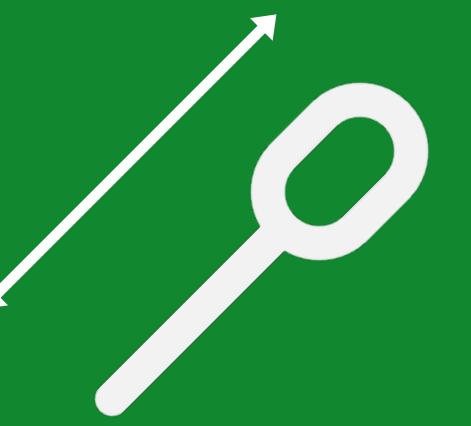




Interface



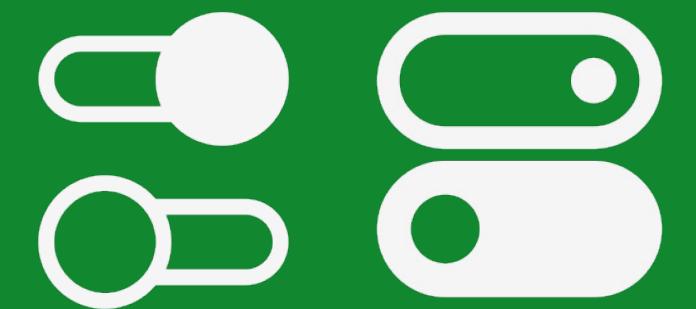
Principle



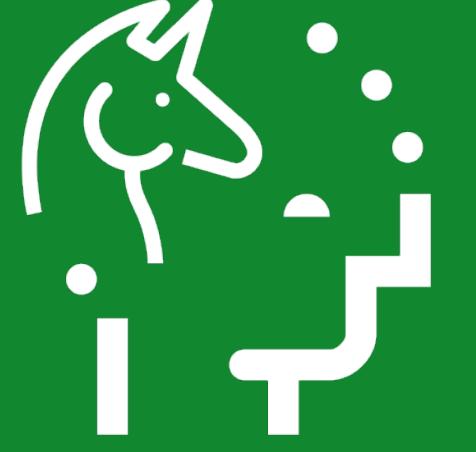
Wireframe



IA



Platform



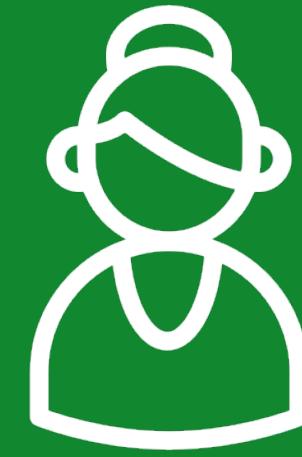
Better design



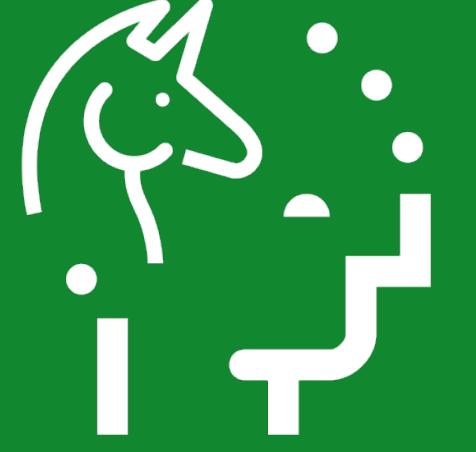
Tools



Critique UI



Your UI



Better design



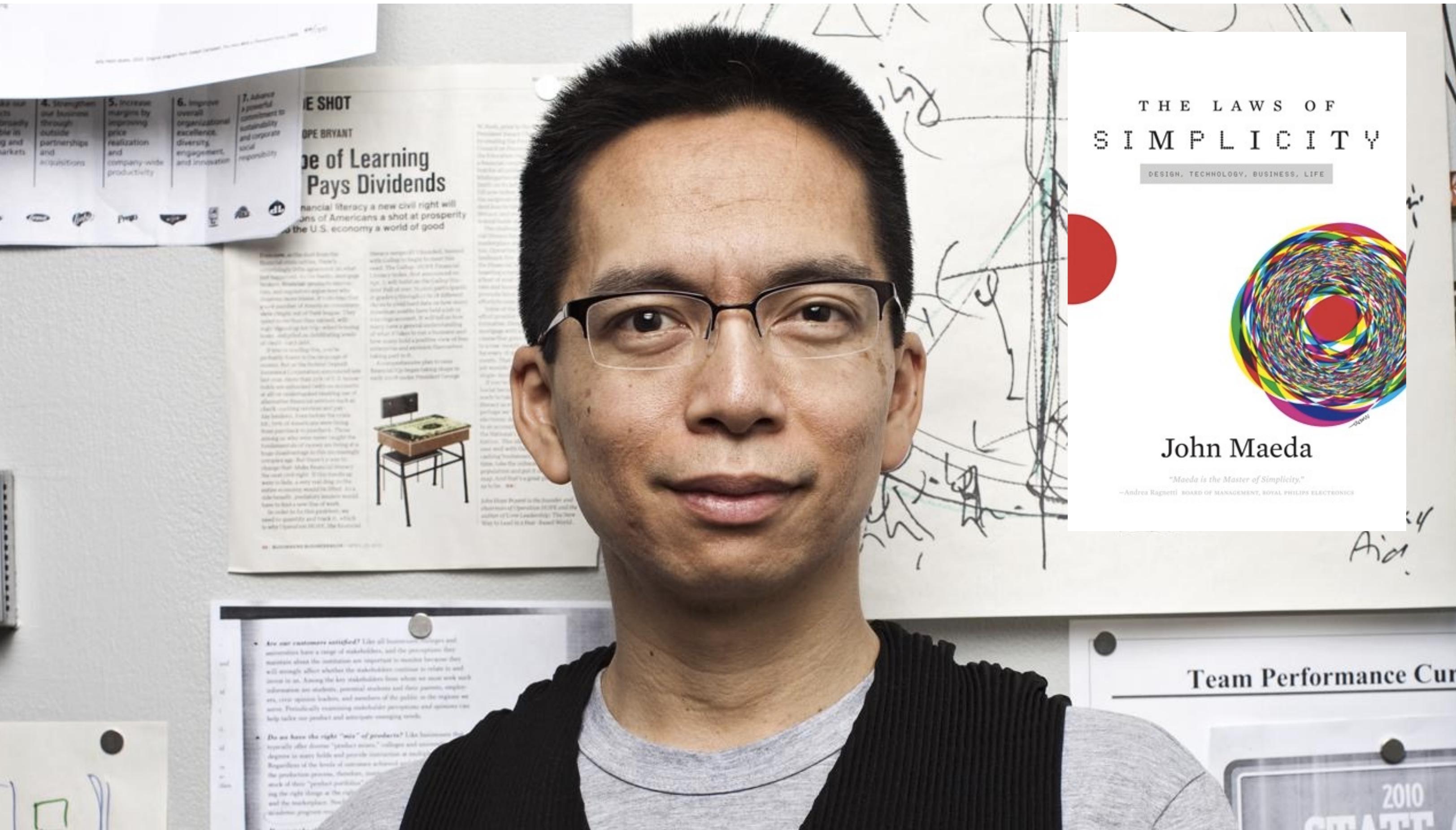
Tools



Critique UI



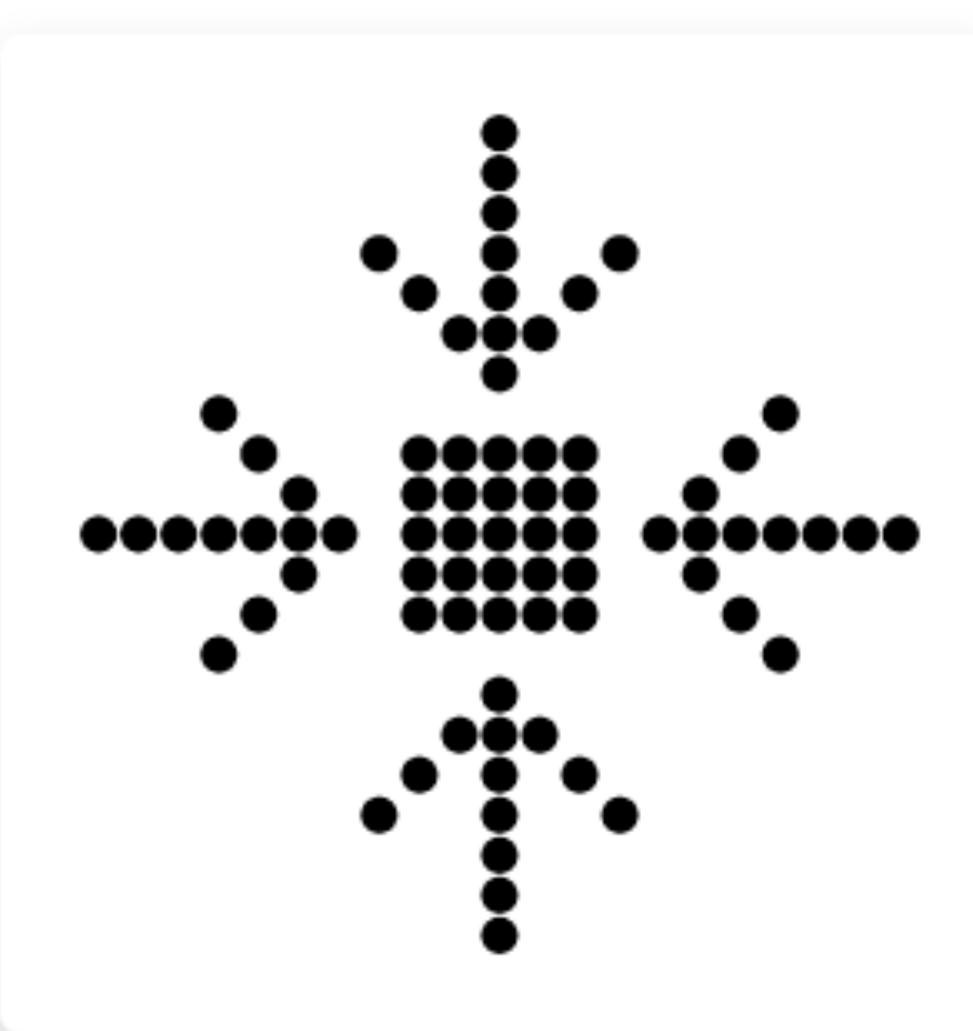
Your UI



# John Maeda



## LAW 1 / REDUCE



**The simplest way to achieve simplicity is through thoughtful reduction.**

S

H

E

SHRINK

HIDE

EMBODY



SHRINK

HIDE

EMBODY



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# YAHOO!

Mail News Finance Sports Politics Celebrity TV Style More...



**Trump fires acting AG over travel ban**

The president dismisses Sally Yates after she instructed Justice Department lawyers not to defend the executive order for 7 Muslim-majority nations.

[Names Dana Boente »](#)

8578 people reacting

Live updates: Super Bowl LI media night   Suspect charged in Quebec mosque massacre   Trump signs order to slash regulations   Mary Tyler Moore's cause of death revealed   First look at all-female 'Ocean's 8' crew

