The world is full of complicated things we deal with every day. When designing a product or solution, it's important to approach the problem with a fresh, open mind and aim to make it as simple as possible for users.

For example, the old lady who invented the windscreen wiper did so out of necessity and simplicity. At Apple, they realized that when we buy something, we want to use it right away. That's why they charge their devices in the factory. It's a small detail, but it makes a big difference in user experience.

Think about the annoyance of stickers on food. we might not often think about it, but once we do, we realize how much they suck. This shows how small design choices can impact user satisfaction. Similarly, they designed a single screw instead of three for installing the Nest thermostat, making the installation process smoother and less confusing.

A mailbox that checks itself for mail. These are all examples of user experience (UX) in action. UX is present in every product, service, and digital interaction—not just apps and websites. Product designers have been trained in these principles long before modern UX became a buzzword.

Design is all about solving problems and enhancing the user's experience, whether it's visual or product design. To improve everyday things, we must first notice them. Habituation, or getting used to the way things are, is the enemy of noticing product problems. We need to see through the eyes of our customers.

So, how do we fight habituation? Here are three strategies:

1. **Look Broader**: See the problem from the outside. Identify the invisible problems, not just the obvious ones.
2. **Look Closer**: Focus on the tiny details that can make your product faster, easier, and more seamless for your customer.
3. **Think Younger**: Stay curious and ask better questions, like kids or people with young minds.

The best approach to problem-solving involves looking broader, looking closer, and thinking younger. By adopting these perspectives, we can design products that truly enhance the user experience.