

Case A

Participant: Designer 2 (P)

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Date: 20120402

R: #00:00:00-0# Ok, can we start?

P: #00:00:00-8# Sure

R: #00:00:02-9# In last interview, you talked about simplicity as the design principle of [the name of the product] and you also took apple products as an example to explain what simplicity means and your experiences of using apple products. Today can you talk more about simplicity and give other examples about you experience simplicity?

P: #00:01:05-6# Sure,ok, well, so Apple products typically have like their model, so in that, you normally doing one thing at a time, and each screen has one basic purpose, right? There is not often goes this real simple application, they just have the one sort of, the one kind of screen where you are going to be doing one kind of interaction. It's quite simple, right? And in fact, it's quite effective when you are trying to, when you designing something, so that what can I say here. You know, obviously, when you are trying designing something for nuts or people maybe that aren't familiar with technology, the less kind of interaction that you give them per screen, I mean, the less error they are going to occur, right? And...you know, if you look, what are some other examples of simplicity.....yeah, I wish I would thought, you know ahead of time with these questions, it would have been a little more helpful. Let me come back to this simplicity, another kinda of you know, products or first time experiences that I had with products. I think, I mean in a way it's like in everything, you know, everything that you sort of interact with, what are, let me come back to that, let me think more about that one.

R: #00:02:51-0# yeah, yeah, yeah.

P: #00:03:06-4# Ok, here is another example of simplicity, so, the new, there is this new product called BaseCamp, and their sign off experience is you fill in 3 fields, and then you are, you press submit, and you are already using their product, right? That's a kind of very simple approach to on board a user into a system, and study has show that really that, that is effective in getting user adoption or at least getting people in the door, right? So if you say, ok well, if a product can get like 20,000 people a month into the system, only 5 percent actually continue to use that, I mean, still, like that's 5 percent of 20,000, right? So, but if a similar product, it takes like 5 minutes or 3 minutes to sign off to a product, they only gonna get like 5,000 people who actually continue on, right? who actually get through the door, and so 5 percent of 5,000 is a lot less. And you know, it's not to say it's a number scheme, but it's more about you know, if something there is a perception of simplicity and there is also simplicity, right? and I think that both are very important, right? because if you think about a toast oven, a toast oven that is very evident what you are going to do, you know, you put toast or your bread in these two slots, it kept what else you are gonna put in there, right? Even the name itself is you know, implies what the things for, right? And then it's a little spring that you push down and then the connection between that spring and what's happening that there is about one to one relationship that happens, right? And so when you do that, it's quite simple.

So I mean, that one to one relationship, you understand what's happening mechanically, right? And then I mean, obviously with technology, you lose that sense of..what is that word...you use that relationship that you normally have in...that you have with mechanical things. Similar where you turn the norm bright, right?

R: #00:05:32-6# yeah.

P: #00:05:55-1# so, how to I use that

R: #00:05:57-9# I know, you have talked a lot about simplicity, I am wondering how you use your experience of simplicity in design of [the name of the product]?

P: #00:06:13-6# Well, certainly, you know, I always looking at how to reduce the number of steps it would take to do something, right? And thinking about each screen and trying to.....so.....with rich technologies, what you are trying to do is...often is get a lot of information from somebody, right? So you can do...you can take one of the approach where you putting less on the screen, but then it takes more kind of steps to get through all those things. So it's always a balance of those things, the steps V.S. number of actions on the screen. But I think it's also trying to leverage what how people are already experience similar things, so how do I use my...

R: #00:07:16-8# Do you have some examples, like interface of SteamWork, which can show how you apply simplicity in design?

P: #00:08:15-0# In [the name of the product]?

R: #00:08:17-7# Yes.

