


**TO ENCOURAGE  
THEM TO KEEP  
TRYING AND SIGN  
UP, THE COMPANY  
NEEDED TO OFFER  
A HUGE PRIZE -  
A CAR.**

**Grow the audience**



**@gilescolborne**

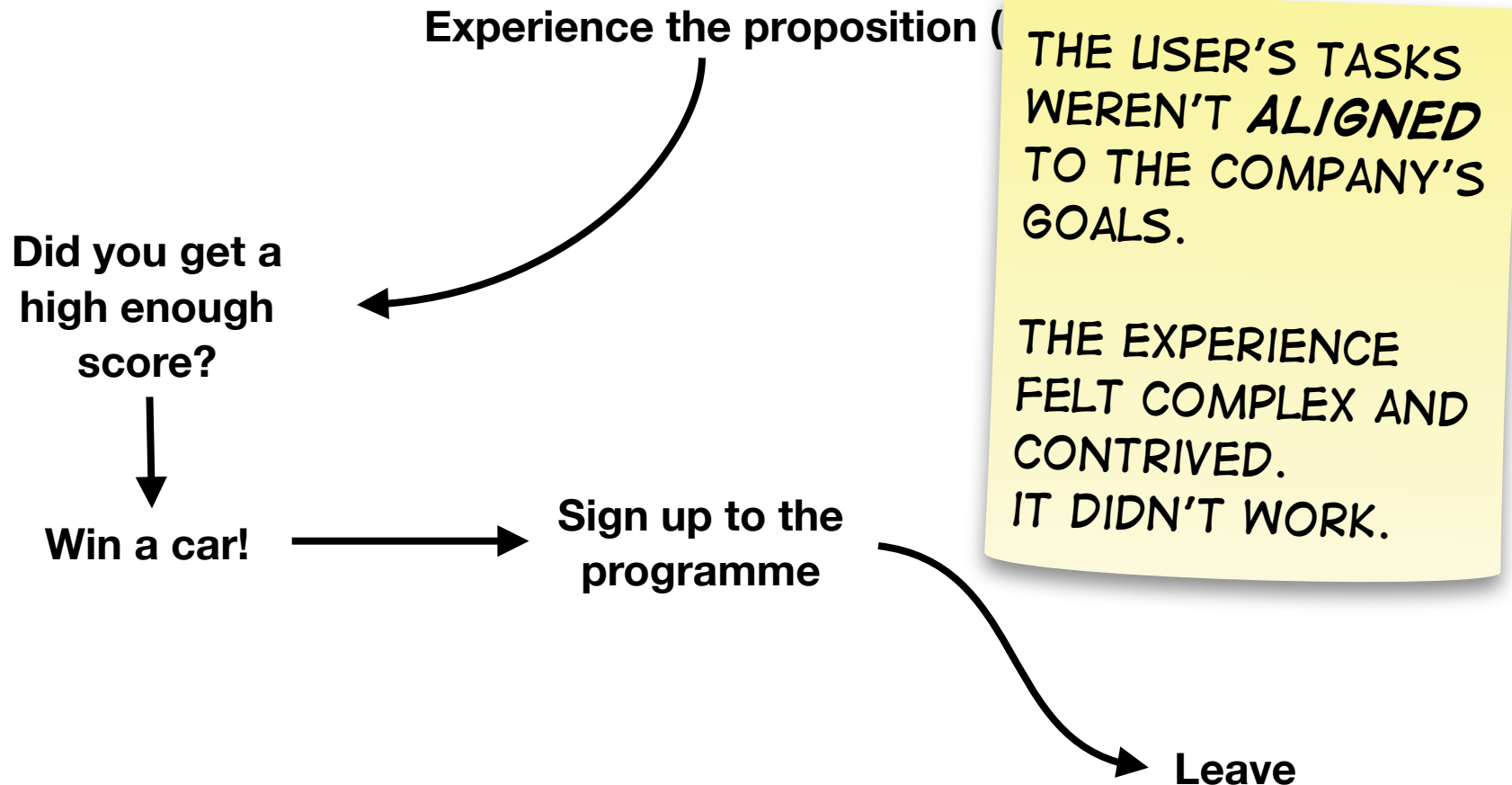


NEXT, THE COMPANY ASKED USERS TO INVITE THEIR FRIENDS TO ENTER.