**The Latest: New acting attorney general Boente sworn in**

Politics Associated Press

The Latest on President Donald Trump (all times local): 10:10 p.m. Dana Boente has been sworn in as acting attorney general after Donald Trump fired Sally Yates for refusing to...

917

# Google

ประเทศไทย

ค้นหาด้วย Google ตัวอักษร ค้นแล้วเจอกัน

Google.co.th ที่เป็นภาษา: English

ผู้สื่อข่าวรายงานความคืบหน้าการใช้งบกลาง 120,000 ล้านบาท ในมาตรการให้ความช่วยเหลือผู้ประสบอุทกภัย ทั้งนี้ ตามเป้าหมายของรัฐบาล เงินก้อนนี้จะต้องเบิกจ่ายให้หมดภายในเดือนสิงหาคม 2555 ถ้าหน่วยงานได้ใช้ไม่หมด จะต้องส่งคืนงบประมาณในส่วนนั้น

ผู้สื่อข่าวรายงานความคืบหน้าการใช้  
งบกลาง 120,000 ล้านบาท

ในการให้ความช่วยเหลือผู้ประสบอุทกภัย  
ทั่วประเทศ ตามเป้าหมายของรัฐบาลเงินก้อนนี้จะ<sup>นี้</sup>  
ต้องเบิกจ่ายให้หมดภายในเดือนสิงหาคม 2555  
ถ้าหน่วยงานใดใช้ไม่หมดจะต้อง<sup>นี้</sup>  
ส่งคืนงบประมาณในส่วนนั้น

ผู้สื่อข่าวรายงานความคืบหน้าการใช้

งบกลาง 120,000 ล้านบาท

ในการติดตั้งเครื่องจักรกลที่มีประสิทธิภาพ  
ทั่วประเทศ ตามเป้าหมายของรัฐบาลเงินก้อนนี้จะ

