GUARANTEED SUCCESSFUL DESIGN

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GUARANTEED SUCCESSFUL DESIGN

1. Design the right thing.
2. Design it well.

http://www.randomhouse.com/kvpa/gilbert/index.html
PART 1: DESIGN IT WELL

(SOLVE IT BETTER)
SEPARATE REQUIRED FUNCTION FROM IMPLEMENTATION (how)

- redundant
- link
- multiple
- remote
- app
- mobile
- list
- portable
- dropdown
- redundant
- page
- cloud
- button
- window
- search
- host

http://www.axiomaticdesign.com/technology/axiomatic.asp
SEPARATE REQUIRED FUNCTION
(what) FROM IMPLEMENTATION

available
performant
durable
pleasant
scalable
affordable
accessible

http://www.axiomaticdesign.com/technology/axiomatic.asp
SEPARATE REQUIRED FUNCTION FROM IMPLEMENTATION

Function
• attractive (to me)
• entertaining, fun (to me)
• stable/prestigious

Implementation
• tall, dark
• funny
• rich

http://www.axiomaticdesign.com/technology/axiomatic.asp
ABSTRACT YOUR REQUIREMENTS

Temperature & volume

https://www.flickr.com/photos/laurelkate/4672586520/
SOLVE THE ABSTRACTION FIRST

Then implement.
1. Write them down.
2. Compare lists.
3. Question them.
4. Disrupt them.
5. Disprove them.
Sometimes we need a little (creative) constraint because the world is infinite.

-Danielle Applestone
@dapplestone
INTRODUCE
CONSTRUCTIVE
CONSTRAINTS

http://www.fuckdropdowns.com
PURSUE BIGGER, BETTER BOXES

Your box.

A bigger box.

A bigger, better box.
Who is missing from the future you’re designing?

-Genevieve Bell
@feraldata

https://envisioningtheamericandream.com/2013/06/04/cheerios-and-american-diversity/
PURSUE BIGGER, BETTER BOXES

Surveys!
WORK UP HERE

solutions
actions
answers
information
data

Value!

INSTEAD OF DOWN HERE
Kaosan

Starters
1. PUR PLA TOD  £3.90  Crispy spring rolls filled with vermicelli noodles and vegetables
2. PAK TOD  £4.90  Crispy vegetables in batter served with grated radish and soy sauce
3. GOONG TOD  £5.90  King prawns in batter served with grated radish and soy sauce
4. CER KLONG MOO TOD TA-KAI  £5.90  Aromatic deep fried pork spare ribs with lemon grass
5. SATAY GAI  £4.90  Turmeric chicken skewers marinated and grilled served with peanut sauce
6. MOO PENG  £4.90  Grilled pork skewers marinated Bangkok style served with chili tamarind and ground roast (best recommended with sticky rice main)
7. TOM YEN GOONG  £4.90  Famous Thai spicy sour lemongrass soup with prawn and mushrooms
8. TOM KHA GAI  £4.90  Coconut soup with chicken, galangal, lemongrass and coriander
9. PEEK RAI TOD  £4.90  Fried spice chicken wings served with hot dip
10. GAEW TOD  £3.90  Fried filo pastry filled with the mix of prawns and chicken served with sweet and sour sauce

Salad
11. PRAH GOONG  £6.90  King prawns hot spring rolls salad with roasted chilli paste and Thai dressing

Mains
12. LAANG GAL MOD PLA  £6.90  Authentic grass noodles salad with minced pork, shrimps, roasted peanuts, chili, coriander and lime juice
13. YEN NAP TOG (CHEE FISH OR PORK)  £6.90  Grilled beef or pork salad with fresh Thai herbs, roasted rice, chili and lime
14. SON TYN THAI  £1.90  Traditional Thai favourite of hot and sour green papaya salad with chili, tomato, green beans, shrimp and roasted peanuts (Highly recommended with sticky rice and grilled chicken)

Tasty Bangkok style noodle soup with minced/pork, fish ball, shrimps, bean sprouts, topped off with ground roasted peanuts, chilli, lime juice and coriander

15. KAI YANG NEW SATION  £7.90  Our ultimate dish you will find in any Thai all over. This is our fired coworkers homemade special salad. Mixed with spicy green papaya salad

16. GANG SEW WARM GAI OR MAI (chicken or beef)  £8.90  Chicken or beef green curry cooked in coconut milk with aubergine, kaffir leaves, sweet basil and served with rice

17. PANANG GAI  £8.90  Chicken slightly spiced sautéed red curry in coconut milk with a touch of shredded kaffir leaves and served with fragrant rice

