Designing for Chaos

Kit Oliynyk fiorine

Chaos

The best laid schemes o' mice an' men gang aft agley.

Robert Burns

* — often go wrong

observer
observed
quantum state
every other
possible
quantum state
@principiamemematica

Designing for Serendipity

Kit Oliynyk fiorine

Word of the Day : November 7, 2022

serendipity

noun | sair-un-DIP-uh-tee

What It Means

Serendipity is luck that takes the form of finding valuable or pleasant things that are not looked for.

// We found the restaurant by pure *serendipity*, rather than careful research, but it turned out to be the best deal in town.

TRENDING NOW

1 sanctimonious

2 Armageddon

3 queen consort

Merriam Webster

chaos	random unexpected experiences
luck	positive unexpected experiences
serendipity	positive unexpected discoveries

Finds something great
that he didn't expect
without much trouble
in a place it was meant to happen

Serendipity

Positive	something great for the user
Unexpected	something they don't expect
Effortless	something they didn't try hard for
Discovery	something that could be found

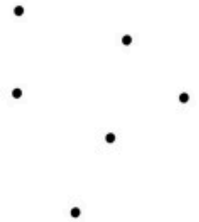
Tom Scott

Oct 14, 2019 · 5 min read · Member-only · Listen

The job title “Information Architect” is dead

Jason Grant — “Nobody is taking care of the IA. It’s similar to accessibility. All the important things are dying out in favour of agile and lean approaches, which create long term mess most of the time. Perhaps people are thinking that AI will sort IA. Who knows.

TOOLS OF A SYSTEM THINKER

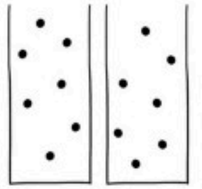


DISCONNECTION

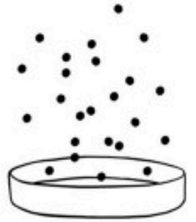
INTERCONNECTEDNESS

LINEAR

CIRCULAR

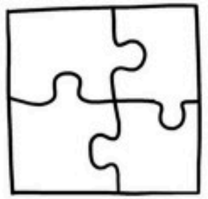


SILOS

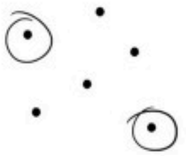


EMERGENCE

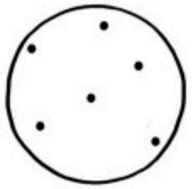
PARTS



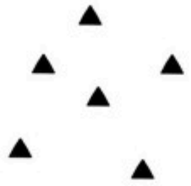
WHOLES



ANALYSIS



SYNTHESIS



ISOLATION

RELATIONSHIPS

Leyla Acaroglu

Design the environment instead of the experience.

Carol M. Highsmith/Buyenlarge via Getty Images

2
12B

Define positive

Deep research to find what sparks joy.

Lower expectations

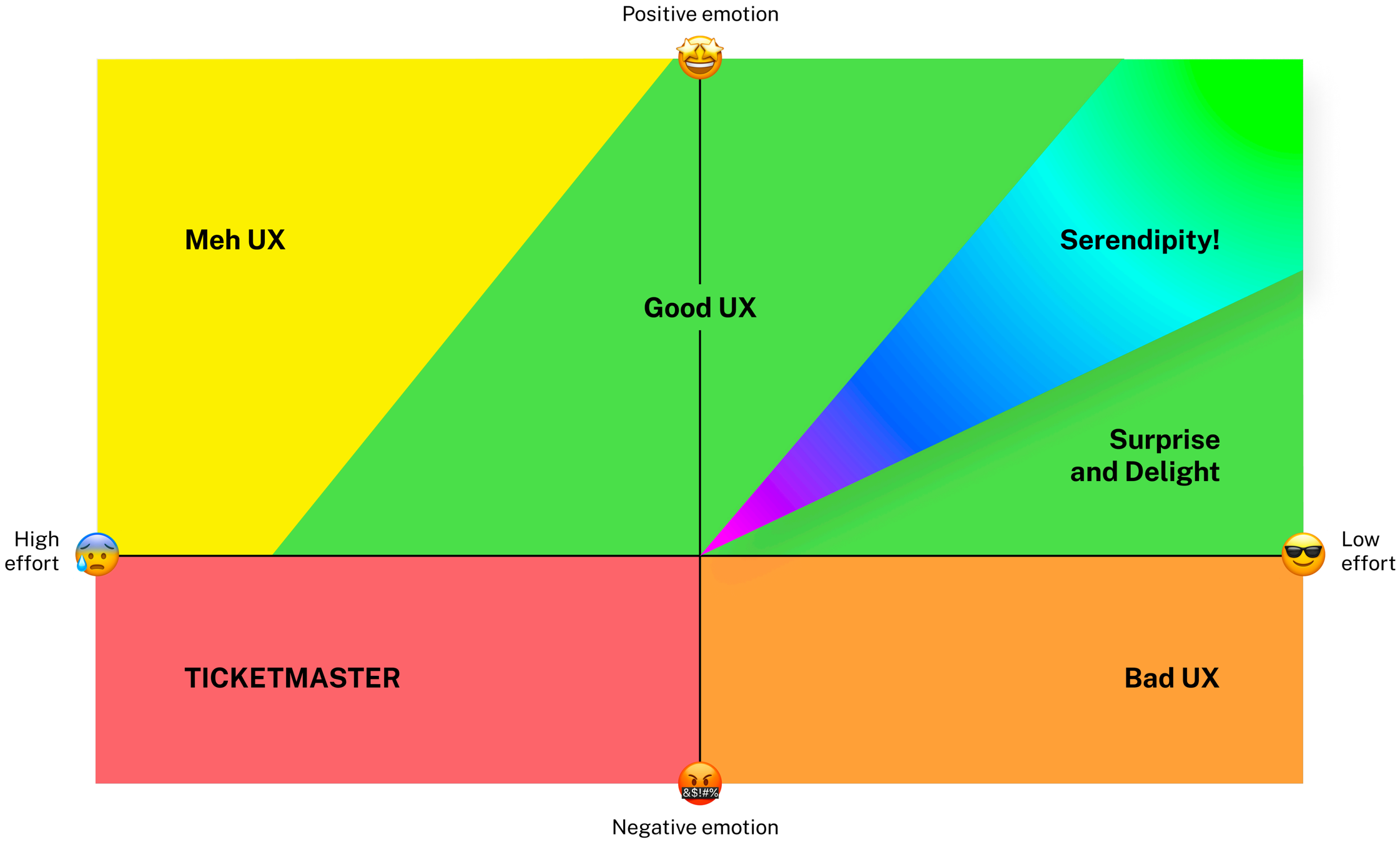
Progressively disclose, show less, save more for the serendipity.