P: #00:08:20-9# yeah I mean, we have, I mean that's everywhere I would say, like, you are looking at how...let's say a 3 step wizard, right? you are using a general pattern that exist around wizards, right? So many people who are especially, novice users can understand like ok, this is the process, I can understand that this thing is going to take 3 steps, right? And that's sort of clearly marked on the top let's say, with like step 1, step 2, step3, and then the user can click on each one of those things and then normally it's labeled with a particular field. So you know, we have dialogues with wizards for example. Let me think of something. We use hover states, so for example, there is this one, there is this area of our site where we have these things called work items, and there is information on them until you hover on top of..with your mouse on top of those work items. And when you hover on top of it, it reveals these actions, right? And on the actions, you can click you know, to edit the item, or you can do other things, right? And then in order to even further simplify it rather than putting all the actions that some items can have like 7 different actions, we don't play them all along. We only give the user 3 of them, the 3 most used actions or we feel are good actions or they are most likely to be used, right? And when the user, you know, and then to accommodate these other actions we have, then a context menu that drops down, right? And so, and then we try to in that context menu, provide you know 5 to 7 items no more, right? So that way, users can easily scan and understand like where something might be you know in the other interactions with different kinds of items. So it's sort of this details on demand model and it's similar to you know stories or using a remote control.. so back like in I would say 1996, Sony came out with this VCR, right? And on the..this VCR had a remote, and this remote, it had you know, maybe you like...you know, well it doesn't...the most commonly

used TV actions, so like they had the number pad, right? And had channel up, channel down, volume up, volume down, power, right? And then had this little fold out thing similar to like a cell phone, like laption or clamp, right? And then when you unveil that, it had a bunch of things for VHS, and a number of kinds of more advanced stuff that you, then most people didn't use, right? didn't need to use. And so it's a similar kind of you know model as revealing only what is most like maybe used, and when if you do need more, you kind of you go and look underneath of this panel and you know, so we try to, well, that's an example of you know using...I wouldn't say when I reference that when I was using it, but when coming up with this design, it was more that like it's a principle of details on demand, right? That's communicated in these 2 different forms. So, I just find it difficult for me to like, I don't necessarily, I might play around with like Facebook, and then say, oh, what is Facebook do? When I am designing, so I had this meeting and we are looking at some of the settings around password, ok, so you know, ok, well, what did these other things do that are similar, right? So I might look at that as an example. Sometimes, I will be navigating on another website, and say, oh I really like this way that they address this one problem, it's really nice. And so, you know, I will try incorporate some of those things into a design.

R: #00:12:47-8# Is simplicity the main design principle of [the name of the product]?

P: #00:12:55-2# I mean that's one of them, right? it's like.. I don't know if you know if it's a design principle... I mean it's just an approach..

R: #00:13:05-2# An approach? you think simple is an approach?

P: #00:13:47-0# ok, yeah, I mean I think it's like, ok well, yeah maybe it's a principle. Anyway, but I wouldn't say that's what we....I don't know how to say...I mean, it is some of that we do use as a...yeah, we wanna make this a simple easy to use...

R: #00:14:10-3# so how do you define simplicity? a design goal? a design guide?

P: #00:14:24-9# Well, you know, another design goal is that we wanna make this like collaborative, right? We kinda take the approach that bring people to the foreground, you know, trying to give other people.. an awareness of other people....

R: #00:14:44-1# yeah. How you communicate to other team members that design of the [the name of the product] should follow simplicity?

P: #00:16:05-0# ok, yeah like.. I wouldn't say that we have this like thing that we have it up on the wall a poster and says this is the principles of [the name of the product] that we design by.. I don't think it works like that

R: #00:16:15-0# Is that something you want to achieve?

P: #00:16:22-9# I think, I mean that's guided by ease of use, right? So the...as I mentioned before, [the name of the product] is more like a generalist tool, ok? that works across many different verticals. So a vertical could be, a HR tool, a Human Resourcing tool, right? Another vertical is like business intelligence, right? Another vertical is sales, right? So.. but [the name of the product] is not like a...it's a generalist tool that those across all of these different areas. And so, as such, we really focused on like making the tool that can be used by people with who have a lot of general knowledge of how

technology works, and how like social networking sites work, right? So that they don't require to have like business intelligence you know background to be able to use this thing. So as such, we really need to make it easy to use. More easier to use than let's say SCRM tool, or more easier to use than the very rich business intelligence you know, data mining tool, right? So, I mean that is something that is a boundary of [the name of the product].