18. MISSRAMAN REEF OR LAMB  £8.90  A favourite with travelers to Thailand, spiced to your taste a meat curry of southern Thailand cooked in rice coconut sauce with onions, potato, roasted peanuts and a hint of tamarind juice served with rice

19. GANG KEBAPBO GOONG  £8.90  A fantastic king prawn red curry cooked in coconut milk with fresh pineapple, tomato, kaffir leaves, sweet basil and serve with rice

20. PAD THAI GOONG OR GAI  £8.90  Nutritious fired noodles with prawn, egg, tofu, bean sprouts, chives and ground roasted peanuts

21. KAO PAD KAE PRAWN (MEAT, CHICKEN OR PORK)  £8.90  Your own choice of meat, chicken or pork in a spicy stir-fry of rice, chilli and holy basil topped with a fried egg (let us know how hot you would like)

Side orders
22. KAO PLAI (plain steam rice)  £1.90
23. KAO HEW (sticky rice)  £2.50
24. KAO KAI (fried rice)  £2.50

Desserts
25. KHAO TOOD  £4.50  Banana fritter served with maple syrup and vanilla ice cream

Drinks
26. STEEL OR SPARKLING WATER  £1.50
27. COCONUT, LEMONADE, ORANGE JUICE  £1.50
30. HOMEMADE MUSEUMS JUICE hot or cold  £1.90
31. HOMEMADE LEMON GRASS TEA hot or cold  £1.90

https://www.flickr.com/photos/itsbruce/5849717339/
ARCHITECT FOR USE

UI can be anywhere on this axis

Courses
Flavors
Vegetarian?
Etc.

Calories
Name
Price
Etc.
THIS LOCATION HAS MOVED.

Please visit us at the new location.
I remain amazed and perplexed at how often people think they can solve an information architecture problem with interaction design.
DRAW THE MAP OR DIAGRAM

https://xkcd.com/657/large/
WHAT COULD POSSIBLY GO WRONG?

DID YOU REALLY NAME YOUR SON Robert'); DROP TABLE Students;-- ?

OH, YES. LITTLE BOBBY TABLES, WE CALL HIM.

https://xkcd.com/327/
WHAT COULD POSSIBLY GO WRONG?

Introducing Gmail Mic Drop

Have the last word on any email – just send your message with the new Mic drop button. Everyone will see your response and this GIF, but you’ll never see the conversation again. Enough said.
DESIGN SYSTEMS FOR HUMAN INACTION

http://www.nrc.gov/reading-rm/basic-ref/glossary/moderator-temperature-coefficient-of-reactivity.html
PART 2: DESIGN THE RIGHT THING

(FINDING THE RIGHT PROBLEM TO SOLVE)
TRACK YOUR ANNOYANCES

1. Keep a bug list
2. Keep a resignation list
ROOT CAUSE ANALYSIS

Investigate with Five Whys

https://en.wikipedia.org/wiki/5_Whys
ROOT CAUSE ANALYSIS

When you hear passive voice, ask who is doing it.

¯\_(ツ)_/¯

https://en.wikipedia.org/wiki/5_Whys
https://en.wikipedia.org/wiki/Mistakes_were_made
ANALYZE THE MARKET VISUALLY

Synchronous

FaceTime
Phone call
Skype
G-Hangouts
LIVE TV
Twitch
Radio
Twitter
Snapchat Stories
Facebook
YouTube

Asynchronous

1:1
Snapchat
WhatsApp
WeChat
SMS
Email

1:Many
VR
PREDICT THE (INEVITABLE) FUTURE
PURSUE MUCH BIGGER BOXES
Work on stuff that matters.
– Tim O’Reilly

1. Work on something that matters to you more than money.
2. Create more value than you capture.
3. Take the long view.
Do you want to sell sugar water for the rest of your life, or do you want to come with me and change the world?

– Steve Jobs

https://www.youtube.com/watch?v=S_JYy_0XUe8
This started with a tweet. I’m embarrassed how often that happens.

Frustrated by a sense of global mispriorities, I blurted out some snarky and mildly regrettable tweets on the lack of attention to climate change in the tech industry (Twitter being a sublime medium for the snarky and regrettable). Climate change is the problem of our time, it’s everyone’s problem, and most of our problem-solvers are assuming that someone else will solve it.

I’m grateful to one problem-solver, who wrote to ask for specifics —
1. The reality is massive and terrifying.
2. The opportunity is massive, and will be massively financially rewarding.
3. There is real reason for hope.
4. We cannot create a world we cannot imagine.
5. The world needs creative problem solvers. Go be a hero.
Thank you!

(Keep in touch.)

@noahi
ComplexDiagrams.com