

Four Strategies for Simplicity

In his book Simple and Usable,
Giles Colborne identifies four
strategies for simplicity

Remove

Get rid of unnecessary elements
until the product has only the
essentials.

Organize

Arrange the elements on the screen so that they make sense.

Hide

Move any elements not essential for mainstream use so that they do not clutter the screen.

Displace

Consider whether any elements or features can be handled offscreen, either in a different part of the site, on a different device, or by users themselves.

simpleandusable.com