R: #00:17:49-1# So is easy to use is similar as simplicity?

P: #00:17:55-1# No, I would say easy....simple that means, I think it sort of like a...so by simple, I don't mean like non-complex, right? I think it's more trying to, have all the system to trying to create that are very complex in all of these processes, right? And you really want to simplify those things...I mean most of the people don't have the time first of all to do all this you know, all this how to invest into working with these tools, so you need to one, as I said, making less clicks using users mental models, or understanding what people, how people are approaching this thing? what their previous experience is might be? you know. And there is a little bit of....you know, what they are saying is....is a little bit of trying to think through what they might have experienced before, right? trying to leverage that. But getting back to that, it's not that...this ease of use is not the same thing what it supposed to need, but simplest....by trying to simplify can help to create an ease of use, right? You know what I mentioned before, like John meta has a different rules of simplicity, right? I mean those are general guidelines having say you know, to trying to design a simple experience. I think another aspect that I think we looked at is minimalism. Trying to allow the content itself to come out, so reducing the amounts of color for example, and letting the contents speak to itself. Trying to reduce a lot of unnecessary design elements for just the content to divide itself. That's another, I guess another aspect, I mean we could have designed [the name of the product] to not be like minimal you know, we could have designed it and it was at one point using you know, more icons and stuff, so we really looked that reducing, right? So that's another aspect of like simplicity, right? from John Meta it's like reduce, right? I wish we just are not applying the other kinds of things like we are, and as a team, we are not saying oh we had to do these things, right? I think as a designer, I look at a problem and I try I think through what are people who are going to be use these things, what is their impressions going to be. So another example is that, you have a.. these tools that.. so we have these tools in [the name of the product] as I was saying, and some other tools don't ever get used ever, right? We know that because we look at data in detail. We also look at other tools where they are used a lot more and trying to understand why that is, and one of the chief things here is that, if it takes, if it can help people to get to that goal quicker that it takes less steps to set things up, and it's get other people involved and engaged you know. Then it's probably going to be more successful, right? Because, so why would they prefer to do this over another tool as you know another good example, yeah.

R: #00:22:02-7# so can I say that your understanding of simplicity comes from your experience of using apple products?

P: #00:27:12-4# yeah, maybe, but that could be that I read the book, these books on, like from John meta, and that path the way that I look at Apple, right? So I don't know if just it's one direction or..I think that you know, you read content and you know you look at...you know for another example like, this 5-7 rule, like I learnt that from a book. You know, a long time before even I came up some.....

R: #00:27:39-4# Yeah.

P: #00:27:52-3# right, I mean, you know, I mean, where did I learnt simplicity, well, I think that I learnt probably in university in doing like my bachelor degree in looking like, you know, Bauhaus for example, right? And you look at the purity of geometric forms and color and applying that, you know, in...I would say that, that was my experience of

R: #00:28:19-4# So it came from leaning?

P: #00:28:41-7# I just don't know how to uncover that, I guess I am sure that I do, I just don't know how to actually tell you about it because I am unaware, because I am probably do it like day in day out, but I find it hard for me to think here and tell you specific examples, because I just don't know how...I can just call the action because I think that happens like of course I use my first person experience in things that I design. But I try, but in anyways, when I becomes conscious that I do, I try to stop doing that because I feel that I am not designing this product for myself, I am designing it for other people who are not me. I am very technical, you know, I think very technically, right? But who I am actually designing for is like Sally in HR whose screen resolution is like 1024 X 768 because he doesn't know how to change that. So I guess when I put myself like...

R: #00:29:36-8# yeah, that is what I want to know.