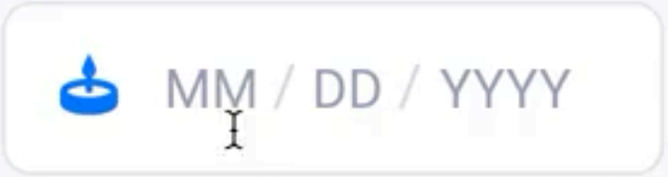
Create structure

Identify and map the elements of a system to host serendipity.

Simplify

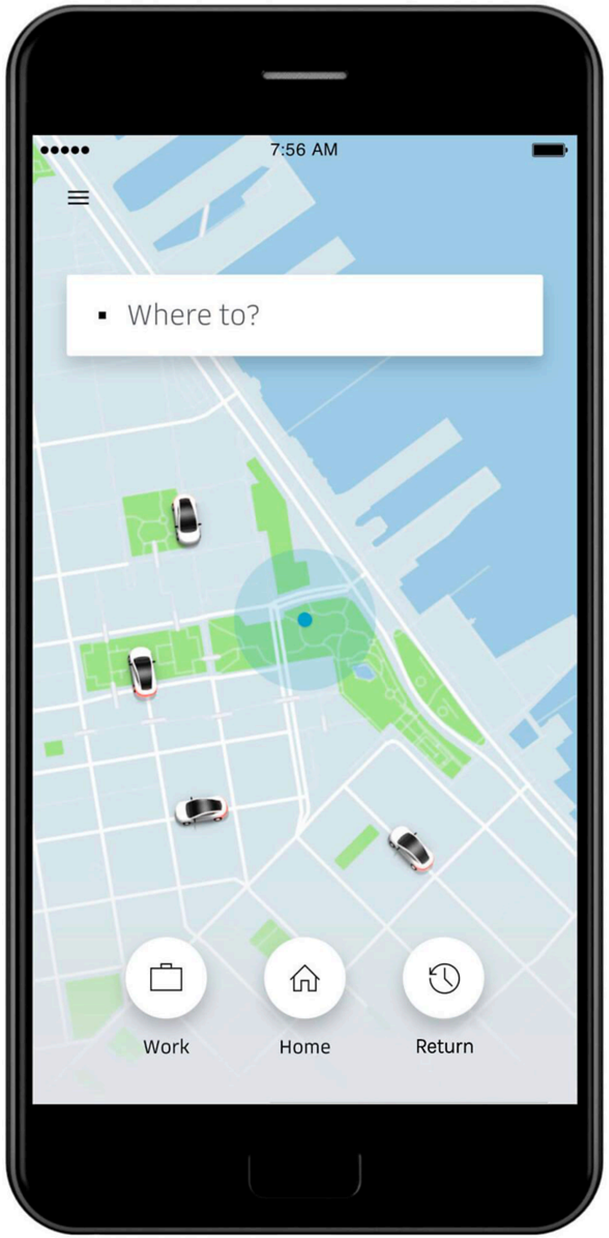
Eliminate the effort to get to serendipity.


Positive emotion
Meh UX
Good UX
Serendipity!
Surprise
and Delight
High
effort
Low
effort
TICKETMASTER
Bad UX
&$!#%
Negative emotion



