

I DON'T UNDERSTAND
HOW MY BRAIN WORKS.



BUT MY BRAIN IS
WHAT I RELY ON
TO UNDERSTAND
HOW THINGS WORK.



IS THAT A PROBLEM?

I'M NOT SURE
HOW TO TELL.





DESIGN *by* PHILOSOPHY

@rungta

DESIGN

*That database design is
pretty rock-solid.*

*Our laws should be designed
to protect free speech.*

*This is a very well designed
convention centre.*

Circuit Design

Computer-Aided Design

Urban Design

Structural Design

Software Design

Interface Design

Web Design

...

WHAT *is* DESIGN

You're going to have your entire life to learn about tools, but if you're not a good thinker from the get-go and if you don't develop your mind, you're lost.

*I think that's the most
powerful tool you can have.
It sounds trite, but it's true
because that's what sets you
apart.*

*You can always get better
at Photoshop, but you have
to sharpen your mind first.*

—Jason Santa Maria

DECISIONS

towards a certain

GOAL



FRANK
CHIMERO

SOCRATES' LOGIC MACHINE

A = B

B = C

C = A

ABSOLUTES

LOGIC

DESIGN



PEOPLE



ARISTOTLE

*Using good deliberation,
understanding, resulting in
deliberate desire to be
carried out with cleverness.*

*Technical know-how, skill,
craft, art. Involved in
production, manufacturing
& making.*

DECISIONS

towards a certain

GOAL

UNCERTAIN

by definition

UNPREDICTABLE

DECISIONS



```
$designer == rand()
```

FOUNDATIONS

PRINCIPLES

INTERACTIONS

SIMPLIFY

PAYMENTS OVER THE COUNTER

CASH

CARD

SPEECH

TECHONOMY



REDUCE

PREVENT REPETITION



[Small World](#)

[more](#)

☐ Packages

(enter city or airport)

Netaji Subhas Chandra Bose

flexible (for travel within India)

(in 1000 INR)

▼ Your recent flight searches

New Delhi → Kolkata

Sun, 24 Feb

Rs. 3,300

Today's Price



Bangalore → New Delhi

Sun, 24 Feb

Rs. 8,818

Today's Price

↑ Rs. 3,758

Since 3 Jan



► Offers & Deals

Search flights

Simplify

Reduce

Prevent Repetition

ROBUSTNESS

*Be conservative in what
you send, liberal in what
you accept.*

—Jon Postel

CREDIT CARD

2345911243130091

2345-9112-4313-0091

2345 9112 4313 0091

NUMBER

13000

13,000

DATE

22/02/2013

yesterday

Saturday

next thur

KNOWN

UNKNOWN

USER AGENT

VIEWPORT

BANDWIDTH

BROWSER CAPABILITY

PROCESSING
POWER

CONTEXT

LOCALE

LANGUAGE

HUMAN ABILITIES

User Agent

Browser Capability

Viewport

Processing Power

Bandwidth

Human Abilities

Context

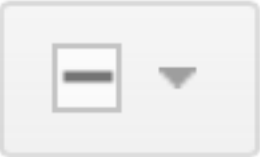
Locale

Language

COPY

*A word is worth a 1000
pictures.*

– Apple Human Interface Group



CATER FOR THE EXTREMES

You shouldn't have to explain your interface

Hide implementation details

Simple trumps complex

Direction over choice

...

Clarity is job #1

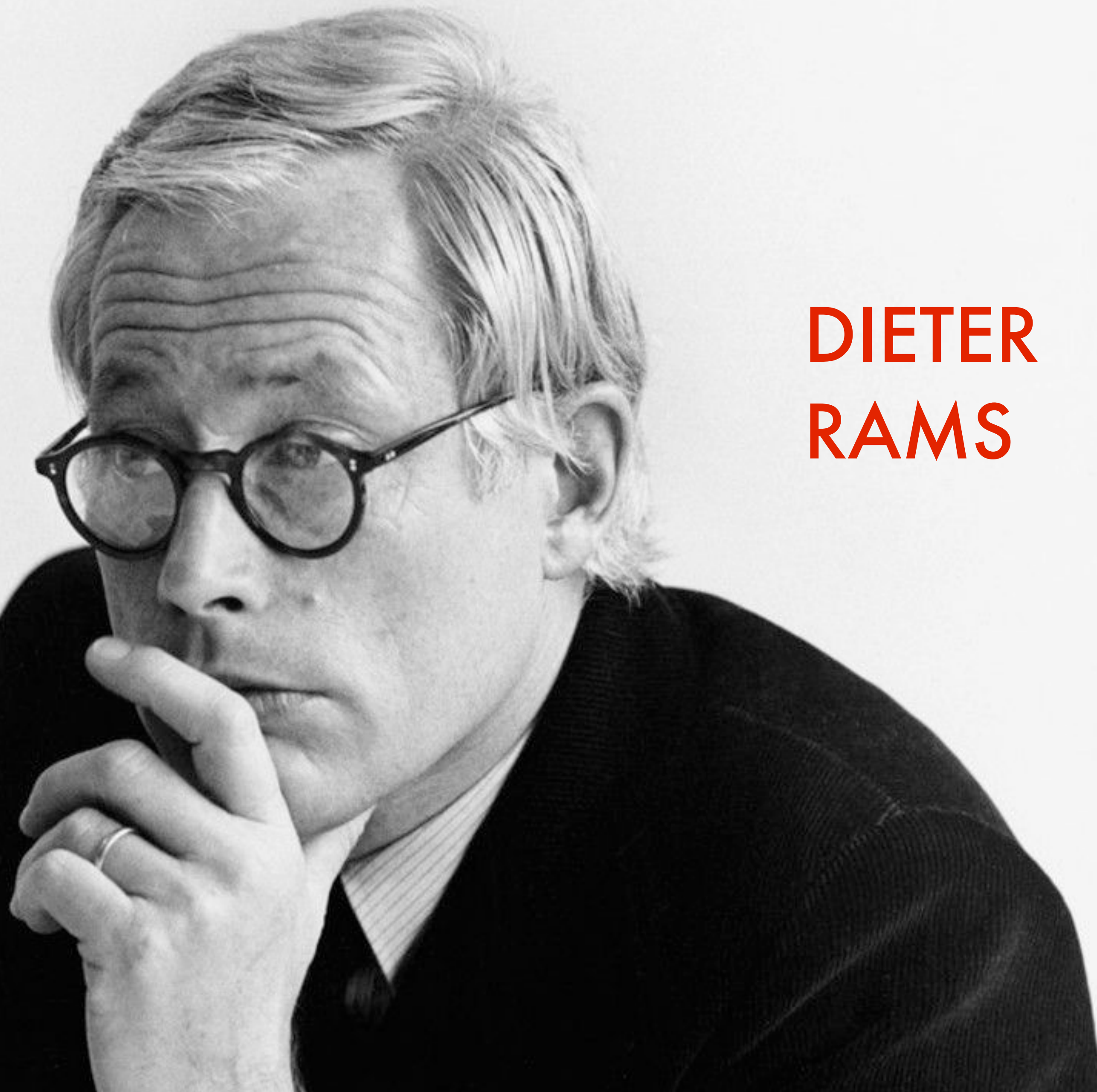
Conserve attention at all costs

One primary action per screen

Provide a natural next step

Progressive disclosure

Help people inline



**DIETER
RAMS**



2 1192 ml

*All design is a series of
compromises; but good
design finds the right ones.*

– Doug “@stop” Bowman

YOU OWN MODELS

QUESTION THE WHY



EVOLVE

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