SO ASK YOURSELF: 'WOULD I LIKE MY **FRIEND** TO WIN A CAR?' ABSOLUTELY!

AND 'WOULD I LIKE MY FRIEND TO GET THE CAR THAT **I'M** TRYING TO WIN?' SADLY, NO.





Grow the audience



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OUR ADVICE WAS,  
ONCE THE USER  
HAD COMPLETED  
THE GAME, ASK HIM  
TO SIGN UP AND  
POST HIS SCORE  
ON AN ONLINE  
SCOREBOARD.

THIS ALIGNED WITH  
THE COMPETITIVE  
NATURE OF THE  
GAME.

**Experience the proposition (game)**



**Compare your  
score**



**Sign up to the  
programme**

**Grow the audience**



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THEN, ASK HIM TO  
CHALLENGE A  
FRIEND TO BEAT  
HIS SCORE.

(WE DIDN'T NEED  
TO GIVE AWAY A  
CAR TO GET  
PEOPLE TO INVITE  
FRIENDS.)

SIMPLIFYING THE  
EXPERIENCE WAS  
ABOUT **ALIGNING**  
USERS' GOALS AND  
TASKS.

Experience the proposition (game)



Compare your  
score



Sign up to the  
programme



Compare with  
your friends



Grow the audience



NOW WE HAVE SOME  
RULES TO HELP US  
'ELIMINATE WHAT IS  
UNNECESSARY'.

Thoughtful reduction  
is about 'core' and  
'alignment'



WHAT CAN WE LEARN  
FROM OUR OTHER  
STRATEGIES FOR  
SIMPLICITY?

1. Remove features
- 2. Hide features**
3. Group features
4. Displace features

THERE ARE A COUPLE  
OF WAYS TO HIDE  
FEATURES. ONE IS TO  
USE A HATCH OR  
SLIDER...



ANOTHER IS TO USE A TOUCH SCREEN CONTROLLER, LIKE THIS ONE.

HOWEVER, A DVD PLAYER COSTS \$40 AND A NORMAL DVD REMOTE COSTS LESS THAN \$1 TO MAKE.

THIS TOUCH SCREEN WOULD END UP COSTING MORE THAN THE DVD PLAYER. SO IT'S NOT A SOLUTION FOR THE DVD PROBLEM.



EVEN HATCHES LIKE THIS ARE PROBLEMATIC, BECAUSE THEY TEND TO BREAK OFF AND THEY'RE MORE COMPLEX TO MANUFACTURE.

WE'RE SIMPLIFYING BY INCREASING COMPLEXITY.

NEVERTHELESS, HIDING FEATURES CAN BE A GOOD STRATEGY.

WE'RE SIMPLIFYING BY  
INCREASING  
COMPLEXITY.

NEVERTHELESS,  
HIDING FEATURES CAN  
BE A GOOD STRATEGY.







Intel 2 GHz processor  
2 GB memory  
Large hard drive  
Weighs 6lbs  
Wireless  
Widescreen Display  
Webcam  
Choose from  
a range of colors

**WHEN YOU'RE  
CREATING A WEBSITE  
TO SELL, SAY,  
LAPTOPS, IF YOU  
DON'T GIVE ALL THE  
SPECS THE EXPERTS  
*HATE* IT.**

**AND THEY TELL THE  
MAINSTREAMERS THAT  
*THOSE* LAPTOPS ARE  
FOR BABIES.**



@gilescolborne



DNDPPA1

Intel Core2 Duo T8100 / 2.1GHz

64bit

2GB L2 Cache

800 MHz Data bus

Mobile Intel GM965 Express

IEEE 802.11b/g / Ethernet / Fast Ethernet

250GB SATA-150

15.4 TFT 12800x800 WX

Intel GMA X3100 DVM 4

2M pixel camera

IEEE 1394

HDMI Type A

VGA 15 pin out

1 x 6 cell Li Ion @ 56 Wh

Shock 30.0 g @ 3ms ha

pulse (non-operating)