P: #00:29:54-3# like if I was designing like a tool that was for designers, I would use my first person experience because I would consider myself like a person that would use that tool, right? And there is..maybe there is an asset that in [the name of the product] that I do that because it's what I like, and because in some aspects of that, of you know, the user or the persona, or the user profile that you know, one case could be people in my kind of situation, but that's really not all of them, right? And so I try not to lean too hard, because I think as a designer, we really need to have empathy for who we are designing for, right? And if we fail to that, I think that's where you get a whole you know, a whole lot of stuff that never gets useful to people, right? because you will consider, because you are designing for themselves, right? It's sort of like somebody, so my wife is Korean, and I went to Korea 2 years ago. And when I went to a lot of stores to buy clothes, I realize that me not being from Korea, you know I am a little bit different size, right? Many of the stores, the shirts are a little bit too short, right? So when I put on the shirt, it fits everywhere except the arms are too short, and now I have all these short shirts, and so that's a big problem, right? And so, I mean obviously the people that are designing fashion in Korea, they are designing it for Korean, right? And so I mean, that's their expectation, right? So, but it's as if like you know, many designers are designing like shirts that are too short because they are just trying to design it for themselves.

R: #00:31:40-2# Have your personal experience, or what happened in your life informed your design work?

P: #00:32:09-9# I think I understand where you are getting at, are you asking me is that like, is there a choice to have like a simple..is there a choice for...are the design decisions to make [the name of the product] you know be perceived a simple a choice that is made that is arbitrary? or is it something that is reflective and needed in the design. Is that what the question you are asking me?

R: #00:32:37-6# No. I mean have your past life experience informed your design or

influence your design?

P: #00:35:30-9# Yeah, like I think about, I don't know, I mean I kept pulling anything from my past that makes me think in that way, I certainly use like previous experiences that I have had in designing things to inform my new designs. But I think that that's implicit knowledge, right? I can't tell you all the things that I have learnt in design school, I mean I look at something and I know that is 3 pixels off by looking at it.

R: #00:36:08-6# Ok.

P: #00:36:36-2# so are you asking me that is there something that happened to my life that caused me to be interested in design? or that helps me to think about designing this in a spectacular way? Is that what you are asking? No, sorry, I mean, I can't think of anything that you know, like my dad bought me a computer when I was like 10 years old, and it was a Macintosh, and I started to play around using it. I got interested in graphic design because of that. I don't..my dad never taught me how to use it, he bought it, and I played around with it, and you know that's what got me into, you know, I mean I would say my 4A into design was more so through just playing around with visual stuff on a computer that led to me getting interested and understanding you know, what I didn't understand there was a career path towards that, and then through that, I mean, through that, I ended up getting realizing there is a career path that I can design on the computer. And then I kinda went into putting my schooling towards that focus, and then when I got accepted to a university and then I started doing that. You know, I mean you can say, ok, well I was really into philosophy, you know, when in high school, and I was probably influenced a lot because I spent a lot of time in thinking you know about things, and you could say that oh I might have been influenced because I played like hockey and I was a goalie and I spent a lot of time like not talking to people for a period of time, but instead you know I was like you know, in the net you know, I would watch things going on and I would just kinda think through myself, ok, you know, if that's going on and I had a lot of time to just very cognitive, right?

R: #00:38:52-3# so if you have a design task, how do you come up with design solutions?

P: #00:39:50-8# I love that existing ways.. I look at like existing products I also trying to think about like what are the users going through in terms of like their day to day task, right?

R: #00:40:01-9# Yeah, that is first person experience, your experience of using products.

P: #00:40:11-2# yeah, I guess I look at, ok, what is this screen look like, how this like you know, these other software companies trying to solve that problem, yeah.

R: #00:40:26-2# yeah, so you use other interactive products then you come up with design ideas?

P: #00:41:24-1# Sure, for sure, for sure, you do a heuristic review, is that what you mean? you know, by doing heuristic review? So if I do a heuristic review of like you know 5 different applications.

R: #00:41:34-5# sorry, what's the word?

P: #00:41:36-0# heuristic review, so you basically look at, ok, based upon your knowledge and skills you can understand and look at and evaluate solution based upon you know usability without having to have people you know, come and test because you can understand where potential problems like, right?