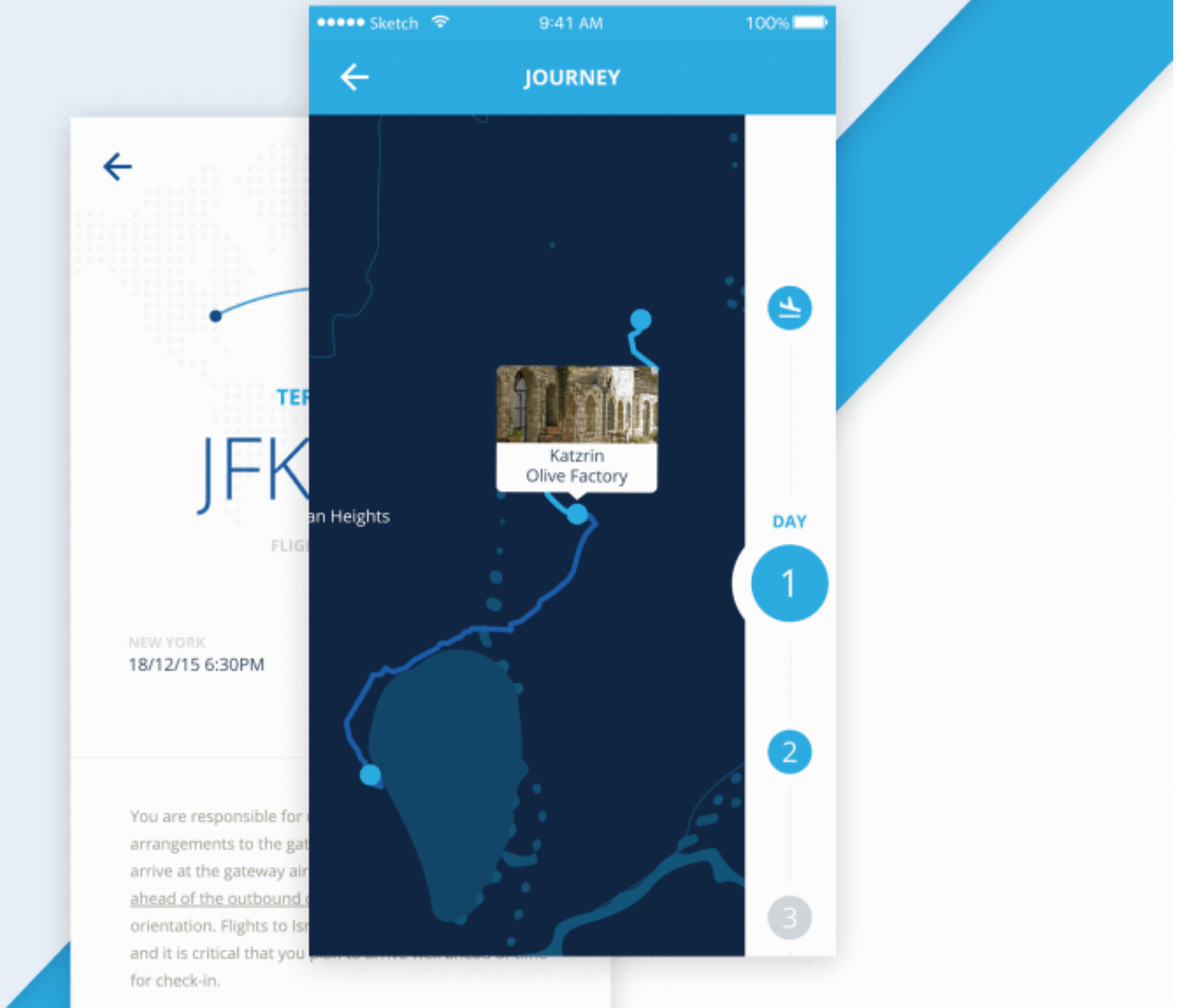
Aaron Iker

Check-In
Istanbul
Today
21°
Sunny 22/14
TURKISH AIRLINES
FROM
IST Istanbul
TO
JFK New York


7:56 AM
Where to?
Work
Home
Return

Isil Uzum

Problem report for Adobe Figma 2022
Adobe Figma 2022 quit unexpectedly.
Click Reopen to open the application again. This report will be sent to Apple automatically.
Comments
?
Show Details
OK
Reopen


Sketch
9:41 AM
100%
JOURNEY
Katzrin
Olive Factory
DAY
1
2
3
JFK
NEW YORK
18/12/15 6:30PM
You are responsible for
arrangements to the gat
arrive at the gateway air
ahead of the outbound
orientation. Flights to Isr
and it is critical that you
for check-in.

Tsuriel

Popular tags

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computer condensed copperplate
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graffiti greek grunge hand
handwriting handwritten horror
humanist impact ink italic kid military
modern monogram monster movie music
neon organic ornament outline paint pirate
poster retro round rounded royal sans
sans serif script serif simple slab serif
sport square stamp stencil
tattoo techno tiki typewriter vintage
water wedding western winter

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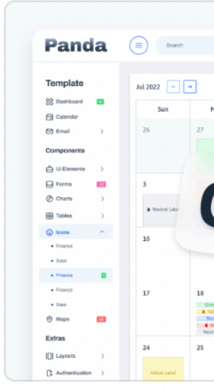
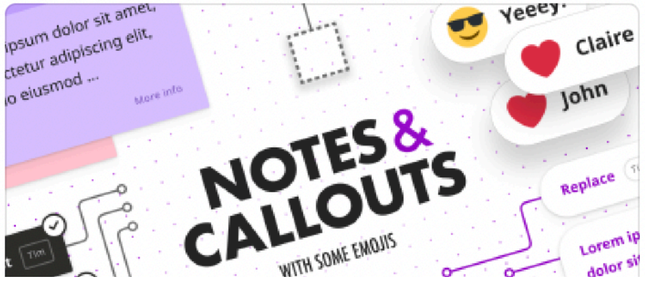
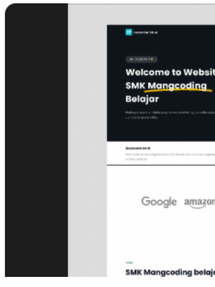
#PraCimaDeles
Deborah | Kerah
2 5



Dashboard
Setproduct





Matthew Martin ☑️ ✅ ⛔

@mistersql@mastodon.social

folksonomy - the tag people think of 1st is the worst curated tag. The best curated tag is going to have lousy discoverability

#python - code + literal snakes
#pythonlang - code, but also people talking about tags, nearly 0 activity

Nov 26, 2022, 09:51 · · Web · 0 · 0

Stumble

Programming

c179631.r31.cf0.rackcdn.com

rackcdn.com | 87K

Gardening

Planting A Pineapple — Eat Laugh Surf

Did y'all know that you can take this and turn it into... This? And that this will eventually produce... This? Yes, I'm talking about turning your average, ordinary grocery store pineapple into a tropical showpiece within yo...

tickledred.com | 1.1M

Christianity

The Professor Teaches About Evil and Christianity

godandscience.org | 113K

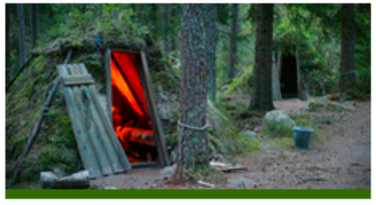
Mythology

Notecard Wisdom - Trollzy

Funny pictures daily updated

trollzy.com | 470K

Camping



svenskaturistforeningen.se

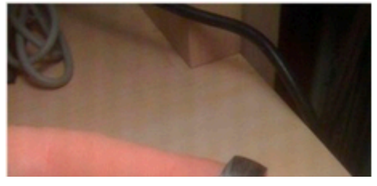
svenskat...ingen.se | 269K

Astronomy

apod.nasa.gov

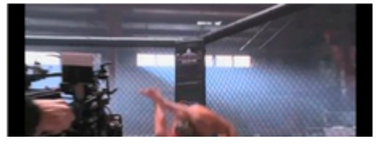
nasa.gov | 749K

Science Fiction



MacOS

Martial Arts



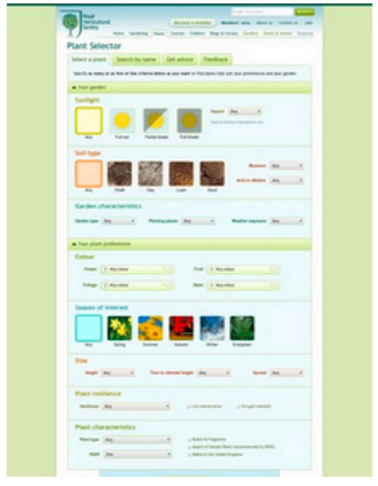
Mythology

The 10 Most Puzzling Ancient Artifacts

Microsoft OLE DB Provider for SQL Server

ancientx.com | 3.1M

Gardening



serendipity

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serendipity3.com

serendipity3

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20% off Black Friday Deal

WOWESOTICA Magnetic Levitation Floating Globe, Floating Globe Floating Gadgets for Men Cool Globe Levitating Desk Accessorie…

