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The laws of simplicity book

The laws of simplicity are a 100-page book that I wrote just as the Apple iPod is starting to take off, and while I'm earning an MBA as a kind of hobby. LOS has been translated into more than 14 different languages - and has been around for more than a decade. I never finished a sequel to LOS, but I wrote a short book on design, technology and leadership as a form of therapy entitled Leadership Reorganization. Thanks for being curious about the laws of simplicity. A lot has changed in the tech world since I first wrote it, so I hope you can use the parts (and laws and clues) that seem to be worth the test of time. These days I see design, technology and business headed into a set of new, exciting trends. So I'm working on something that's tentatively called lawsof.design that I hope to finish someday soon. Very soon. -JM Ten laws of simplicity for business, technology and design that teach us how to need less but get more. Finally, we learn that simplicity is equal to sanity. We rebel against technology that is too complex, DVD players with too much menu and software accompanied by 75-megabytes read me guide. The clean iPod gadget made the hip simple. But sometimes we find ourselves embroiled in a paradox of simplicity: we want something simple and easy to use, but also does all the complicated things we might ever want to do. In Laws of Simplicity, John Maeda proposes ten laws for balancing simplicity and complexity in business, technology and design guidelines for needing less and actually getting bigger. Maeda, a professor at MIT's Media Lab and a world-renowned graphic designer, explores how we can redefine the concept of improved so that it doesn't always mean something more, something added. Maeda's first law of simplicity is to reduce. It's not necessarily useful to add technology functions just because we can. And the functions we have should be organized (Law 2) in a reasonable hierarchy so that users don't get distracted by features and functions they don't need. But simplicity is no less simple for the sake of less. Go Forward to Law 9: Fail: Accept the fact that some things can never be made simple. Maeda's brief guide to simplicity in the digital age shows us how this idea can be the cornerstone of organizations and their products, how it can manage both business and technology. We can learn to simplify without sacrificing comfort and meaning, and we can achieve the balance described in Act 10. This law, which Maeda calls One, tells us, Simplicity is subtraction of the obvious and the addition of the meaningful. on AmazonThe following 10 laws created by John Maeda are featured in his excellent book. After reading, I decided to simplify this 100 page masterpiece in ten minutes to read. Technology has made our lives more complete, but in at the same time we became uncomfortable full. With simplicity, sanity can be achieved. Here are ten laws to achieve peace of mind. Act 1: ReduceThe best way to achieve simplicity through thoughtful reductionUse SHE reduce: Reduction: Reduction: when a small modest object exceeds our expectations, we are not only surprised, but pleased. Hide: Like a Swiss army knife, the only tool you want to use is exposed. Computers have made the power of HIDE an incredible amount of complexity. Incarnation: An object must be grafted with a sense of value. Consumers will only be attracted to a smaller, less functional product if they consider it more valuable than a larger version of a product with more features. The quality can be relevant, about which you can bring to life the best materials and craftsmanship; or quality can be perceived as pictured in a marketing campaign. Law 2: The organization makes the system many appear less than Squint to open their eyes: the principles of gestalat illustrate that the human mind has evolved to fill in the gaps. In other words, the whole does not depend on its parts. The evolution of the iPod wheel illustrates how the organization of small parts in general can make the product more user-friendly. Simple, complex, as simple as possible, simple, complex, as simple as possible AND SLIP to organize:Sort: Sorting the map into groups. Label: Name each group. Integration: Where possible, bring together groups. Priorities: Use the Pareto principle, where you can assume that in any given part of the data, as a rule, 80% can be managed at a lower priority and 20% requires the highest level. Law 3: TimeSavings in Time feel simplicity No likes to suffer the frustration of waiting. Engineers always ask how to make the wait shorter, and designers always ask how to make the wait more bearable. Loading bars: which ones seem to take less time? Use it to save time: Reducing time: Potentially the pinnacle of this is removing the choice and allowing the machine to make a choice for you, such as Amazon's one-click payments. In addition, this can be achieved by chance, as evidenced by the iPod Shuffle. Hiding Time: An easy way to save time is just to hide it. It is for this reason that casinos remove windows and watches form their walls. The embodiment of time: a frozen computer is like a frozen clock, which is why the progress of the bar was invented. Act 4: LearnKnowledge makes everything easier while screwing a simple design, you still need to know which way to turn it. Use your BRAIN to learn: Basics begin: take on the position of first student. Repeat yourself often: simplicity and repetition are interconnected. Many politicians constantly preach the same phrases on their campaign trail. Avoid creation Don't let the wau become a v, it is important to make it easier for users to make the new product. Inspire with the inner motivation of the goat in external reward. Never forget to repeat: say that again? Relate, Translate, Surprise: The best designers marry features with a form to create an intuitive experience that we understand right away. Sometimes this can be achieved by translation, as in desktop personal computers, in other cases projects can be purely functional, as is the example of Brown razor. Law 5: Differences and complexity are needed for each otherIn contrast to complexity we could not recognize simplicity when we see it. The more difficult the market, the more something simpler stands out. simplicity implies a feeling that they are found. Rhythm as simplicity and complexity occur in time and space holds the key. It is important to feel the simplicity/complexity of the beat when designing a productLaw 6: ContextWhat lies on the periphery of simplicity, certainly not peripheral This point emphasizes the importance of what can get lost in the design process. It is important to shine like a light bulb, not a laser beam. For example, the best hotels in the world require exhaustive attention to many small things that are usually overlooked on an individual level, but all of them combine to achieve real perfection. There is an important trade-off between being completely lost in the unknown and fully found in the familiar. Law 7: EmotionMore emotions are better than lessIt is important to remember that simplicity can be considered ugly. Why, once people are drawn to the simplicity of the device, they rush to accessorize it?iPhone cases, a perfect example of consumers craving emotions. While simplicity can make an object smaller, alleviating the natural fear associated with larger and more complex machines, this successful application can instill another kind of fear: caring about the survival of an object. Secondly, there is an innate human desire to balance the mirror coolness of simplicity with the sense of human warmth. Ayhaku (ahi-chow-ku) is a Japanese term for a sense of affection that can be felt behind an artifact. It is a kind of symbiotic form of affection. There has to be an awareness that some things just shouldn't be as simple as close relationships and art. Law 10: OneSimplicity on subtraction of the obvious, and the addition of meaningful This law is self-evident, however there are three additional keys to keep in mind: Away: more appears as less, just moving it far, far. Why not access the software from a remote computer rather than a CD? Open: Openness simplifies complexity. Open source software is championed as a way to create software that is not only free but more reliable than the more software available on the market. For example, Linux (free and open source) is much easier to fix than Windows (for payment and closed source). Power: Use less, get more. Increased social practices, which lead to the use of less power, as well as support technological innovations to collect and conserve electricity, make it possible to realize a world in which the most powerful examples of simplicity are those that, ironically, will seem powerless. And finally, the essence of simplicity realizes that, at the end of the all that matters is memories. Memories. Memories.

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