R: #00:42:13-6# ok, do you have some examples, like what products you use and what you learn from them?

P: #00:43:25-7# Well, I mentioned you know, I use this signup for BaseCamp, I mean it was quite simple, I was quite impressed by that.

R: #00:43:34-7# So what's that?

P: #00:43:34-1# BaseCamp, yeah, it's another you know, collaboration software.

R: #00:43:36-6# So how to spell?

P: #00:43:41-1# BASECAMP. I mean I look at how Facebook does its feed, you know, you look at, I was like, ok, you know, it has like an important you know, you mark something like you like, and it has a way of you know putting in comments and displaying comments and the way the interaction between both the comments and the likes in the way that that happens, you know, and how that works in a mobile device. So we looked at that, and say, ok, well this is ok, but how can we make it better so that the user doesn't have to on a mobile device, have to go like 2 different pages, they can actually just see both in the same time, so like you know, that's an example. I mean it happens all the time, so I mean I just don't even take notice of it because that's just part of the everyday, you are always looking in evaluating other solutions based upon you know what...base upon like these kind of heuristic review or base upon like your understanding of interacting with these kinds of things and where potential problems could live, I mean that's for sure, right? I mean that's just an everyday thing, I mean...yeah, if you want to call that first time experience or you know for sure, I mean it's fine.

R: #00:45:07-0# but you think that is everyday knowledge?

P: #00:45:09-0# I think it's like kind of implicit knowledge as a designer.

R: #00:45:12-6# implicit knowledge.

P: #00:45:11-0# yeah, I mean you.. I don't know where I learnt that, it's something that you just gain through education, you understand how to see things, I think that once you start to be able to see things, you then are able to pick them up and then see them again in different ways, right?

R: #00:45:35-0# Yes.

P: #00:46:18-2# yeah, I mean I am not here to tell you what your research is, I am just trying to communicate you know my experience I guess I mean as a designer, right? I think that, I would say most design is look at blogs or at other things for inspiration, right? And then from looking at those things, they decide for what is going, what are

going to be appropriate solutions and hopeful innovate from that base upon what their task is, right? I would say that's a pretty general thing to say about designers. yeah.

R: #00:46:59-5# so you never use your personal experience in your design practice?

P: #00:47:14-1# I don't know, I mean, I think that, that's an everyday, I would say that happens with every single thing that is designed in [the name of the product], or any other thing that I never done before. I mean, that to me, I felt like, yeah of course I mean I look at other similar products, and then look at what might be a better solution based upon what our user's knowledge might be, right? So not just what I feel is the best solution, but what the potential users going to be, right? Who understands those conventions. I am not gonna trying do the best design ever because it's super simple that people won't even understand it, right? So you need to be able to leverage what other people are design, but I mean if you are asking me to give you examples of like..of individual things, I mean I could.....I would have to like show you every screen on [the name of the product] and tell you that every part of that, what was take, what was inspired by other sites, I mean, and I would say that, that was probably be something that's not just passive, it's active, like we are actively doing that or actively looking like as part of our job to look at what others are doing, you know, so I will call that like a competitive analysis or a heuristic review.

R: #00:48:35-3# so you call that as competitive analysis

P: #00:48:37-5# yeah, or a heuristic review, it's a same kinda thing, you looking at what competitors are doing and trying to ensure that, you know, that if they come up with something new and innovative, then you can say, oh, ok, that's really cool, you know and you are obviously looking at that kinda thing.

R: #00:48:53-4# ok, why do you competitive analysis?

P: #00:49:03-7# why? I think it's to say, ok well, how are.....well, so that we know that we are not falling behind. so that we can understand what other users...what other people who are using similar systems are encountering, right? So that we can....ok, so if everybody is building.....its' kinda like this. You don't see a toast oven, a toaster that has, that's you know, that has the toaster thing in the bottom, right?

R: #00:49:45-9# so what you lean or what you want to learn from competitive analysis?