8in1 card reader

STAC9228 codec

Dell wireless 1395 Wire

**BUT IF YOU SHOW THE  
MAINSTREAMERS ALL  
THE SPECS THEY  
DISCOVER THAT THEY  
DON'T KNOW WHAT AN  
L2 CACHE IS.**

**THE SITE IS TELLING  
THEM THEY'RE NOT  
*QUALIFIED* TO OWN  
SUCH A COMPLEX  
LAPTOP.**



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# MacBook Pro

[Design](#)
[Features](#)
[Graphics](#)
[Why Mac?](#)
[Environment](#)
[Tech Specs](#)

[Buy Now](#)

## MacBook Pro

[Design](#)
[Features](#)
[Graphics](#)
[Why Mac?](#)
[Environment](#)
[Tech Specs](#)
[Buy Now](#)

### Innovation runs in the family.

Aluminium unibody enclosure, advanced longer-lasting battery, enhanced LED-backlit display. MacBook Pro has been precision engineered down to the smallest detail.



#### Precision aluminium. The new gold standard.

Carved from a single block of aluminium, the MacBook Pro is a true engineering achievement. Its unibody enclosure is the product of precise machining. From the thumbscoop to the now-you-see-it-now-you-don't sleep indicator light, no detail is unaccounted for. The end result is a notebook that's not only breakthrough, but thin, light, polished and refined. The unibody also makes MacBook Pro more durable than ever. So you can throw it in your briefcase or messenger bag and pull it out at an airport, at school, at the office or on location without a second thought.

[Learn more about design](#)



#### Unibody Enclosure

Every MacBook Pro starts life as a single piece of aluminium.

[Watch the video](#)



	NVIDIA 9400M	NVIDIA 9600M GT
13-inch	up to 7 hrs	—
15-inch	up to 7 hrs	up to 6 hrs
17-inch	up to 8 hrs	up to 7 hrs

#### The longest-lasting Mac notebook battery

Built right into each of the new MacBook Pro notebooks is a breakthrough battery that lasts dramatically longer and without increasing the size or weight of MacBook Pro. In charge, the battery in the new MacBook Pro lasts up to 8 hours on the 17-inch MacBook Pro<sup>1</sup> and can be recharged 1000 times.<sup>2</sup> That's compared with only 200 to 300 recharges for typical notebooks. Advanced chemistry and Adaptive Charging allows the battery to maintain charging capabilities for up to five years. Macbook Pro uses just the same time a typical notebook uses three. That's a waste. And that, in turn, makes for one environmentally friendly battery. [Learn more about the battery](#)



#### Breakthrough Battery

A built-in battery powers MacBook Pro for up to 7 to 8 hours on a single charge. [Watch the video](#)



IF YOU CHECK THE 'FEATURES' OF A MACBOOK ON APPLE'S WEBSITE, YOU GET A MAGAZINE STYLE PAGE WITH BASIC INFO FOR MAINSTREAMERS.

# MacBook Pro

[Design](#)
[Features](#)
[Graphics](#)
[Why Mac?](#)
[Environment](#)
[Tech Specs](#)
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[Design](#)
[Features](#)
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#### Unibody Enclosure

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#### The longest-lasting Mac notebook battery

Built right into each of the new MacBook Pro notebooks is a breakthrough battery that lasts dramatically longer and without increasing the size or weight of MacBook Pro. In fact, the battery in the new MacBook Pro lasts up to 10 hours on the 17-inch MacBook Pro<sup>1</sup> and can be recharged 1,000 times.<sup>2</sup> That's compared with only 200 to 300 times for typical notebooks. Advanced chemistry and Adaptive Charging allows the battery to maintain charging capabilities longer and determines the optimal way to charge the battery's cells. Because the battery lasts up to five years, MacBook Pro uses just one battery in the same time a typical notebook uses three. That makes for less waste. And that, in turn, makes for one environmentally friendly battery. [Learn more about the battery >](#)

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13-inch	up to 7 hrs	—
15-inch	up to 7 hrs	up to 6 hrs
17-inch	up to 8 hrs	up to 7 hrs



#### Breakthrough Battery

A built-in battery powers MacBook Pro for up to 7 to 8 hours on a single charge. [Watch the video >](#)



APPLE GIVES EXPERTS  
A LINK THAT WILL  
APPEAL SPECIFICALLY  
TO THEM, BUT NOT  
THE MAINSTREAMERS.



