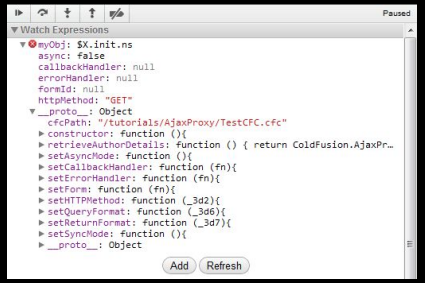
Embracing simplicity

by Adam Silver

npm


Paused
Watch Expressions
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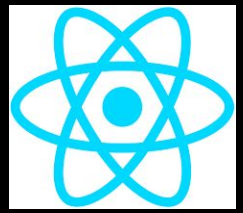
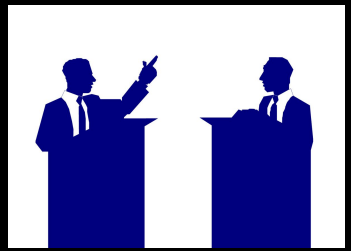
errorHandler: null
formId: null
httpMethod: "GET"
__proto__: Object
cfcPath: "/tutorials/AjaxProxy/TestCFC.cfc"
constructor: function (){
retrieveAuthorDetails: function () { return ColdFusion.AjaxPr…
setAsyncMode: function (){
setCallbackHandler: function (fn){
setErrorHandler: function (fn){
setForm: function (fn){
setHTTPMethod: function (_3d2){
setQueryFormat: function (_3d6){
setReturnFormat: function (_3d7){
setSyncMode: function (){
__proto__: Object
Add
Refresh

Sass

Gulp



jQuery



{less}

We're bombarded by more information than ever before. With the rise of all this information comes a rise of the amount of bullshit we're exposed to. *Death to Bullshit* is a rallying cry to rid the world of bullshit and demand experiences that respect people and their time.

What is bullshit?

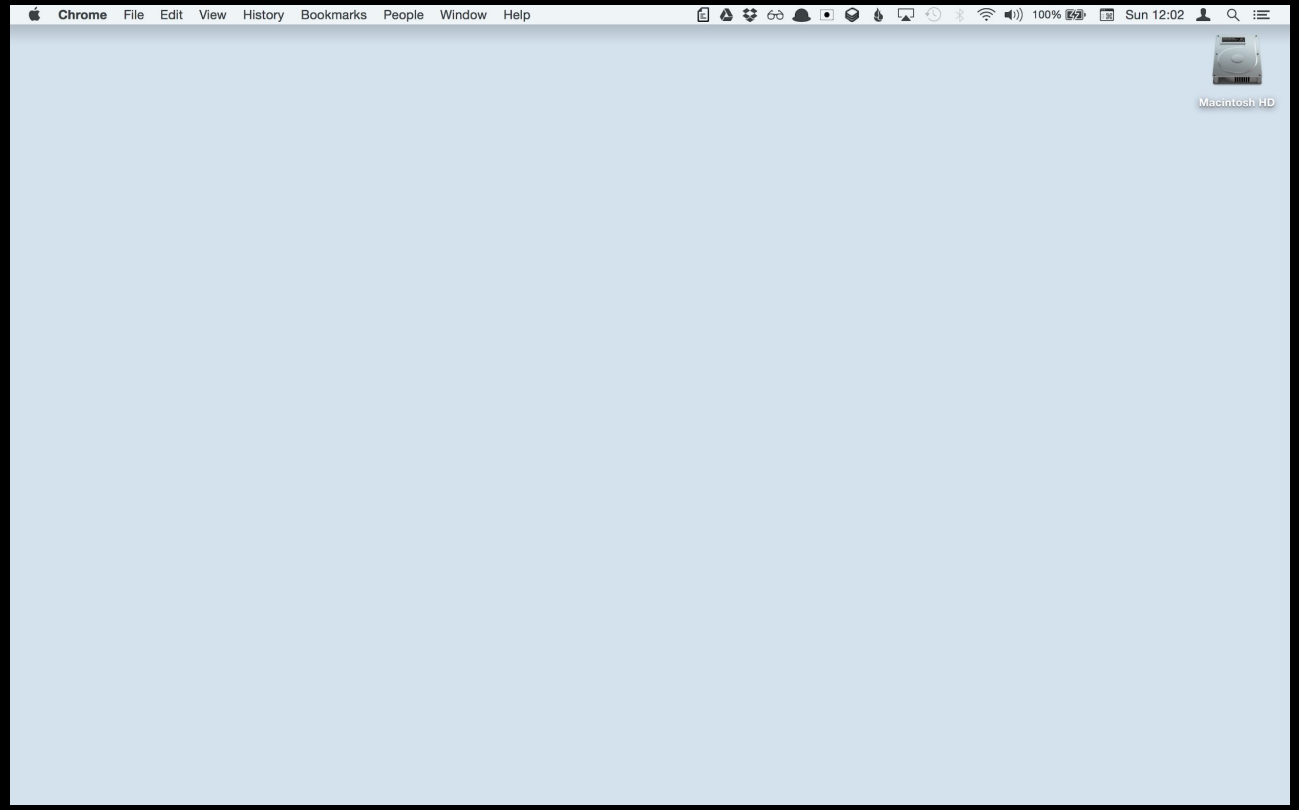
Bullshit lies on a spectrum somewhere between ineptitude and outright deception. Bullshit can be characterized in a few different ways:

- Superfluous or unnecessary
- Cluttered, clunky, or needlessly complex
- Intentionally deceptive or insincere

Popups, jargon, junk mail, anti-patterns, sensationalism, begging for likes, tracking scripts, marketing spam, dark patterns, unskippable ads, clickbait, linkbait, listicles, seizure-inducing banners, captchas, QR

What might this look like?

Obsessed with simplicity


Chrome File Edit View History Bookmarks People Window Help
100%
Sun 12:02
Macintosh HD

12:03
Google

It’s hard

Simple is complicated

Simple is ***simple***

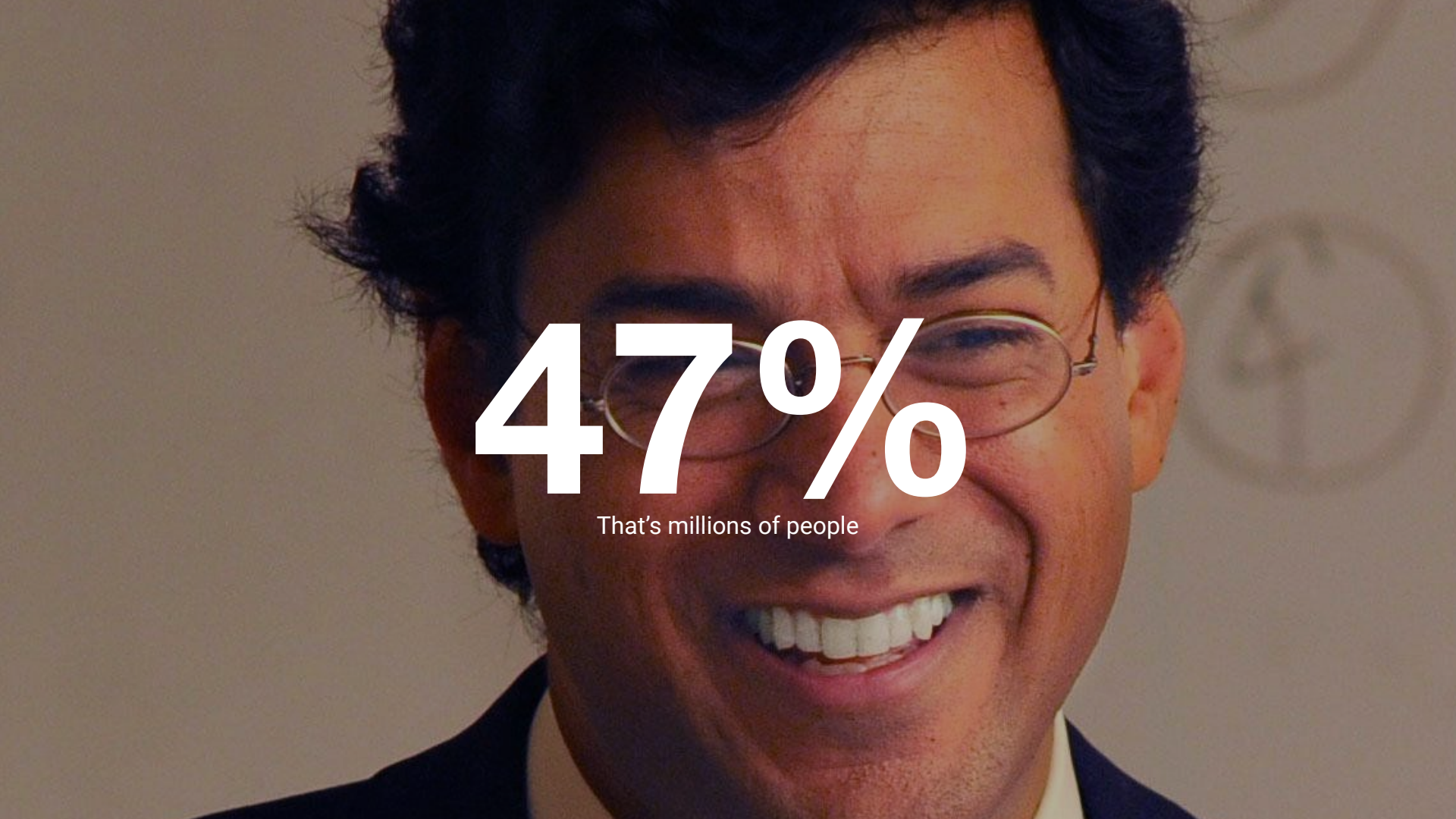
People

We love complicated

Atul Gawande

Professor of Surgery, Harvard Medical School

Ignorance
Technology
Ineptitude
Brakes – set
Elevator trim – set
Autopilot – disconnected
10-15 years training
4000 procedures, 6000 drugs
?
Patient's name
Area of procedure
Known allergies


47%
That’s millions of people

Seduced by complexity

Contribution
Effort in != value out

Designer A spends an hour of their time making 5 screens because they know they need to design 5 screens. They’re not trying to change the world, they achieve what they set out to do.