16% off Black Friday Deal

MOOER GE150 Electric Guitar Amp Modelling Multi Effects Pedal Portable Multi Effects Processor with Expression & IR Loading for…

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Forehead Thermometer, Baby and Adults Thermometer with Fever Alarm, LCD Display and Memory Function, Ideal for Whole Family…

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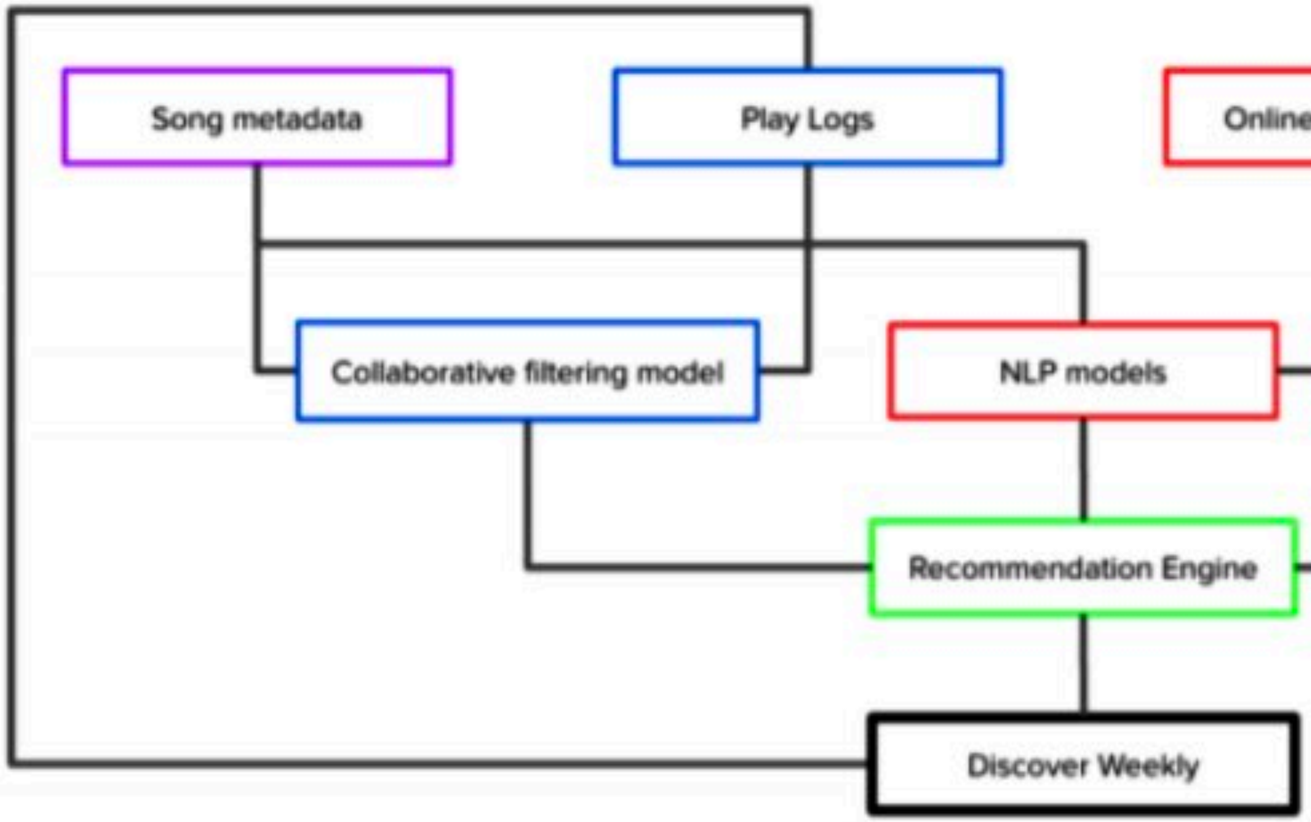
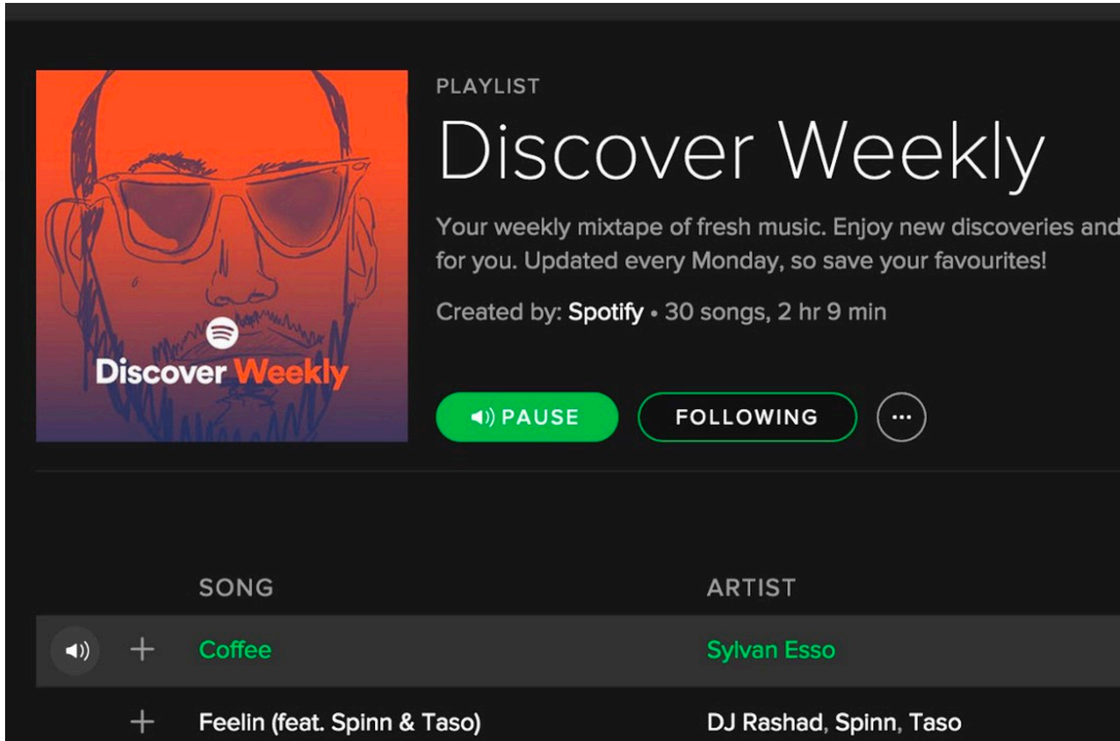
Ernie Ball Guitar String 4-packs


