

The Design of Everyday Things: Study guide for Ch 7

1. The two forms of product innovation, include incremental innovation and breakthrough innovation.
2. Basic competitive dimensions (by real-world importance), include Quality, Time, and Cost.

3. Please define **Featuritis**:

Featuritis is the tendency to add excessive features to a product without considering its necessity or impact, often leading to complexity and a decline in user experience.

4. What are the factors that contribute to feature creep and how?

Feature creep stems from unclear project vision, stakeholder requests, competitive pressure, changing requirements, poor user research, and inadequate project management. Mitigation involves a clear scope, prioritizing user needs, and consistent communication.

5. “New products are invariably more complex, more sophisticated, and different in detail than the first release of a product.”
6. True discipline and effective companies can avoid feature creep.
7. Technology change rapidly, but human psychology and behavior change slowly.

8. What is Stigler’s law?

Stigler's Law states that scientific discoveries are often not named after their original discoverers, highlighting the collaborative and cumulative nature of knowledge.

9. Innovations changes paradigms, lives, and industries, while improvements make things better.

10. Incremental innovation starts with existing products and makes them better. Radical innovation starts with fresh, often driven by new technologies that make possible new capabilities.