Designer B takes an entire day to make one screen because they are obsessed with moving pixels, but they are stuck. They can’t let go.

They end up doing less because of their own insecurities about their contribution.

They create the same thing over and over, they end up with unfinished design(s) or they go right back to the beginning.

Designer A understands that there’s no ‘perfect’.

Designer B believes ‘perfection’ exists, their belief of perfect is jaded by their own inability to understand the solution to the problem.

In some cases, they are making a solution for a non existent problem.

Designer A thinks (differently).

Designer B overthinks.

Designer A’s contribution is greater because they think about the necessary.

Designer B’s contribution is lower because they think about the unnecessary.

Designer B is a blocker. To themselves (and the rest of their team).

Designer B relies on what they know.

Designer A relies on what they don’t know.

Designer A releases early to learn. Then goes back to improve.

Designer B releases late.

They learn less because they believe they have perfected something, without testing.

Designer A works with context.

Designer B has no context.

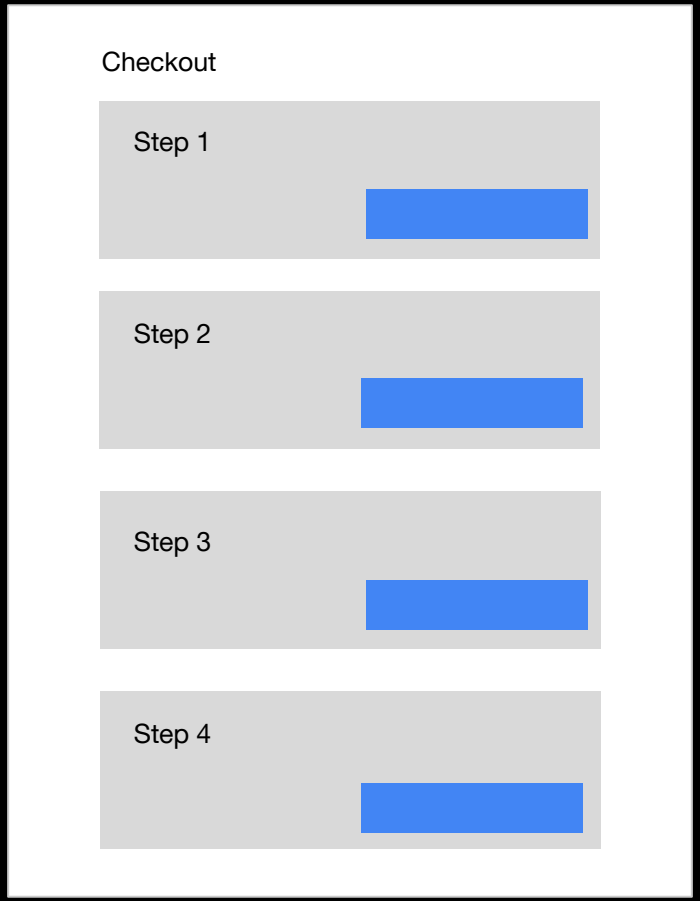
Designer A learns.