P: #00:49:56-8# Yeah, I mean you can understand what I would say what the designers are trying to frame for other people, so like you look at a designer for this product called BaseCamp, right? We say, ok well, how are they framing this collaborative software to their users, right? you can say, ok, that's how their frame is, ok, so that's interesting, ok.

R: #00:50:22-2# ok, so when you know how other.....

P: #00:50:24-5# so, so for example, like BaseCamp does it, like they call them sales project, they have projects, right? So, a project means certain things to certain people, right? So ok, well that's interesting, that's how their framing you know collaboration to other people, right? We don't do that for [the name of the product].

R: #00:50:44-1# so you learn user models from these products?

P: #00:51:13-1# I would say it's more like UI patterns, not necessarily like conceptual models, you know, like are you asking what do we? or?

R: #00:51:26-7# how did you incorporate what you learned from competitive analysis into your own design?

P: #00:51:27-5# how, I have no idea, I look at it and I say, ok, I think you have to sit down with me and see what I am doing. If you really want to understand like that process, I think you should probably like come in and sit down and see me design to a problem. Or look over my shoulder or something because I don't even understand, I can't tell you. And if I did, I don't think that it would be honest, I think it would be like me trying to create this...

R: #00:51:55-7# ok, do you have reflection of your design process?

P: #00:52:06-7# I would say I do a fair bit of reflection on a process, but not like at that level. I look at, ok, I just designed something, I designed something, ok, where, why, was it successful or not? I kinda look at it at that level when I am designing.

R: #00:52:34-0# yeah, what do you mean by successful?

P: #00:52:43-9# So you know, is the thing I designed that went out into the world, was it well received by the people, by people who use it? Was it used a lot? Was it using frequently? you know, that kinda thing.

R: #00:52:57-2# ok.

P: #00:53:54-1# yeah, I mean there are things that I interact with, I say, oh, that's interesting, you know?

R: #00:53:57-8# yeah just like you see the project in the BaseCamp.

P: #00:54:01-4# yeah, so they have...let's use their mental model that they are trying to create for their users, right? I mean but that happens like not just with BaseCamp. I can name you like 10 different things, you know, I can name you, you know, I can name you right now if you want me to. You want me to name them?

R: #00:54:22-6# how you evaluate ok, this system is successful, but that one is not?

P: #00:54:50-7# It's not necessarily like what are the system itself, it's more like individual parts of a system, right?

R: #00:54:55-0# how you evaluate that?

P: #00:55:01-2# well, you know, I look at, ok, how elegant was this designed, you know, what are the elegance of that design? So that's to me in my mind, elegance is the complexity of an interaction, it's made so simple that makes you think it can never be any different than that. It should never be any different from that. And it's so obvious after you experience that that's the way it should be, right?

R: #00:55:42-5# ok

P: #00:55:41-2# and then it can never make you think, and then when you look at everything else that is going that other people are doing, it makes you feel like that they are all completely wrong, they did it all wrong, right?

R: #00:55:53-4# so elegance is the evaluation criterion?

P: #00:56:01-4# yeah, yeah, of course right, but then, I start to kind of say ok well, I might like something, but I am like, yeah, that's never gonna work for our users, right? So I mean, there is also that criteria.

R: #00:56:13-5# yeah, yeah.

P: #00:56:27-0# yeah, I mean I like that, but our users like.....

R: #00:56:28-8# yeah, how did you applied your own understanding of elegance into your design?

P: #00:56:32-7# I mean that's happen implicitly, yeah, I mean that happens all the time, I know that I am doing now, right? I mean that goes into like, oh well, my design decision that I made, but that's a part of like how I design, right? That's a part of how everybody design. And then there is like, ok well, there is a point where I have to say, ok well, this is like a stylistically, there are my decisions, but I have to say to myself like, yeah well, actually people aren't gonna understand how to use this thing even though I would.

R: #00:57:11-7# ok, because you have a design team for the [the name of the product], so how do you communicate your understanding of elegance with other designers?

P: #00:57:32-6# So how do I communicate that? Like what is to communicating to them? like a design? or like the design principles?