Song metadata
Play Logs
Online text sources
Raw audio
Collaborative filtering model
NLP models
Audio model
Recommendation Engine
Discover Weekly


PLAYLIST
Discover Weekly
Your weekly mixtape of fresh music. Enjoy new discoveries and
for you. Updated every Monday, so save your favourites!
Created by: Spotify • 30 songs, 2 hr 9 min
PAUSE
FOLLOWING
SONG
ARTIST
Coffee
Sylvan Esso
Feelin (feat. Spinn & Taso)
DJ Rashad, Spinn, Taso

Add user to this group

Ja

Start typing, then select one of the auto-completed options

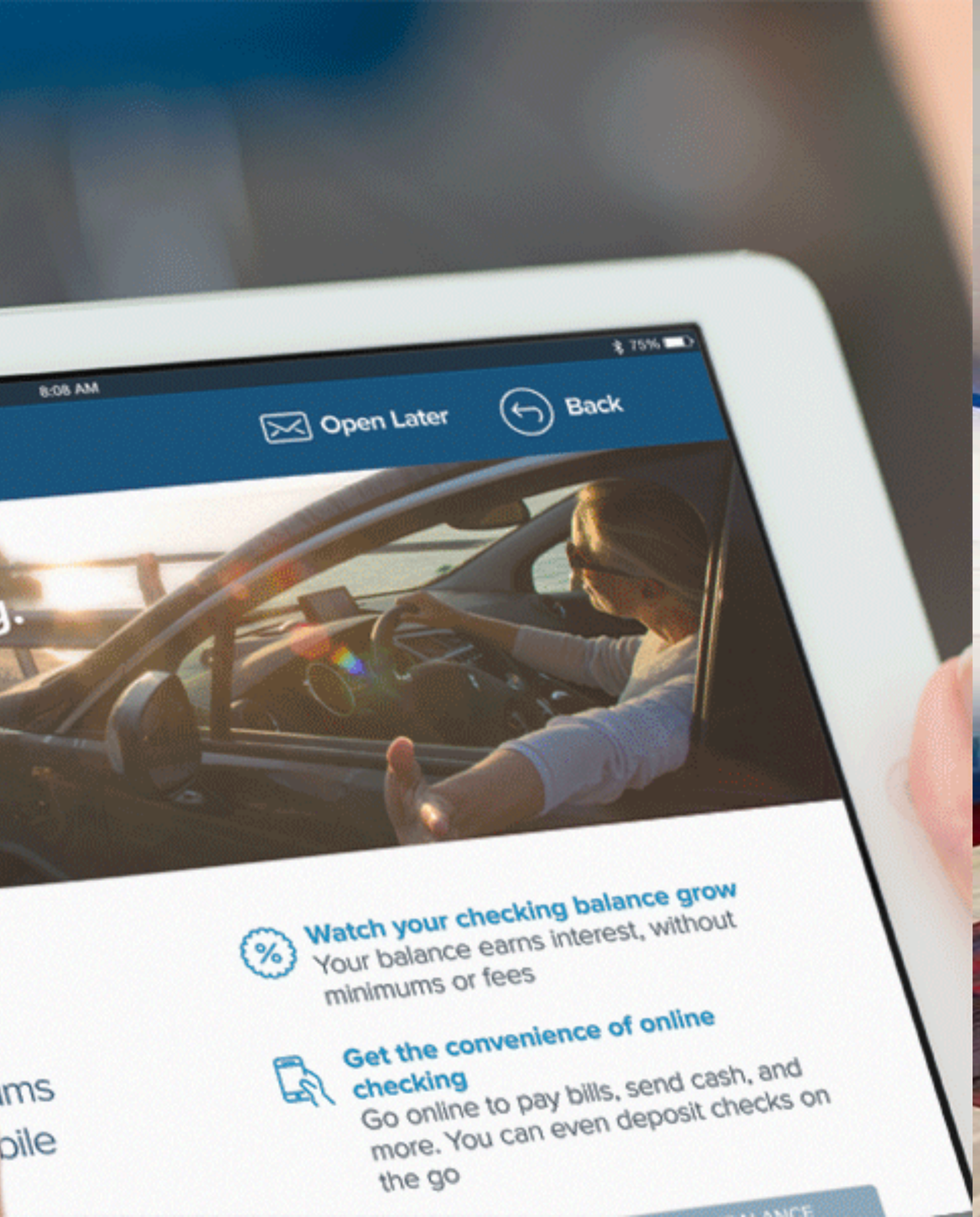
Jane Doe — Phoenix, AZ — Director of Logistics (OIT) — vhawtxwoodsr