ต้องเบิกจ่ายให้หมดภายในเดือนสิงหาคม 2555

ถ้าหน่วยงานใดใช้ไม่หมดจะต้อง  
ส่งคืนงบประมาณในส่วนนั้น

ผู้สื่อข่าวรายงานความคืบหน้าการใช้

งบกลาง **120,000 ล้านบาท**

ในการตระกร้อให้ความช่วยเหลือผู้ประสบอุทกภัย

ทั้งนี้ ตามเป้าหมายของรัฐบาลเงินก้อนนี้จะ

ต้องเบิกจ่ายให้หมดภายในเดือน **สิงหาคม 2555**

ถ้าหน่วยงานใดใช้ไม่หมดจะต้อง

ส่งคืนงบประมาณในส่วนนั้น

ផ្តល់ចែងការ  
ដោយរាយការណ៍

ប្រាកាស 120,000 តាមរាល់

និមួយនាម  
ដែលបានបង្កើតឡើង

តួនាទី ក្នុងប្រទេសកម្ពុជា

តាមរាល់  
ដែលបានបង្កើតឡើង

SHRINK



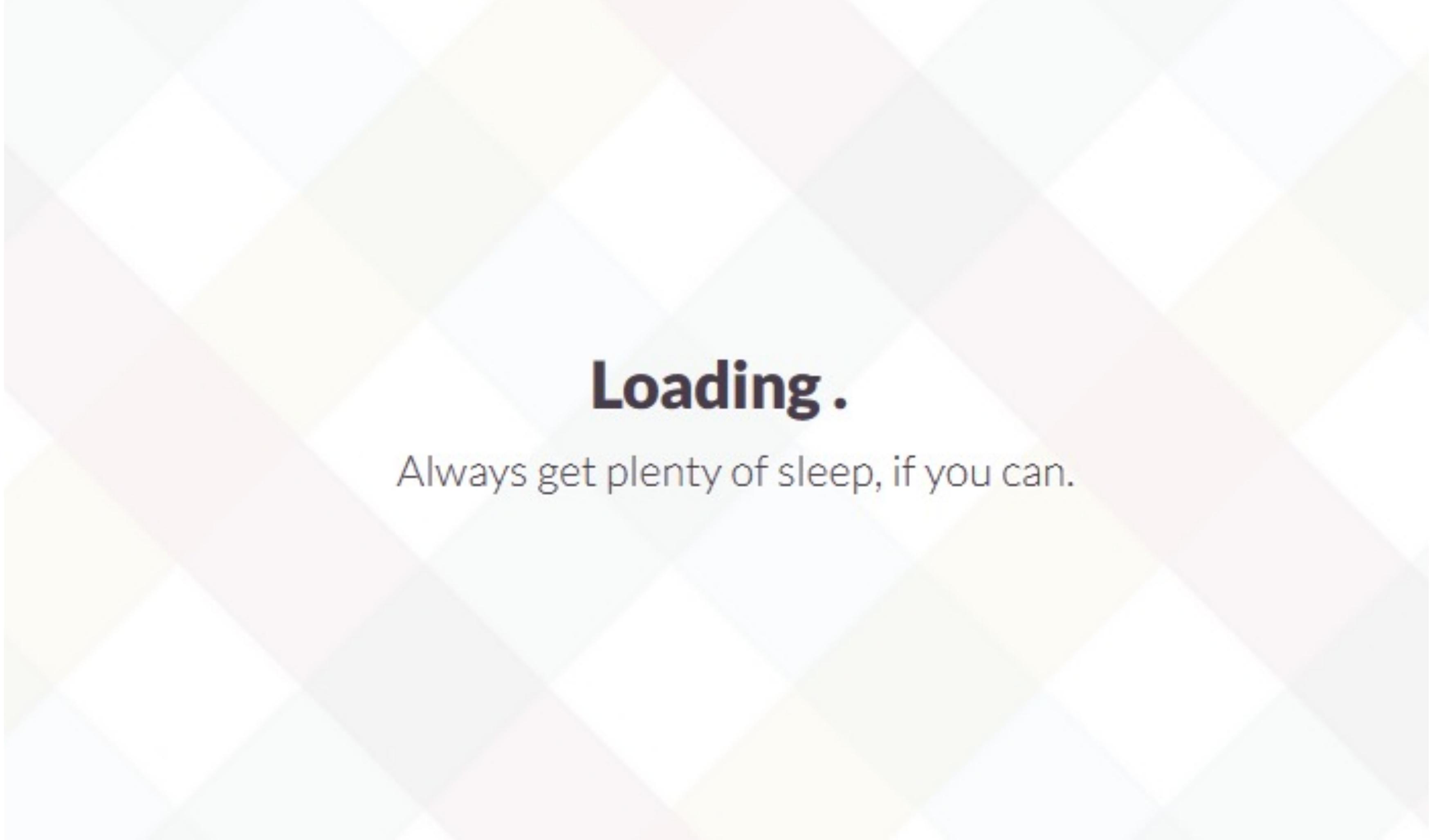
HIDE

EMBODY



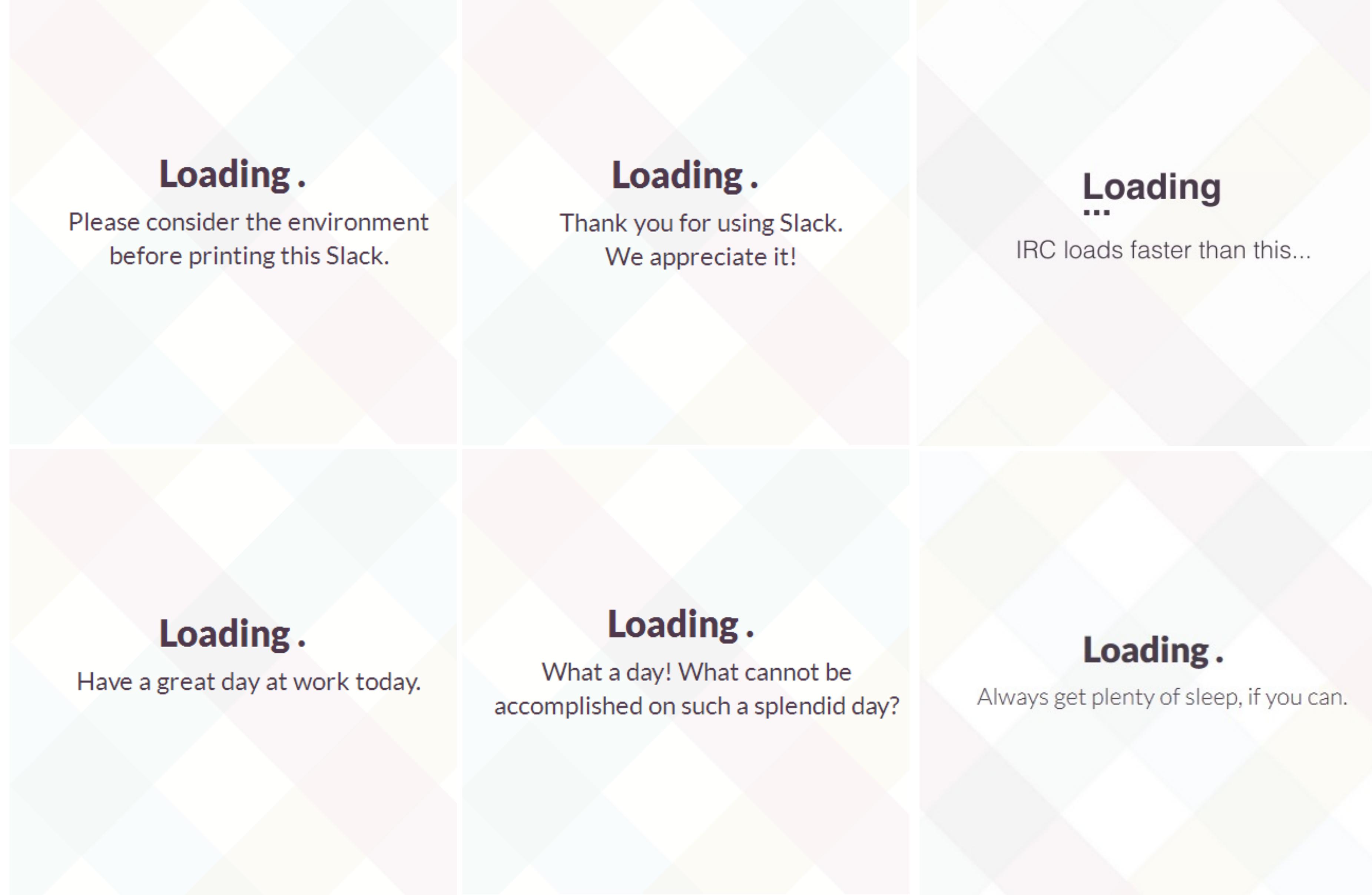






**Loading .**

Always get plenty of sleep, if you can.



**Loading .**

Please consider the environment  
before printing this Slack.

**Loading .**

Thank you for using Slack.  
We appreciate it!

**Loading**  
...

IRC loads faster than this...

**Loading .**

Have a great day at work today.

**Loading .**

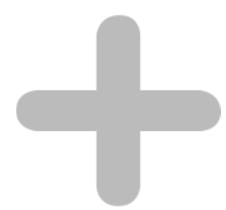
What a day! What cannot be  
accomplished on such a splendid day?

**Loading .**

Always get plenty of sleep, if you can.