R: #00:57:45-2# So because you said elegance is your own criterion, I am wondering how your communicate your criterion of design with other team members?

P: #00:58:09-4# I don't necessarily like, trying communicate the elegance of it, I mean I just trying to communicate you know, it's.....

R: #00:58:18-1# yeah.

P: #00:59:38-7# when I communicate designs, I try to think about it from a user's perspective. So I try to say ok well, what is the problem here, right? and what are the.....and how is my design solving that problem, right? I don't try to communicate the elegance of that solution, I just.. I mean I am hoping that the elegance becomes a parent through the design, you know, but I don't really trying communicate the philosophy of it, you know. I try to use research whether that's readings or what is common out there in the field to be further evidence of why that direction is good, why the design is good, right? Some designers I know are trying be, trying to make their mark in...with specific design, I don't believe in that. I mean I know that I do it, but I don't strive for that, I don't you know, you can always tell what...who specific architects are, right? Frank Gary for example, right? you know his buildings right? so like to me, I feel like the designer's job

is to be transparent. ok? and I think that those are...the designers of things you know, like Leslie for example, like those people are not transparent. Those people, that's like design not for the method, but that's design for the user, right? And those are designed objects, right? And if you look at the Bauhaus, like that was going on 20th...like they were designing for the methods. They designed this bed, the first bed steel bed frame, right? And it was amazing because before that point, nobody did it and it can mass produce this bed steel frame, right? And I don't maybe know who that designer is, who design it, right? But it was part of this exhibition. So what it's not focused on is the individual, and it's focused on is the artifact, right? and I feel that that's my philosophy as a designer, is that as a designer, there is 2 kinds of people. There is designers that want to be the design superstar, and there is a designer that is trying to make objects that work for the masses. And I want to be the designer who designed things for the masses, right? And so, or to be the transparent designer, I mean I think there is something quite thrilling about being able to design something that millions of people are gonna touch. And then they don't even know who the designer is fine by me because it's not about me, it's about whether that design is successful to those people who are using it right? And some people want to...some designers want the whole world to be in some minimalist place that is full of you know, bang & olufsen technology that is super minimal. I don't want the world toward like that. I don't think that's practical for the world, right? Some people want to live in this modernist you know life where everything is kinda clean, and I like that. But I don't think that that's the way the world is going to work, right? So, I don't actively try to push my design philosophy, I think that implicitly happens because of what I like and I try to prevent things that from appearing...I try to prevent that from happening because in my designs, even though it's hard, especially, or I try to be more aware that that's happening in my design, so that I can prevent it from filtering to people to giving the wrong impression, right? So you know, the design, people earlier in their design careers, they start to design things in such silly ways that are so inappropriate for the people, right? who are going to be consuming those things, and to me, I feel like those people have it wrong, you know. So I think design is all of understanding who your users are trying to design for them, right? And trying to use the knowledge you have of course you know in designing that, trying to create elegant solutions that fit those need, right? So when I say like simplicity or you know, elegance, I don't say it like as in like you must follow these things, I say that like because I think that those are actual I believe those to be general principles that most designers should follow, you know, unless you wanna create like something completely inelegant like for example if I was designing something for like a punk rock concert, I am not gonna make you know something super elegant, right? But I think there is elegance into the design of those punk rock posters, and that's what I mean, I don't mean elegance like you know, like a theophany like you know, I mean elegance in whatever the design is for the specific user, ok that's clear.

R: #01:04:55-7# yeah did you have some discussions with other designers around this topic, elegance?

P: #01:05:11-5# no, not really

R: #01:05:12-7# can I understand what you have said in this way. In your design job, you try to understand users' needs and users' behavior, but you also want to show elegance and simplicity through your design?

P: #01:05:48-3# no I mean the design itself should be, I mean I think that the panicle of design is elegance, right? and it's an elegant solution, not like elegance as in like a

visually elegant or what you should look it up. What I mean is that like, and when I said elegant, I said it has a lot...it's very complexity but you done it in such a way that is so simple, and then when you see it, you understand it right away, and you think yourself that it could never, how are the solutions obvious when you look at it.