1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

17-170

- Low voltage: 100V to 240V
- Frequency: 50Hz to 60Hz
- Operating temperature:  $0^{\circ}\text{C}$  to  $55^{\circ}\text{C}$
- Storage temperature:  $-20^{\circ}\text{C}$  to  $+70^{\circ}\text{C}$
- Relative humidity: 95 to 99%
- Maximum operating altitude: 5500 feet
- Maximum storage altitude: 40,000 feet

@gilescolborne

Hide things where  
people will find them



@gilescolborne

1. Remove features
2. Hide features
- 3. Group features**
4. Displace features

OUR THIRD STRATEGY  
IS TO CHUNK THINGS  
TOGETHER IN GROUPS  
WHICH ARE EASIER TO  
TAKE IN.

WE CAN MAKE THE  
PLAY BUTTON BIGGER.  
MOVE IT TO THE TOP.  
SHADE SOME  
BUTTONS SO THAT  
THEY STAND OUT  
MORE.





IF YOU WERE TO  
MEMORISE THESE  
NUMBERS, YOU'D  
HAVE A HARD TIME.

IN A WEEK, CHANCES  
ARE YOU'D HAVE  
FORGOTTEN THEM.

3 9 7 2 6 4 8 1 5

HERE ARE THE SAME  
NUMBERS, BUT  
NEATLY ARRANGED.  
THERE'S NOTHING TO  
DISTRACT YOU.

YOU'LL REMEMBER  
THIS IN A WEEK'S  
TIME, NO PROBLEM.


1 2 3 4 5 6 7 8 9

ALL WE'VE DONE IS  
REGULARISED THE  
LAYOUT, AND RELIED  
ON A PATTERN THAT  
WAS ALREADY IN YOUR  
HEAD.

BUT IT MAKES A HUGE  
DIFFERENCE.

1 2 3 4 5 6 7 8 9

Out

5 February 

Depart 08 30

☐ Just one way

Return

☐ Anytime / Undecided [What's this?](#)

5 February

Depart 08 30

Adults 1 Children 0

[Railcard & other discounts](#) None [help](#)

HERE'S ANOTHER  
EXAMPLE - A FORM  
FOR SEARCHING FOR  
TRAIN TIMES.

THIS WORKS JUST  
FINE IN USER  
TESTING, BUT PEOPLE  
HESITATE OVER IT.

### Out

February 05

Arrive 08 30

☐ Just one way

### Return

☐ Anytime / Undecided [what's this?](#)

February 05

Depart 08 30

### Passengers

1 Adults

0 Children

30 Railcard  
& other discounts

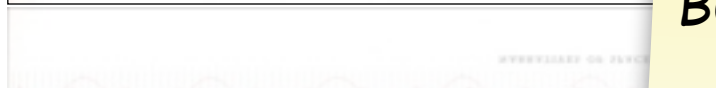
HERE'S OUR  
REDESIGN.

BY GROUPING THE  
FIELDS, USING A  
REGULAR GRID AND  
USING A LITTLE WHITE  
SPACE INSTEAD OF A  
LOT OF SHADING, WE  
MADE IT MUCH  
SIMPLER TO USE



*Edward R. Tufte*

# Envisioning Information



YOU'LL FIND MORE  
GOOD ADVICE ON  
STRATEGIES FOR  
SIMPLIFYING THROUGH  
GROUPING IN THIS  
BOOK.

SOMETIMES YOU NEED TO **ADD**  
FEATURES TO MAKE SOMETHING SIMPLER.

BY ADDING FEATURES YOU CAN  
COMPLETE A GROUP THAT USERS EXPECT.

THIS IS A PRE-PAID TRAVEL CARD THAT  
YOU CAN USE ON LONDON TRANSPORT.