James Smith — Phoenix, AZ — Technician (VASO) — vhaljalkjaa

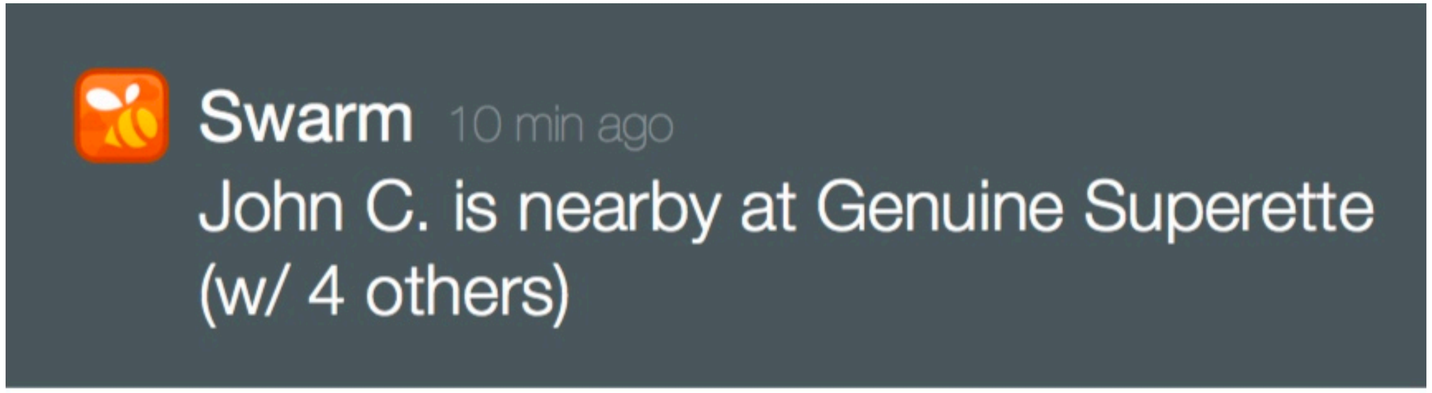
Find a form or a workflow

Search

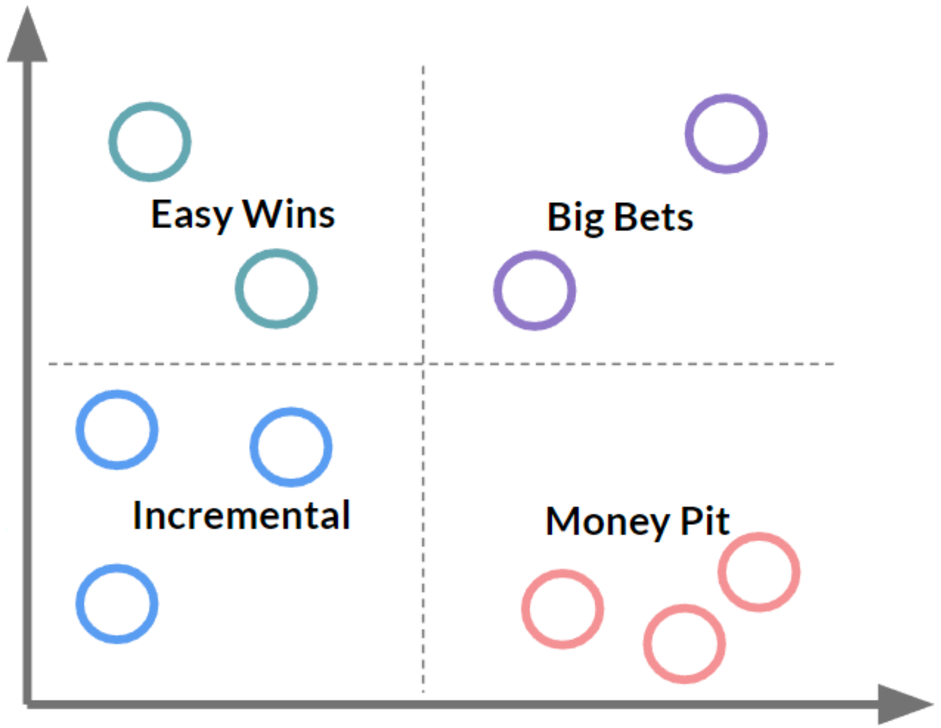
For example: vacation request form


8:08 AM
75%
Open Later
Back
Watch your checking balance grow
Your balance earns interest, without minimums or fees
Get the convenience of online checking
Go online to pay bills, send cash, and more. You can even deposit checks on the go

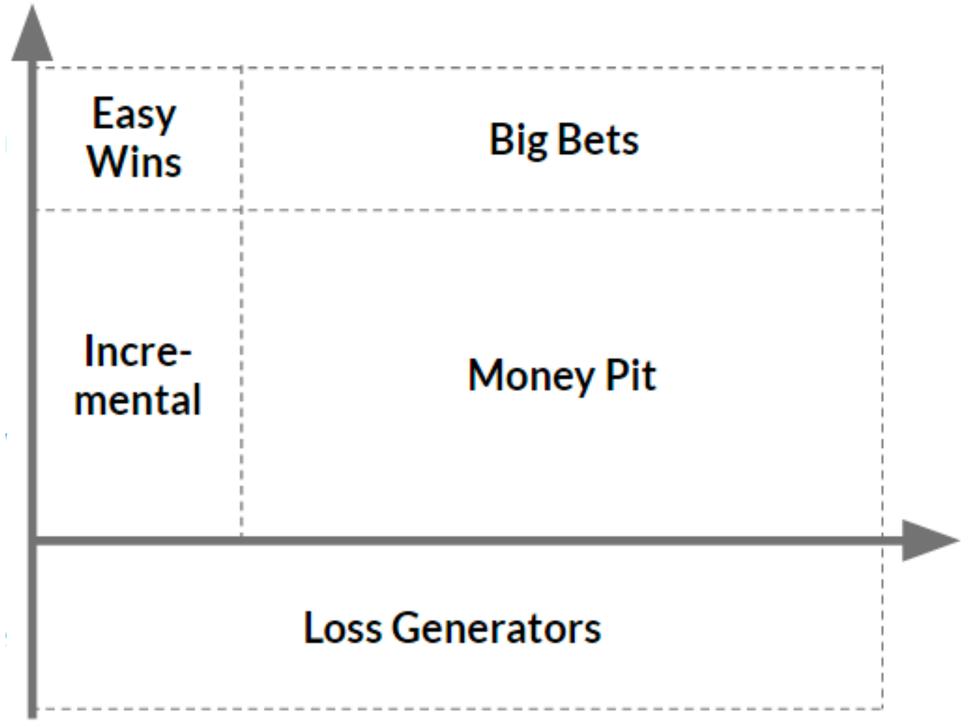
Welcome
to a new way
of banking
Capital One Bank


Swarm
10 min ago
John C. is nearby at Genuine Superette
(w/ 4 others)

Great UX is born in chaos—
we serendipitously stumble
upon it through user research.