SHRINK

HIDE



EMBODY







make by gharibzahedi

Enter Card Number

Expiry Month      Expiry Year      CCV

MM      YY      CCV      

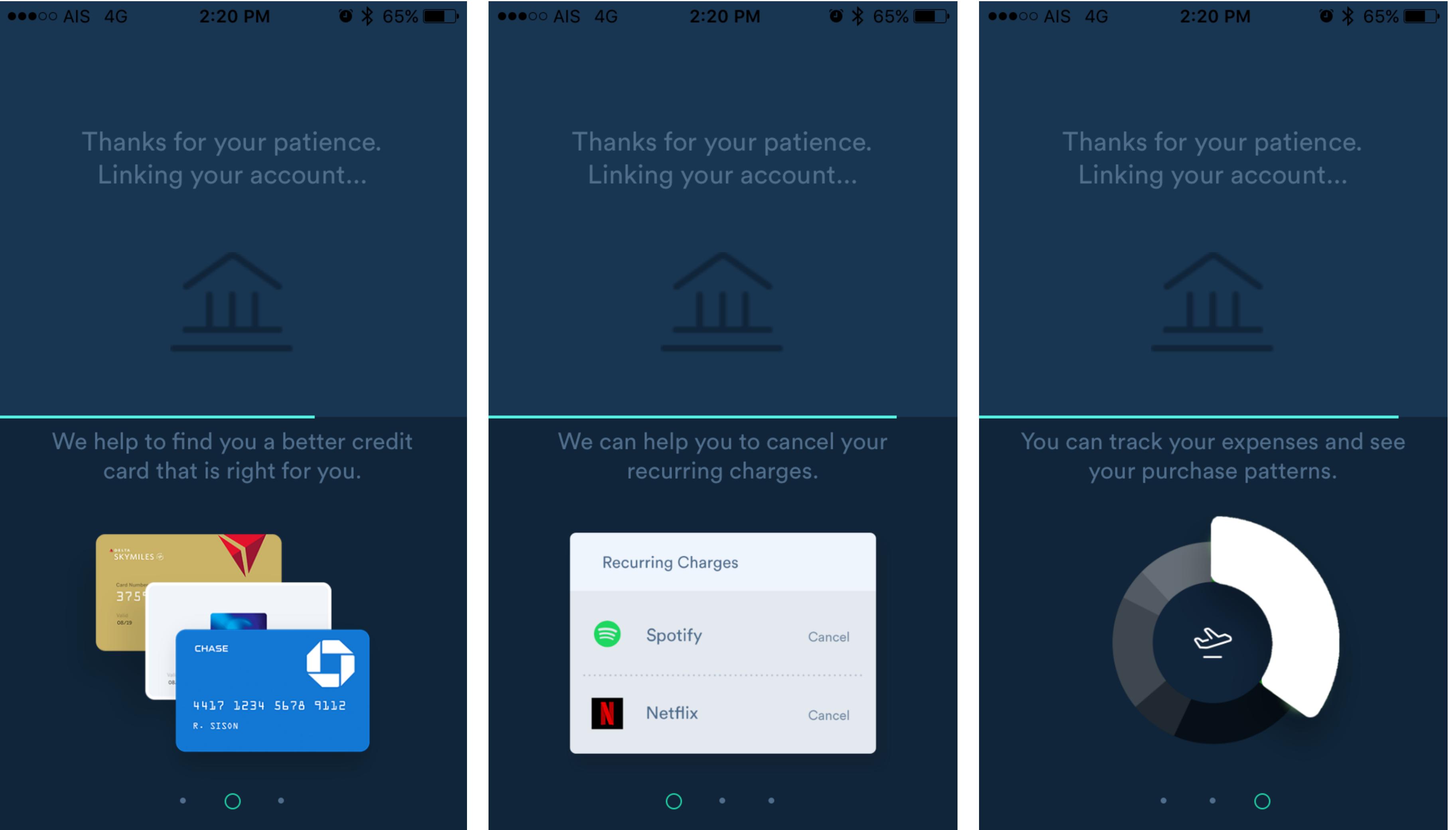
Name On The Card

Save details for fast payments [learn how ?](#)