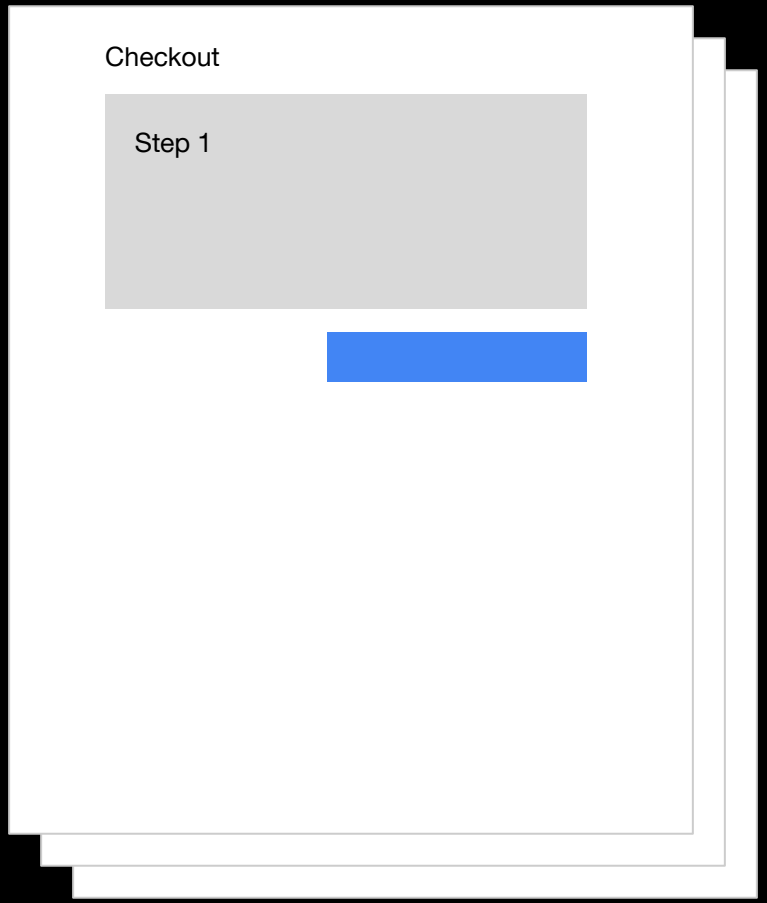
Designer B thinks they don’t have to learn.

“Value only has a value when it’s value is valued”