R: #01:06:23-4# ok, that is not visual part of design.

P: #01:06:34-5# yeah, so here is another example from graphic design. So Shigeo Fukuda, have you ever heard of him? when you look at his posters, they are elegant. Would you say they are elegant?

R: #01:06:48-0# yeah, but I think that is a visual thing.

P: #01:07:00-4# But why would you say that they are elegant?

R: #01:06:59-4# from the layout, the font and the color.

P: #01:07:35-8# ok, so, I would say they are elegant, because it communicate something in such a way that when you look at it, it's so obvious what it means. And you could say yourself like, whoa, that I never thought of doing something like that, I never thought of the combination of those things. And he done it in such a way that is like that is unbelievable. And you get it and it's so simple, and you just get it, and you see it and you say, whoa, I never imagine those 2 forms together in such a way..

R: #01:08:19-2# and you can easily understand what the designer want to tell you.

P: #01:08:24-7# yeah, like what it's supposed to be about. yeah, so, but I could say that other posters that are not like that, or they don't look simple, you know. or.....

R: #01:08:42-6# I think I have began to understand what do you mean by simple and elegant.

P: #01:09:09-4# yeah, sure, so a recent design that I did, has to do with the dialogue.....I will have to go soon, but I will give you this one example. So in [the name of the product] we have just done a new, or redesigned of this dialogue, right? and this dialogue appears when you are creating a new activity, so in something that's quite frequently going to be used, right? And in the current, in the before doing the design, there was actually a number of different forms or fields that the user needed to fill out, right? And not all users will fill them out, and you know, and sometimes, you know, you don't need all the forms or all the fields to be filled out to create the activity nor some users just skip them, they don't actually fill them out, right? And so looking at that, I said, ok well, how can I reduce the perception or not removing functionality of this dialogue, so then if the user needed to, they would open the...when the user saw at the first time, they would say ok, I can fill this thing out, it won't take long, and it doesn't feel heavy, it doesn't feel confusing, right? And I would be limiting in terms of what people can do at certain points, right? And so in someone designing it, and the final design actually has one field, a text link underneath it. It has a toggle between 2 areas that has more functionality, and then a large field when you click in it, you can then, it has 2 kind of forms and that's base upon on the Apple email application, and so I looked at the Apple email application, and on their iPhone, and how that works when you shift between doing like a to when cc, right? And so that's an example of me, you know, doing you know, using, leveraging

other technologies that I have used, right? And I say to myself, ok well, you know, iPhones, a lot of people within this area are familiar with like you know, iPhones or BlackBerry, right? And so you are leverage that kinda thing, right? And in the end, you know, it's quite simple design that I feel it's elegant because it has a lot of complexity. But a lot of that complexity is hidden so that when users see it, they are not scared away, right? And it's almost like welcoming in a way they feel, oh yeah, I can do this, this is easy, right? So that's an example. But I don't see it as being like visually simple. I don't know how to explain it, it's like a... like elegance is something where it's like everything that needs to be and nothing more, right? So if you see like a poster that's like or a system that's supposed to... So here is an example, I don't know if you feel video game right? and there is a lot of like blood and glory everywhere, right? And it really gets you into this like frame of mind where you freaked out, right? Well that's elegant to me, I mean there is elegance in that, and you know it's be... but some games go too far and it just becomes cheesy, right? And then users all goes like, oh yeah, that's cheesy. I am not into this anymore, right? or you watch a horror movie, right? And some horror movies are just like freak you out, and you have to like leave the room, right? because it is so scary, and then other ones are like really really like lime, right? you are like, ok, this is, you start laughing at it, right? And when the designer's intention is not to laugh, and it's actually like you know to scare you, and that failed, right? So like I mean, in making any kinda thing, you know, there is an elegance to like everything that you need to do and nothing more, yeah. So I think that's helpful.

R: #01:13:33-4# yeah I think it's helpful.