**CANCEL**      **PAY NOW**



Secured Payment





SHRINK

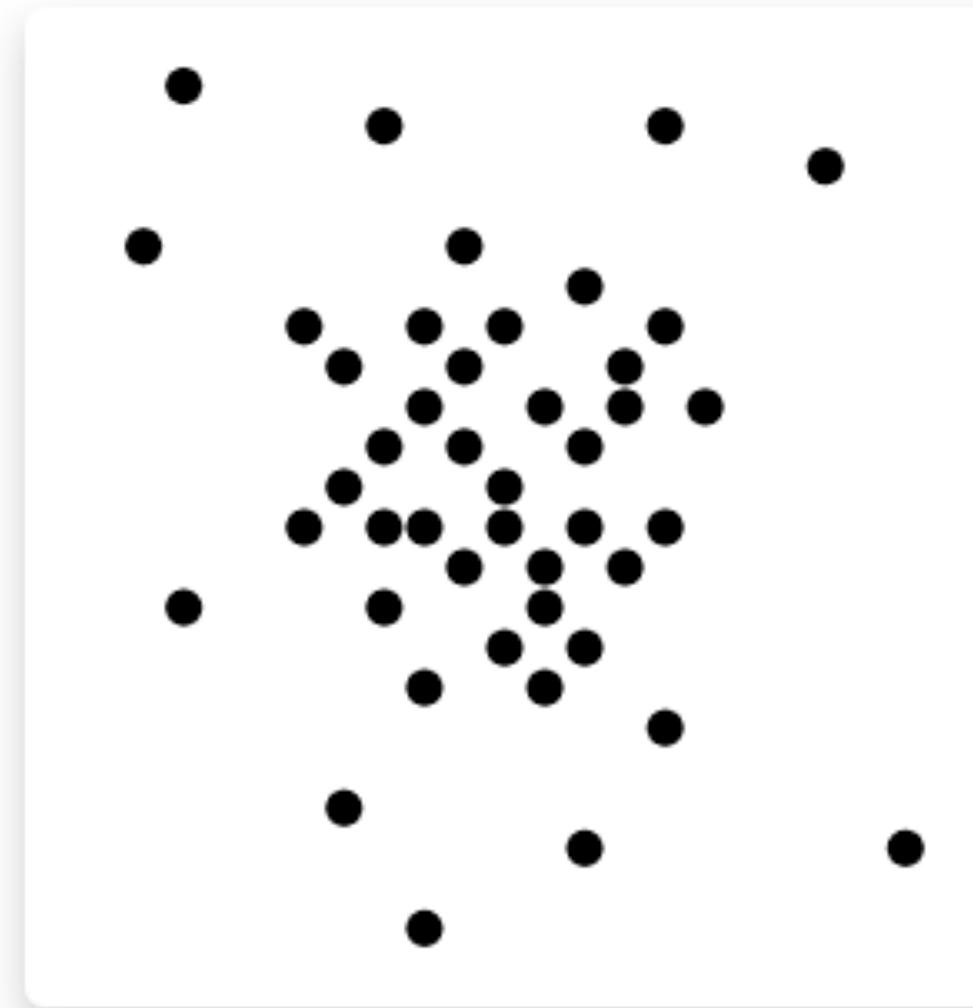


HIDE



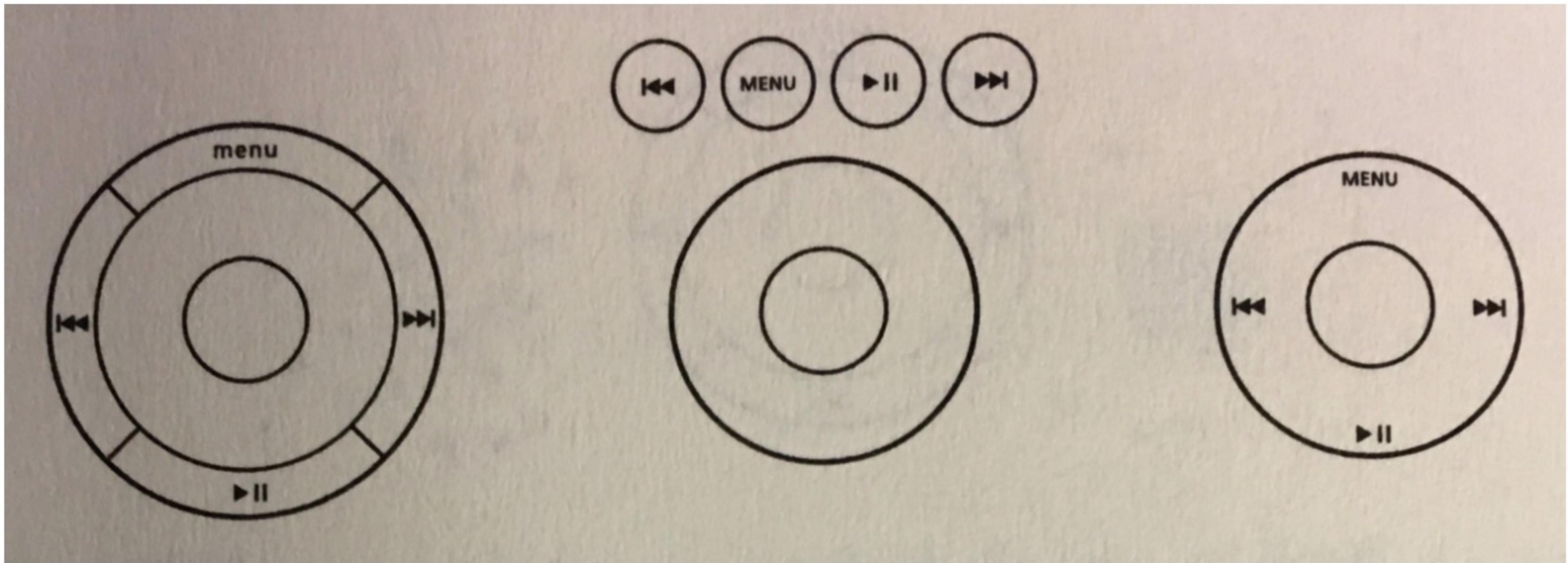
EMBODY

## LAW 2 / ORGANIZE



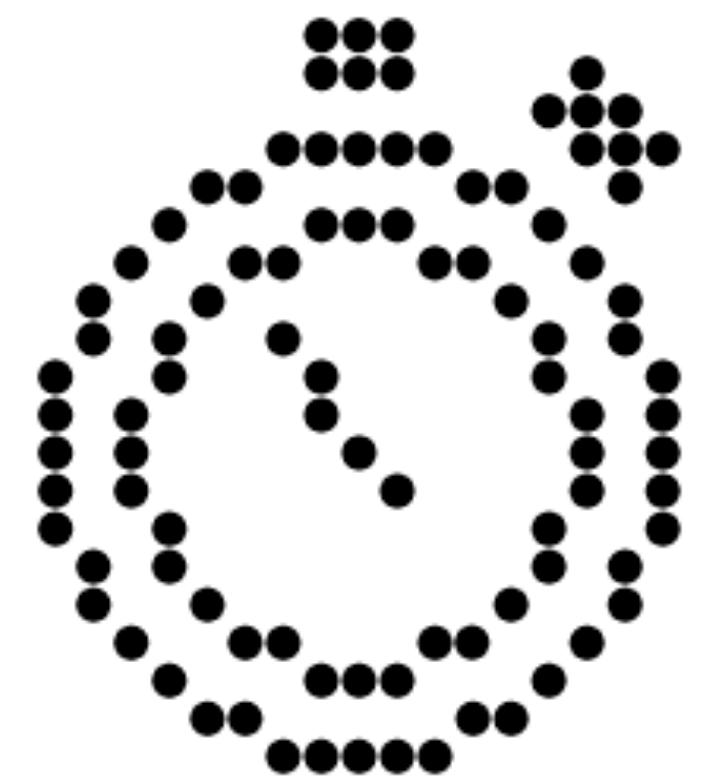
**Organization makes a system of many appear fewer.**

The evolution of the iPod wheel illustrates how organising smaller parts, into a whole can increase the usability of a product.



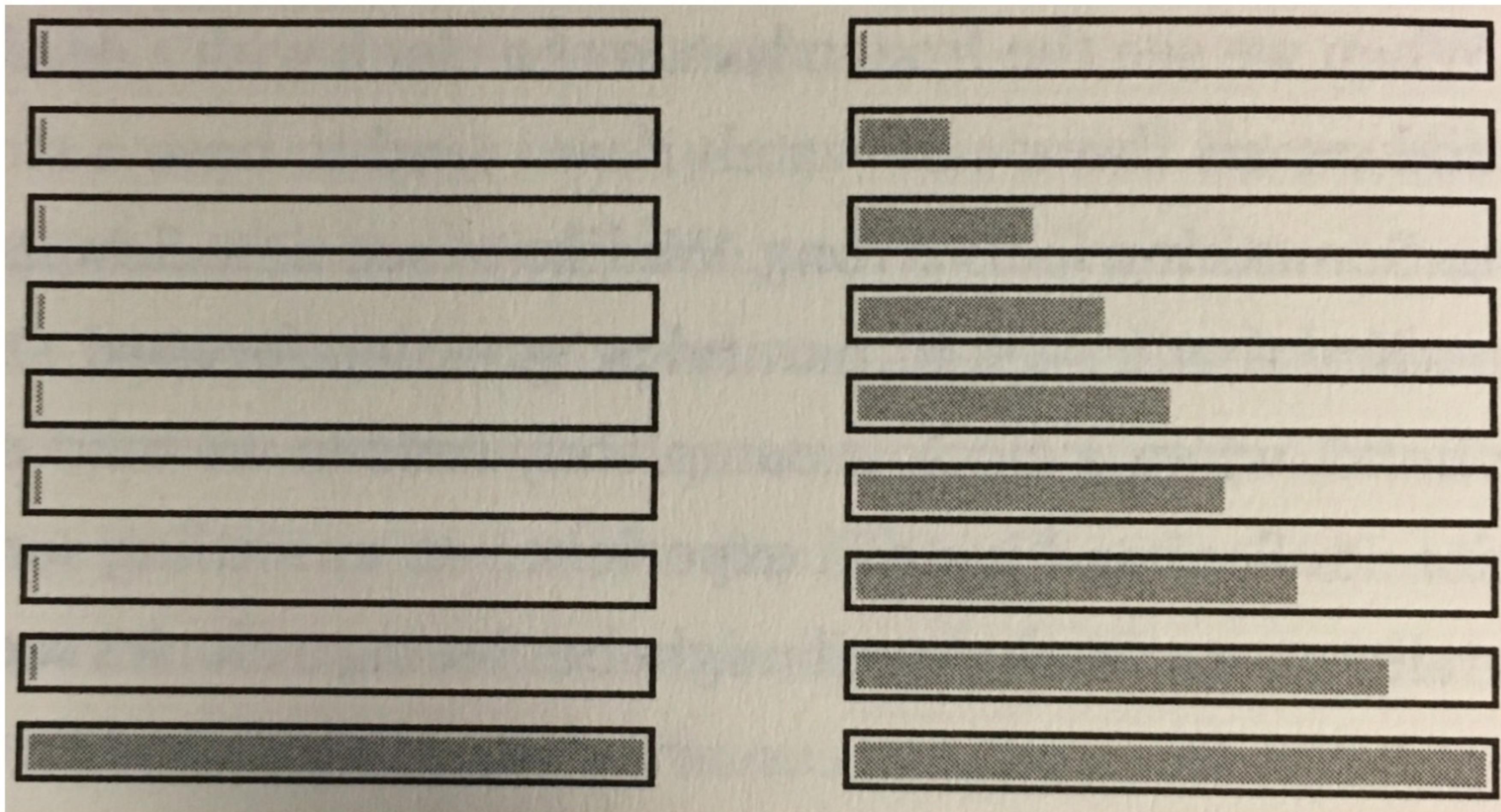
Simple, complex, as simple as possible

## LAW 3 / TIME



**Savings in time feel like simplicity.**

No one likes to suffer the frustration of waiting. Engineers are always asking how to make the wait shorter, and designers are always asking how to make the wait more tolerable.



Loading bars: which ones appears to take less time?