– Bryan Dyson, former CEO of Coca Cola

Boots


Checkout
Step 1
Step 2
Step 3
Step 4


Checkout
Step 1

JUST EAT

JUST EAT

Confirm your delivery time

DELIVERY TIME

As soon as possible

LEAVE A NOTE FOR THE RESTAURANT

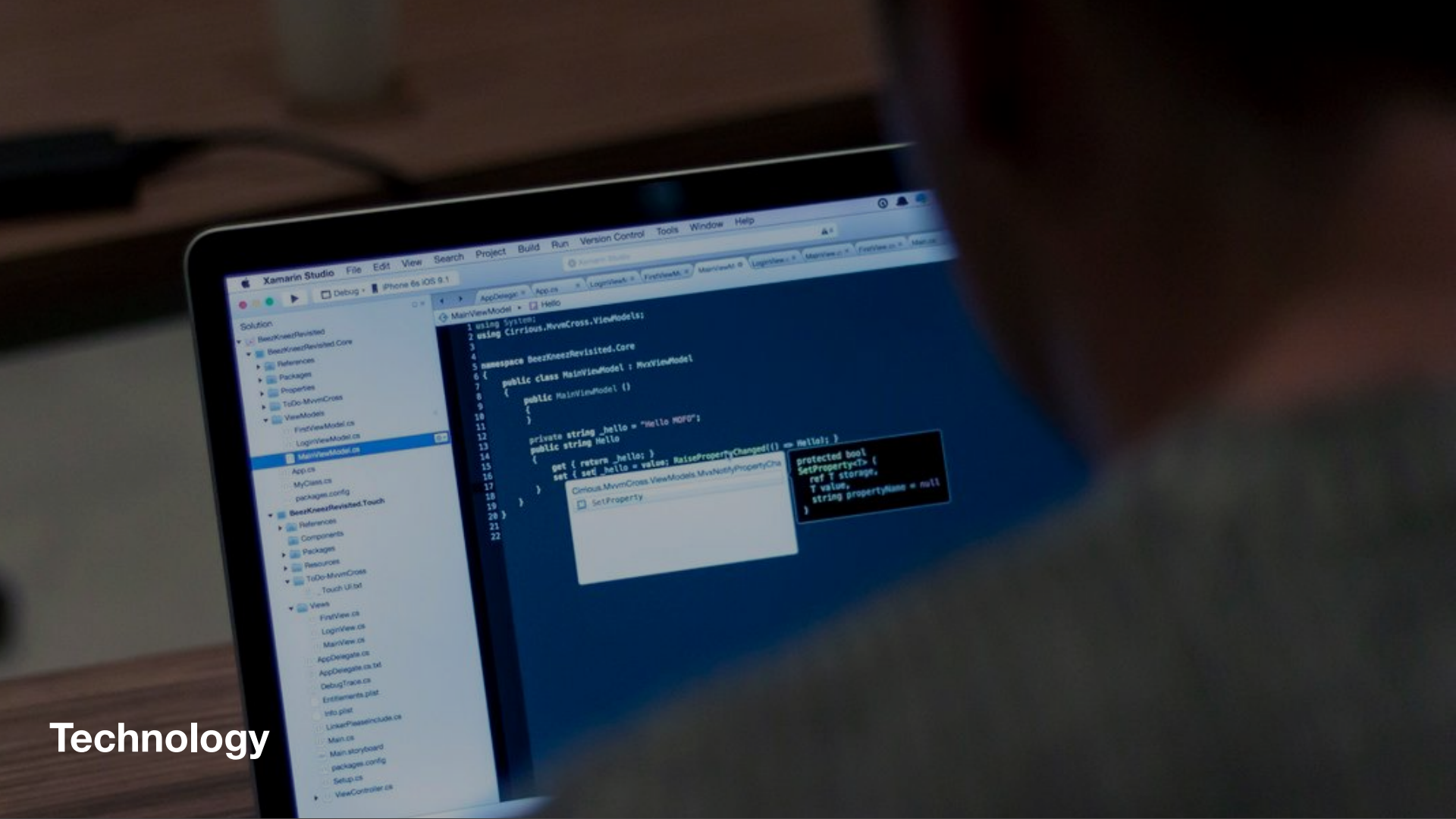
e.g. if you have a food allergy or instructions for the driver

Do you have an allergy?

Go to payment

[+] Page Feedback

2,000,000
#winning


Technology

DISQUS

Article

Article

Comments

Comment

“If had to choose between making something my problem and the user’s problem i’ll choose to make it mine every time”

– Jeremy Keith, Web Developer

What can we do with just the basics?

Mobile first
Small screen first
Essential first
Essential only

“Everything should be made as simple as possible, but no simpler”

– Albert Einstein, Theoretical Physicist

Progressive Enhancement…

...isn’t a prescription

...it’s a **strategy**

Iteration = momentum

Emotion

Small steps = small wins

Small steps = big wins

Thank you

Keep in touch on Twitter

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