NO OYSTER  
CARDS

THERE ARE MANY PROBLEMS WITH OYSTER CARDS, BUT ONE IS THAT YOU CAN'T USE THEM ALL THE TIME.



@gilescolborne



HONG KONG'S  
OCTOPUS CARD IS  
SIMILAR - BUT IT DOES  
MORE. YOU CAN USE IT  
IN MORE PLACES -  
INCLUDING IN SHOPS  
AND VENDING  
MACHINES AT TRAIN  
AND BUS STATIONS.

IT DOES MORE AND  
THAT FEELS SIMPLER  
BECAUSE IT FITS WITH  
THE USERS' MENTAL  
MODEL OF 'MONEY I  
USE WHEN  
TRAVELLING'.



@gilescolborne

<http://www.flickr.com/photos/ja-ae/1345116562/>

OUR LAST STRATEGY  
OPENS SOME  
INTERESTING  
POSSIBILITIES...

1. Remove features
2. Hide features
3. Group features
- 4. Displace features**





WE'VE ENDED UP WITH  
A SIMPLER  
CONTROLLER - BUT  
WE'VE DISPLACED  
FEATURES AND  
COMPLEXITY TO AN  
ON SCREEN MENU.




AS A SOLUTION FOR THE DVD REMOTE, IT'S NOT PERFECT - YOU NEED TO SPEND A LOT OF TIME AND MONEY GETTING THOSE MENUS RIGHT.



BUT IT'S ELEGANT.  
AND SOME PEOPLE  
HAVE DECIDED IT'S  
THE RIGHT WAY TO  
GO.

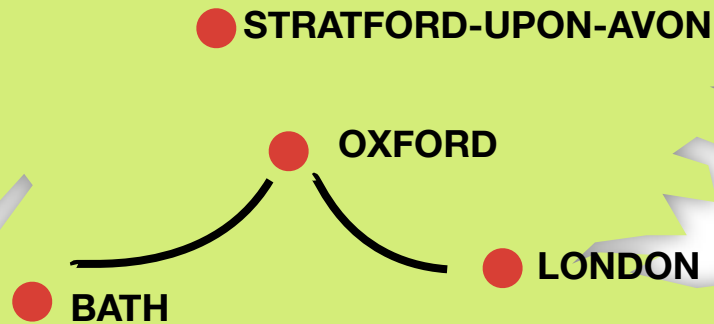




BUT THERE'S  
SOMEWHERE ELSE WE  
CAN DISPLACE  
COMPLEXITY – AND  
THAT IS *INTO THE  
USER'S HEAD.*

TAKE A COMPLEX TASK  
LIKE PLANNING  
TRAVEL.

HOW WOULD YOU  
MAKE IT SIMPLER?



ABOUT TEN YEARS AGO, I HAD TO DESIGN A TRAVEL PLANNER.

I THOUGHT ABOUT WHAT WAS **CORE**. I DECIDED THAT TRAVEL IS ABOUT MANAGING YOUR MOVEMENTS IN SPACE AND TIME.

SO I BEGAN WITH A MAP.



● STRATFORD-UPON-AVON

● OXFORD

● BATH

● LONDON



### The Roman Baths

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis.

Mon-Fri 0900-1830 (includes Bank Holidays)