## LAW 4 / LEARN

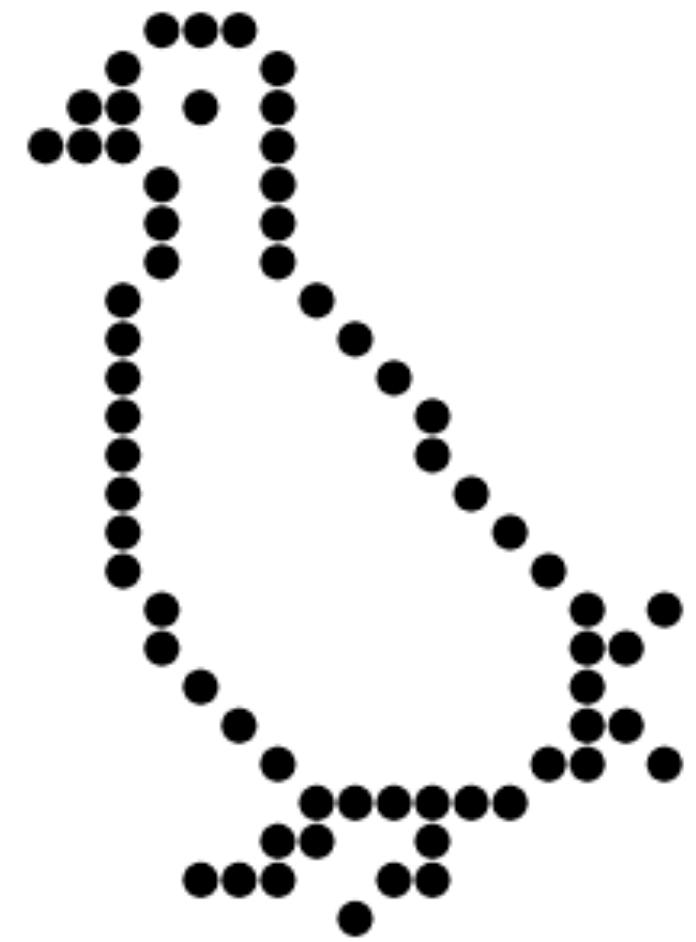


**Knowledge makes everything simpler.**

## Use your BRAIN to learn:

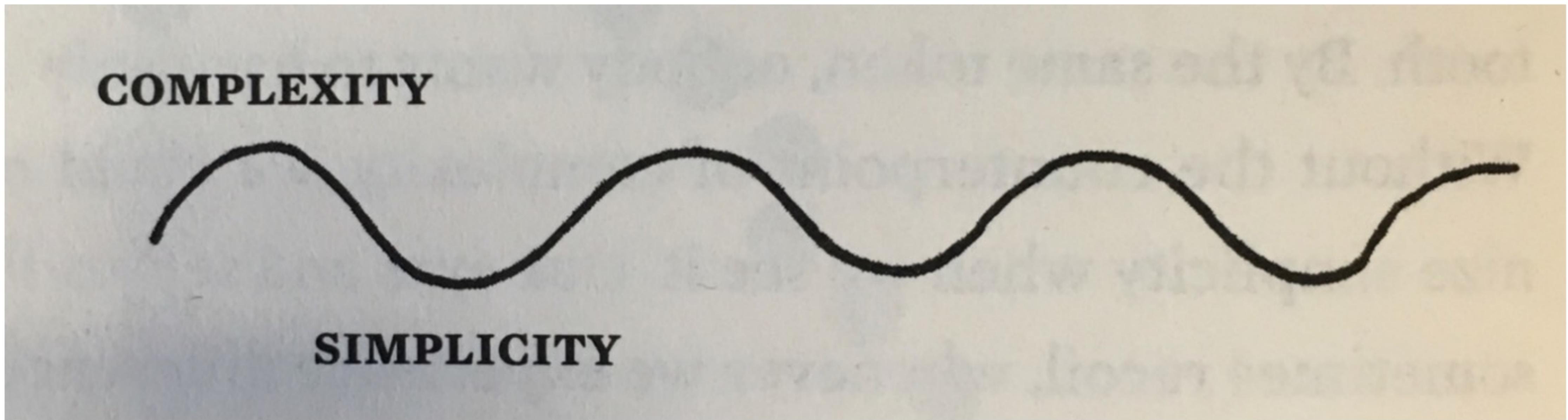
- Basics are beginning: assume the position of the first time learner.
- Repeat yourself often: simplicity and repetition are interrelated. Many politicians continually preach the same phrases on their campaign trails.
- Avoid creating desperation: don't let “wow” become “woah”, it's important to ease users into a new product.
- Inspire with examples: internal motivation trumps external reward.
- Never forget to repeat yourself: *say that again?*

## LAW 5 / DIFFERENCES



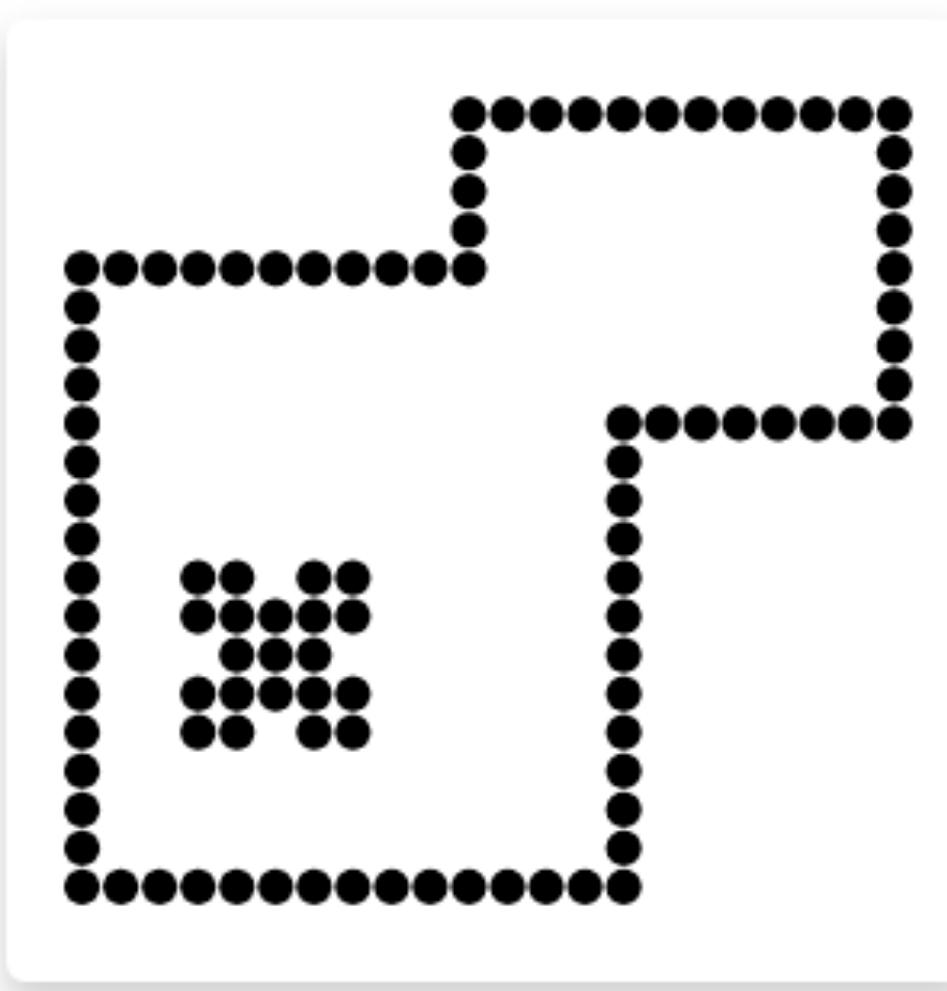
**Simplicity and complexity need each other.**

Complexity implies the feeling of being lost; simplicity implies the feeling of being found. The rhythm of how simplicity and complexity occur in time and space holds the key.