How we think PM works

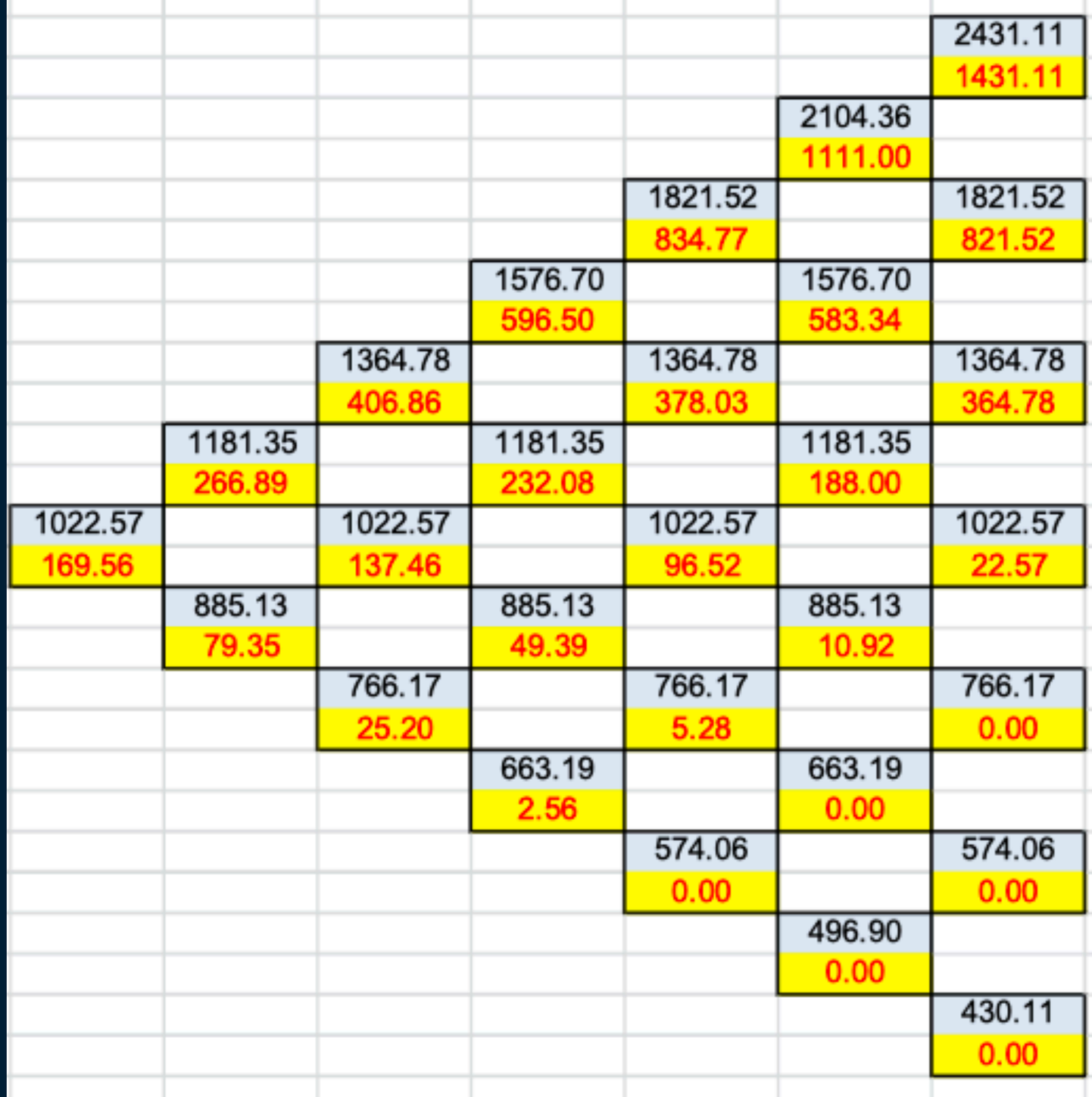


How it really works

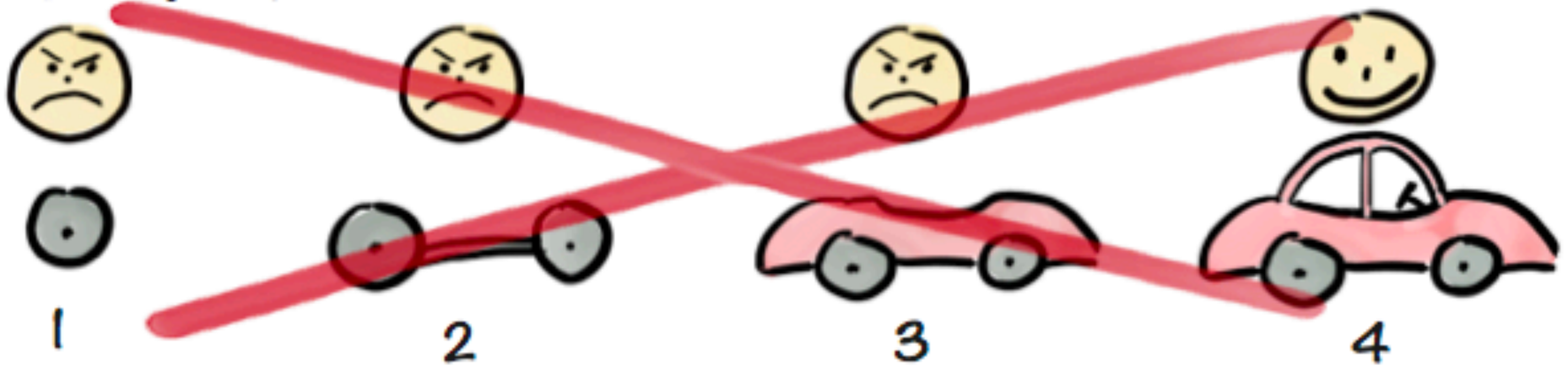
itamargilad.com

kickoff meeting
user stories
sketches
HMWs
checking with stakeholders
whiteboard sketching
wireframes
testing
prototypes
feasibility check
entire UX process
user feedback
brought to you by @thefountaininstitute
me, jumping straight to high-fidelity designs