Sat-Sun 0900-1730

Christmas: Closed

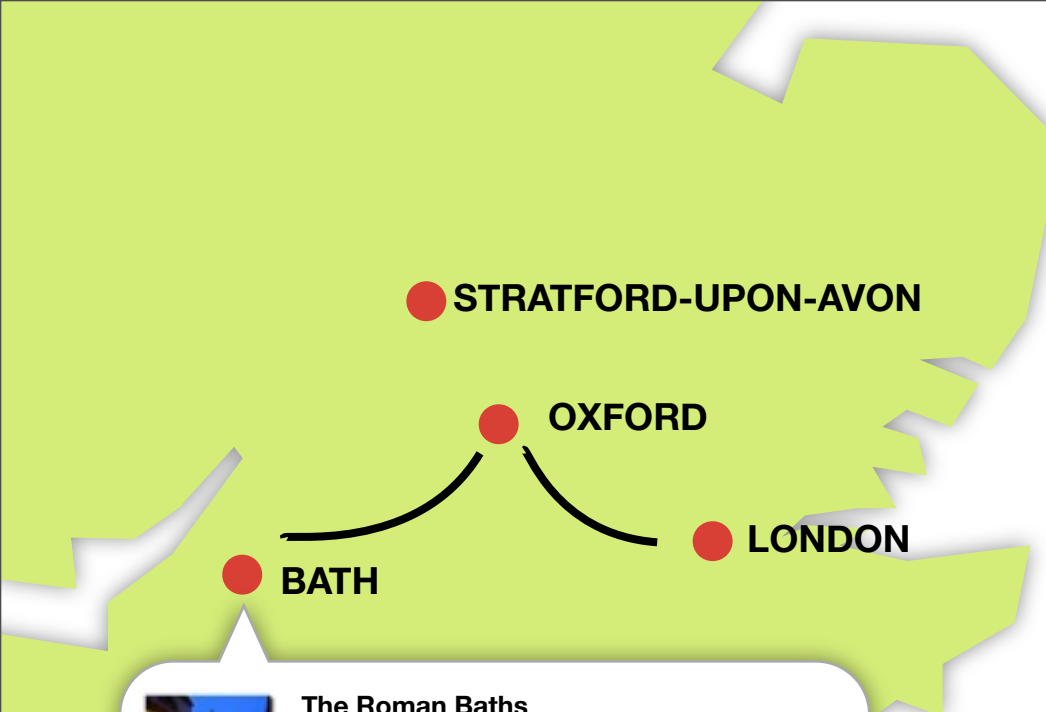
£10 Adults, £5 Children / Student / Over 65

Allow 1 hour minimum

Add this



I LET PEOPLE INSPECT  
LOCATIONS ON THE  
MAP AND SEE HOW  
LONG IT WOULD TAKE  
TO VISIT THEM.



**The Roman Baths**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis.

Mon-Fri 0900-1830 (includes Bank Holidays)  
Sat-Sun 0900-1730  
Christmas: Closed

