Advanced Interaction Design

Simplicity
What is Simplicity?
Where are the black dots?
Where are the black dots?
Where are the black dots?
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Where are the black dots?
Where are the black dots?
Where are the black dots?
Where are the red dots?
1. Reduce
1. Reduce

- The simplest way to achieve simplicity is through thoughtful reduction.
How simple can I make it?  How complex does it have to be?
Occam's razor

- All other things being equal, the simplest solution is the best.
  - Means: if in doubt, remove (not add).
- When this is done: SHE
  - Shrink (smaller, thinner, lighter)
    - Lowers expectations
  - Hide
    - Allows us to manage our expectations
  - Embody
    - More value by something else, like quality or marketing
Shrink
Hide
Embody
2. Organize
2. Organize

- Organization makes a system of many appear fewer.
SLIP

- Sort
- Label
- Integrate
- Prioritize
3. Time
3. Time

Savings in time feel like simplicity.
Time

- “I’m feeling lucky”
- Amazon’s trail
- ProgressBars
4. Learn
4. Learn

Knowledge makes everything simpler.
Sometimes learning is everything
5. Differences
5. Differences

Simplicity and complexity need each other.
6. Context
What lies in the periphery of simplicity is definitely not peripheral.
7. Emotion
7. Emotion

More emotions are better than less.
8. Trust
8. Trust

In simplicity we trust.
Omakase
9. Failure
9. Failure

Some things can never be made simple.
Sometimes we make things complex...
Robots dancing as humans...
And Humans dancing as Robots...
10. The One
10. The One

Simplicity is about subtracting the obvious, and adding the meaningful.
Ten laws of simplicity

- Reduce - Thoughtful reduction
- Organize - Organization reduces amount
- Time - Saving time feels like simplicity
- Learn - Knowledge makes everything simpler
- Differences - Simplicity and complexity complement
- Context - Peripheral things may be central
- Emotion - More emotion is better than less
- Trust - We have to trust simple controls
- Failure - Some things can’t be made simple
- The one - Subtracting the obvious. Adding the meaningful
What is Complexity?
Keys

- More appears like less by simply moving it far, far away.
  - Google search
  - Outsourcing your own things

- Openness simplifies complexity.
  - Linux

- Use less, gain more.
  - Constraints, as a tool to getting it done
  - Procedures, reduces memory need
http://www.lawsofsimplicity.com/