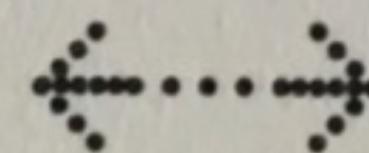
It's important to feel the simplicity/complexity beat whilst designing a product

## LAW 6 / CONTEXT



**What lies in the periphery of simplicity is definitely not peripheral.**

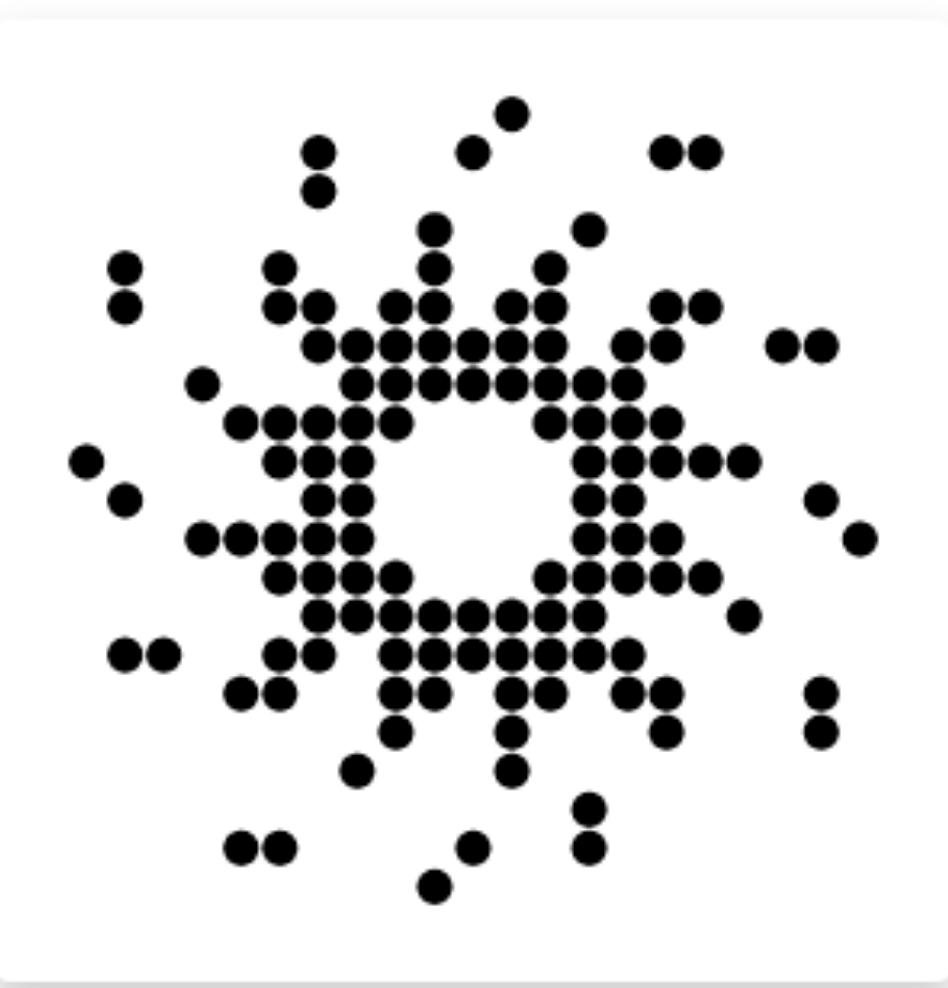
**HOW DIRECTED CAN  
I STAND TO FEEL?**



**HOW DIRECTIONLESS CAN  
I AFFORD TO BE?**

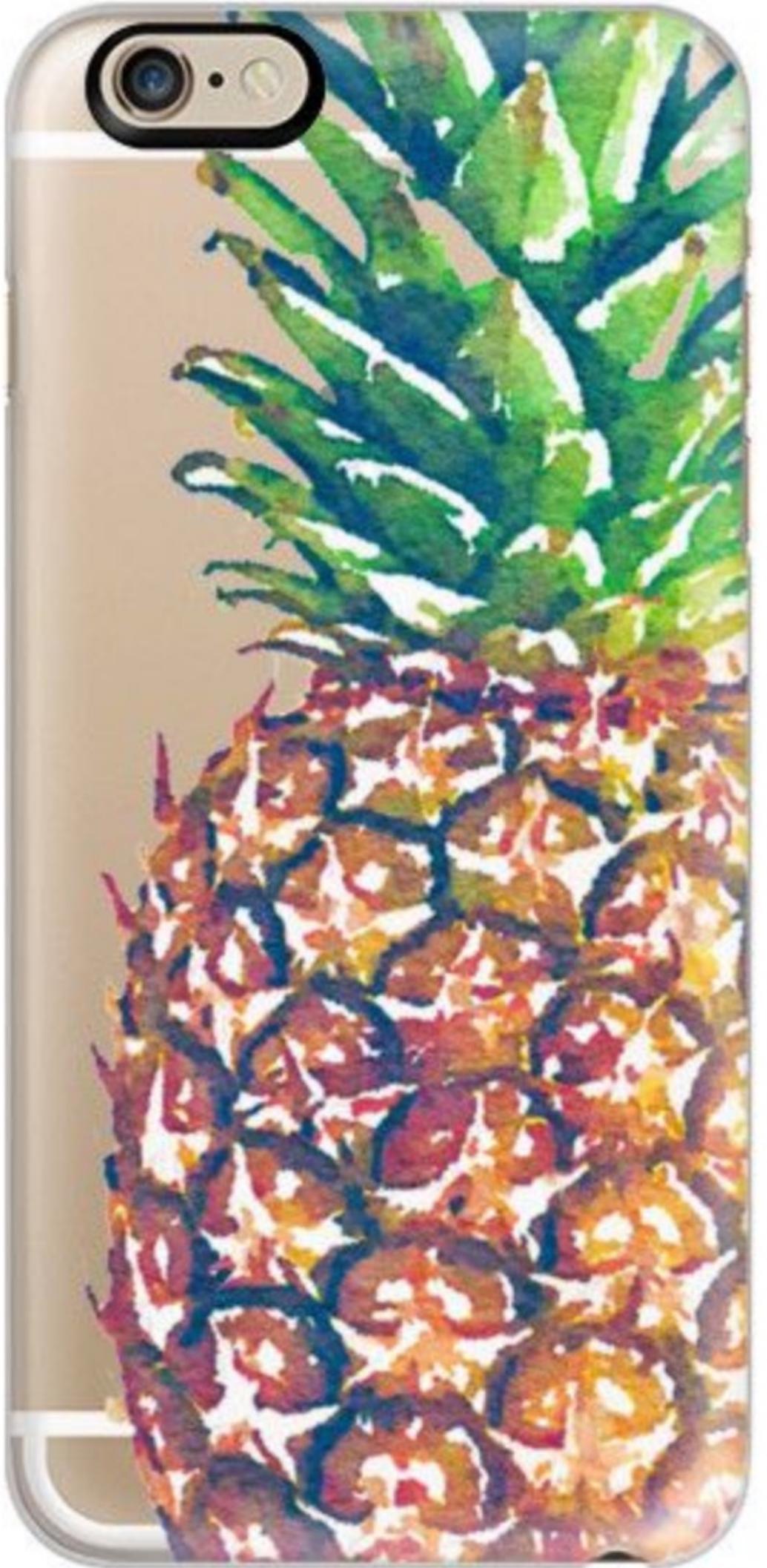
There is an important tradeoff between being completely lost in the unknown and completely found in the familiar.

## LAW 7 / EMOTION



**More emotions are better than less.**





Whilst great art makes you wonder,  
great design makes things clear.