£10 Adults, £5 Children / Student / Over 65

Allow 1 hour minimum

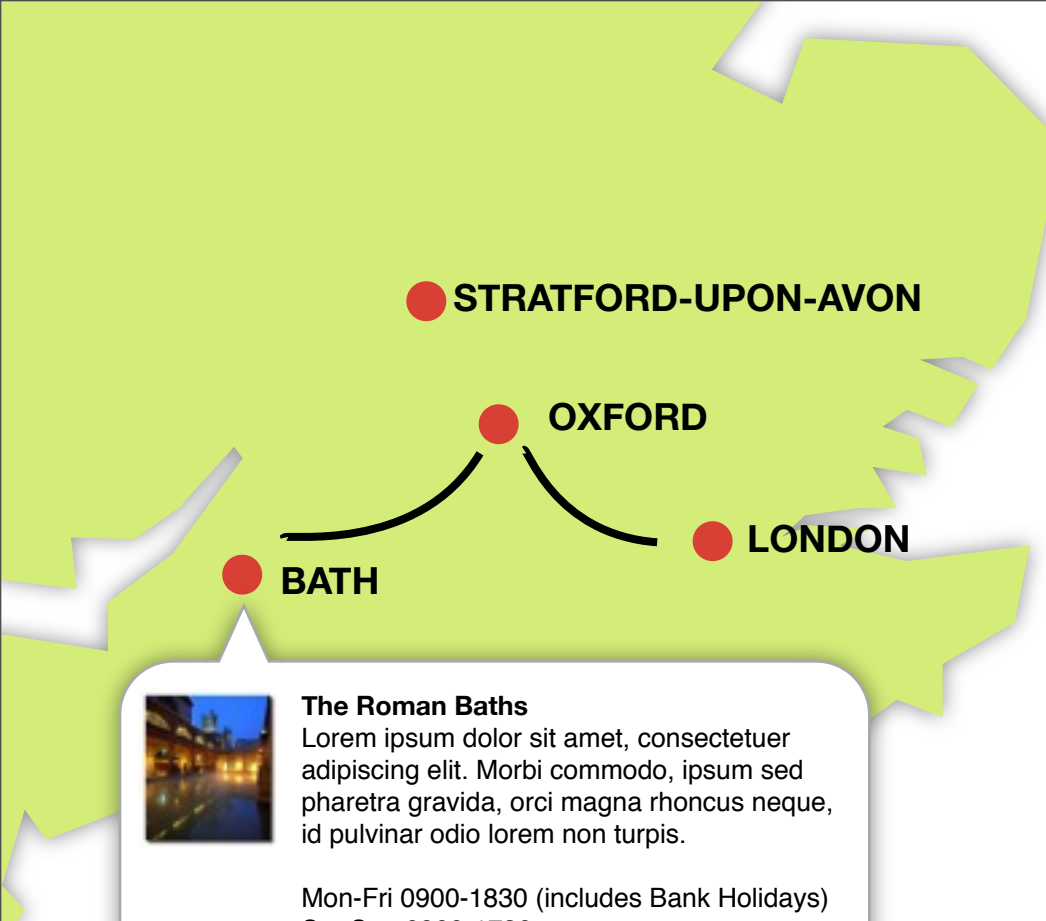
Add this



# My Travel Plan

LOCATION	ACTIVITY	TIME
Bath	Excelsior Hotel	N/A
Bath	The Roman Baths	0930-1030

THEY COULD ADD LOCATIONS TO AN ITINERARY. THEY COULD RE-ARRANGE THEM, SAVE THEM, DELETE THEM.



● STRATFORD-UPON-AVON

● OXFORD

● BATH

● LONDON



### The Roman Baths

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis.

Mon-Fri 0900-1830 (includes Bank Holidays)  
Sat-Sun 0900-1730  
Christmas: Closed

£10 Adults, £5 Children / Student / Over 65

Allow 1 hour minimum

Add this



## My Travel Plan

LOCATION	ACTIVITY	TIME
Bath	Excelsior Hotel	N/A
Bath	The Roman Baths	0930-1030
Bath	Train to Oxford	1042-1153

Ox

Ox

Ox

Ox

THEY'D END UP WITH A TRAVEL PLAN AND THEY'D BE ABLE TO SEE IF THEIR ITINERARY WAS POSSIBLE IN THE TIME AVAILABLE.

● STRATFORD-UPON-AVON

● OXFORD

● BATH

● LONDON



#### The Roman Baths

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis.

Mon-Fri 0900-1830 (includes Bank Holidays)  
Sat-Sun 0900-1730  
Christmas: Closed

£10 Adults, £5 Children / Student / Over 65

Allow 1 hour minimum

Add this



WHEN WE TRIED IT  
OUT, USERS HATED IT.

EVEN THOUGH I'D  
DESIGNED AN OPEN-  
ENDED TASK USERS  
FELT TOO  
CONSTRAINED.

SO I DECIDED TO GIVE  
THE USERS' A  
SIMPLER TOOL AND  
LET THEM HANDLE THE  
COMPLEXITY OF  
MANAGING THEIR  
TRAVEL.



@gilescolborne

I LET USERS CREATE FOLDERS, NAME THEM AS THEY PLEASED, AND PUT WHATEVER THEY WANTED INTO THE FOLDERS.

THE USERS THOUGHT OF LABELS I'D NEVER HAVE IMAGINED AND USED THESE ***SIMPLE TOOLS*** TO CREATE COMPLEX PLANS.