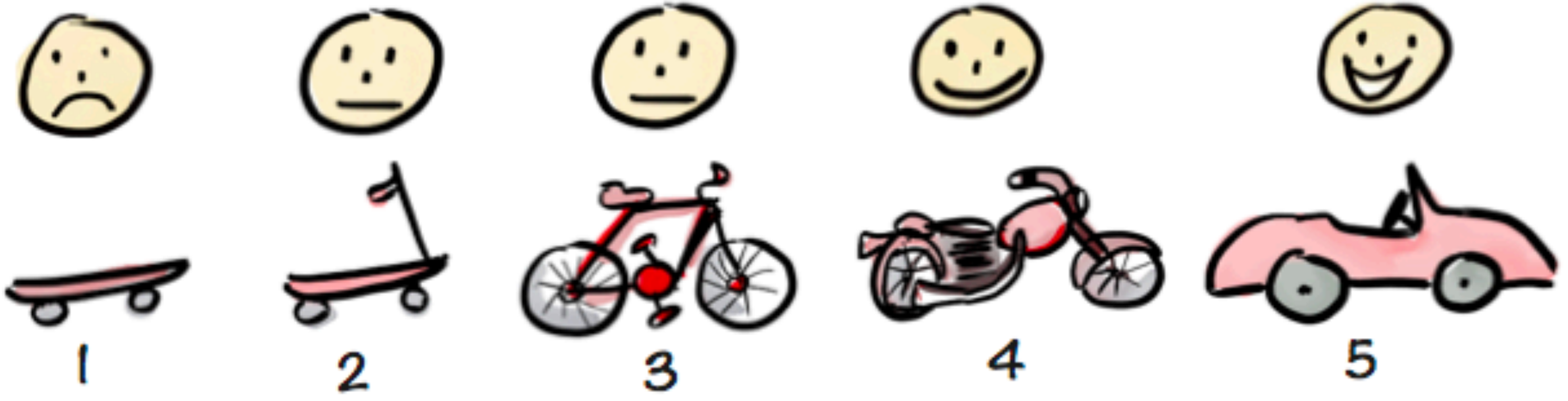
Volatility
Uncertainty
Complexity
Ambiguity



Not like this....

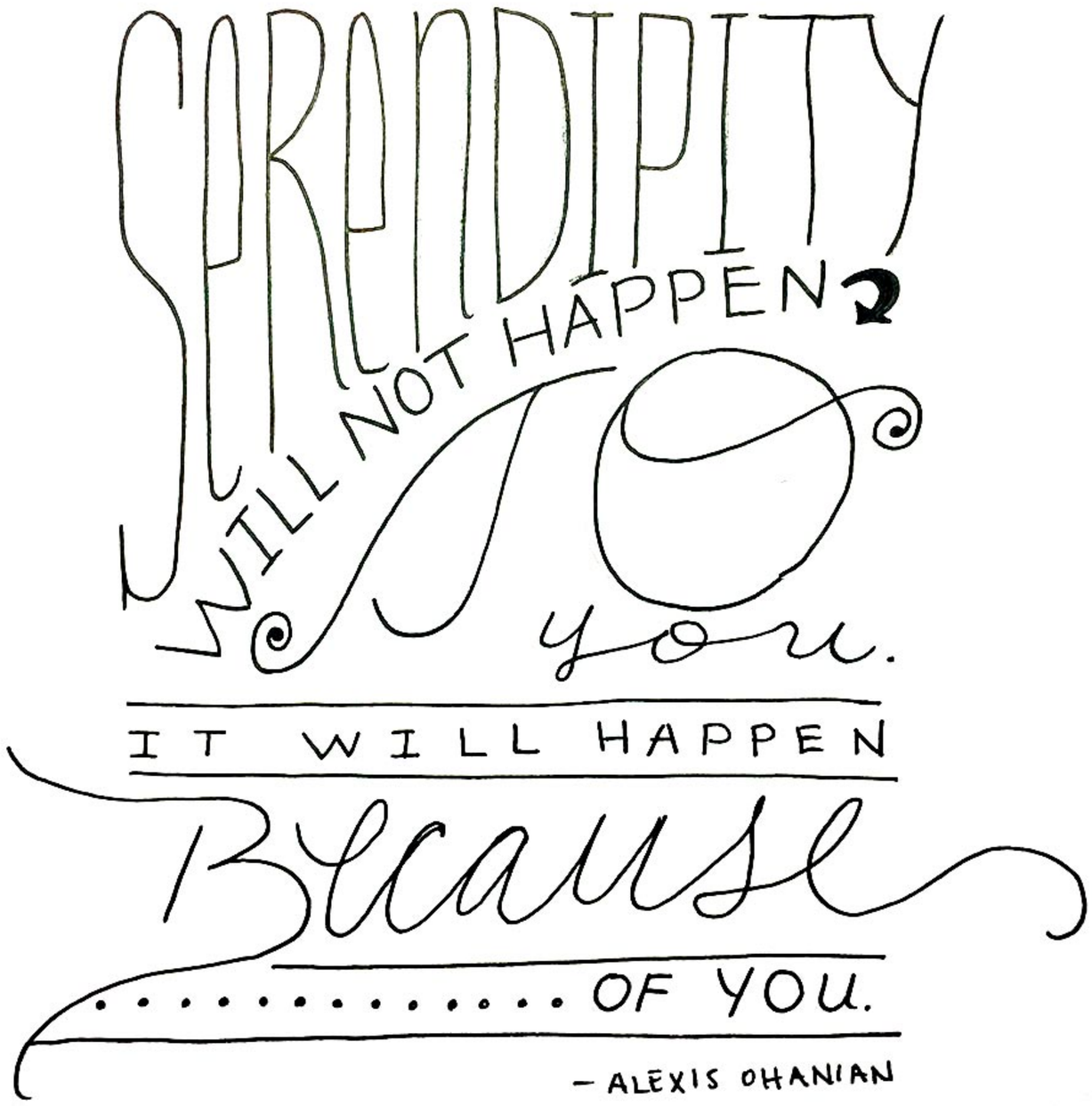


Like this!



How to design for serendipity

> Design the environment, not just the experience.
> Use research to know what's good for the user.
> Be very flexible, expect the unexpected.
> Prototype and test in low-fidelity first.
> Make small bets and always learn.


SERENDIPITY
WILL NOT HAPPEN
TO
you.
IT WILL HAPPEN
Because
..... OF YOU.
– ALEXIS OHANIAN

Any sufficiently positive serendipity is indistinguishable from magic.

Kit Oliynyk fiorine