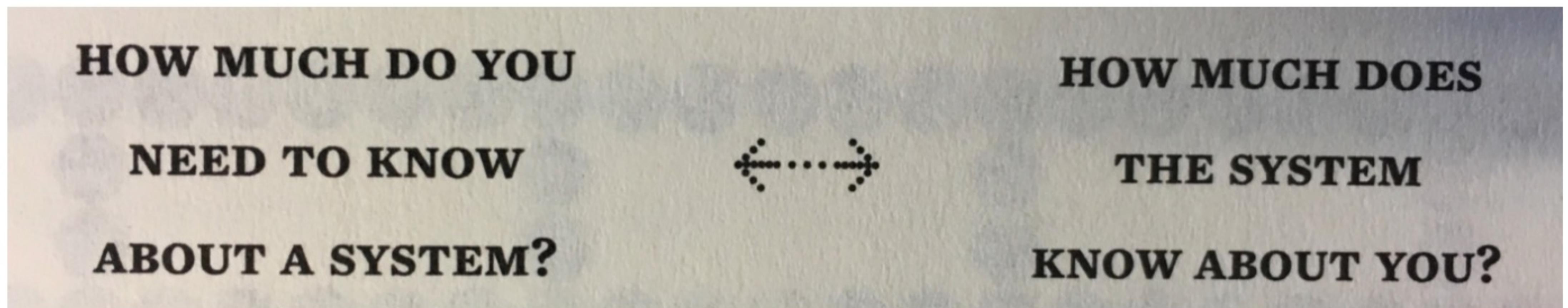
[iPhone cases](#), the perfect example of consumers craving emotion.

LAW 8 / TRUST



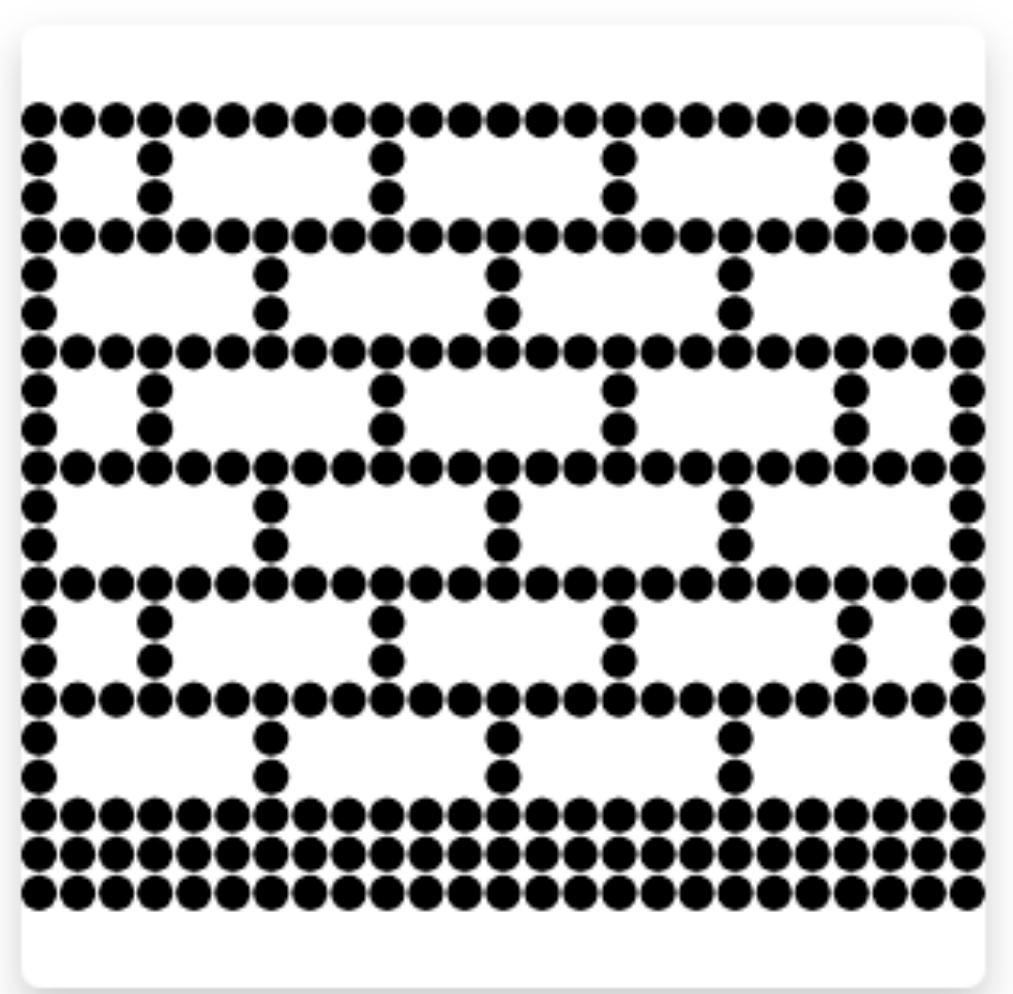
**In simplicity we trust.**

The more a system knows about you, the less you have to think. Conversely, the more you know about the system, the greater control you can exact. Thus, the dilemma for the future use of any product or service is resolving this dilemma.



On the left, effort is required to learn and master the system; on the right hand side, trust must be offered to the system, and that trust must be consistently repaid.

## LAW 9 / FAILURE

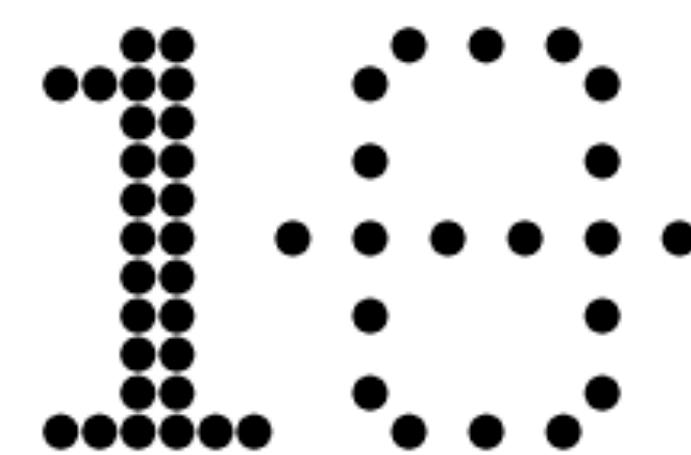


**Some things can never be made simple.**

There's always an ROF (Return On Failure) when you try to simplify—which is to learn from your mistakes. When faced with failure, a good artist, or any other member of the creative class, leverages the unfortunate event to radically shift perspective. One person's failed experiment in simplicity can be another person's success as a beautiful form of complexity. Simplicity and complexity shift with subtle changes in point of view.

Concentrate on the deep beauty of a flower. Notice the many thin, delicate strands that emanate from the center and the sublime gradations of hue that occur even in the simplest white blossom. Complexity can be beautiful. At the same time, the beautiful simplicity of planting a seed and just adding water lies at even the most complex flower's beginning. A relatively simple bit of computer code can produce surprisingly complex visual art. Conversely, Google's complex network of servers and algorithms produces a simple search experience. Deeming something as complex or simple requires a frame of reference.

## LAW 10 / THE ONE



**Simplicity is about subtracting the obvious, and adding the meaningful.**

*Simplicity is about subtracting the obvious, and adding the meaningful*

This law is self explanatory, however there are three extra keys to bear in mind:

1. **Away:** more appears like less by simply moving it far, far away. Why not access software from a remote computer instead of from a CD?
2. **Open:** openness simplifies complexity. Open sourcing software is championed as a way to generate software that is not only free, but more robust than more software available on the market. For example, Linux (free and open-source) is much easier to fix than Windows (for-pay and closed source).
3. **Power:** use less, gain more. Increased social practices that result in the use of less power — as well as supporting technology innovations for power harvesting and conservation- stand to realise a world where the most powerful examples of simplicity are those that will ironically appear powerless.



Simplicity



Minimalism

[understandingminimalism.com](http://understandingminimalism.com)

# References

- <http://lawsofsimplicity.com/>
- <https://medium.theuxblog.com/the-laws-of-simplicity-ed6fa92c7bc6>