Tuesday



Kid's things

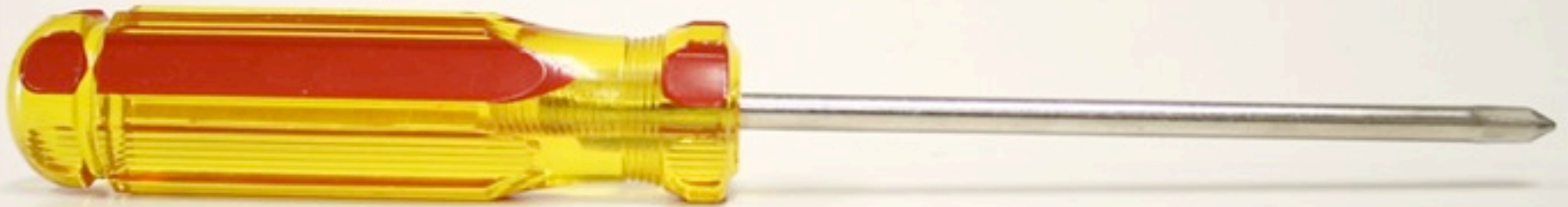


Travel discounts





BECAUSE THE  
TOOLS WERE  
SIMPLE, THEY  
COULD SEE HOW TO  
ADAPT THEM TO  
SUIT THEIR NEEDS.



THIS IS THE MOST  
SATISFYING FORM  
OF SIMPLICITY.

CREATING  
SOMETHING SIMPLE  
LIKE TWITTER THAT  
PEOPLE USE IN  
UNEXPECTED AND  
IMAGINATIVE WAYS.

THE TOOL IS  
SIMPLE. BUT  
COMPLEX  
BEHAVIOUR  
***EMERGES*** FROM  
IT.



SO WE HAVE FOUR  
**STRATEGIES** THAT  
WORK IN DIFFERENT  
WAYS.

1. Remove features
2. Hide features
3. Group features
4. Displace features

BUT IN EACH CASE,  
WE CAN'T  
COMPLETELY  
ELIMINATE  
COMPLEXITY.

**1. Remove features**

2. Hide features

3. Group features

4. Displace features

SOMETIMES WE  
CAN'T REMOVE  
FEATURES.

SOMETIMES WE  
NEED TO ADD  
THEM.

AND SOMETIMES  
FEWER FEATURES  
CAN FEEL MORE  
COMPLEX.

1. Remove features

**2. Hide features**

3. Group features

4. Displace features

HIDING FEATURES WORKS - BUT WE HAVE TO FIGURE OUT WHERE TO HIDE SOMETHING SO IT CAN BE FOUND.

AND IT MEANS WE HAVE TO ADD COMPONENTS TO THE SYSTEM.



GROUPING  
FEATURES WORKS -  
IF THE USER HAS  
COMPLEX  
KNOWLEDGE.

1. Remove features
2. Hide features
- 3. Group features**
4. Displace features

1. Remove features
2. Hide features
3. Group features
- 4. Displace features**

AND WHEN YOU  
DISPLACE  
FEATURES, YOU  
PUSH COMPLEXITY  
TO ANOTHER PART  
OF THE SYSTEM  
(OR THE USERS'  
IMAGINATION).

I WANTED TO BE  
ABLE TO STATE  
SOME LAWS OF  
SIMPLICITY AS WELL  
AS SOME TIPS FOR  
ACHIEVING IT.

# What about some laws?



@gilescolborne

# The first law of simplicity:

Complexity is never eliminated,  
merely reduced and displaced

MY FIRST LAW IS THAT, EVEN IF  
YOU **REDUCE** COMPLEXITY, YOU  
WILL NOT ELIMINATE IT.

SO YOU MUST ASK YOURSELF:  
WHERE DO I WANT THE  
COMPLEXITY TO END UP?



# The second law of simplicity:

Simplicity is an experience  
it happens in the user's head

MY SECOND IS THAT SIMPLICITY  
IS WHATEVER YOUR USERS  
THINK IT IS. IT'S **THEIR**  
EXPERIENCE THAT DETERMINES  
WHETHER SOMETHING IS  
SIMPLE.





## Focus on these

- What is core
- Make your experience compact
- Align the experience to what's core
- Rely on existing user knowledge
- Decide where you want to place complexity
- Trust the user

IF YOU WANT TO IMPROVE SIMPLICITY, YOU CAN ADD THESE FOCUS POINTS TO THE STRATEGIES. BUT ABOVE ALL, DON'T PRESCRIBE WHAT'S SIMPLE - YOU MUST **TRUST** YOUR USERS.



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@gilescolborne

CONTACT ME...  
QUESTIONS ABOUT MAKING THINGS SIMPLER  
EXAMPLES OF THINGS MADE SIMPLER  
IDEAS OR COMMENTS TO SHARE

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