

Design is about rendering **Intent**
It comes down to decisions.

5 primary styles people use to make decisions:

- **self design:**
 - 'design for yourself' (traditionally looked down upon)
 - turns out it can be successful under 2 conditions
 - there are enough people who are just like you (and will pay)
 - you yourself have to use it everyday in a natural setting
 - use it just like the users use it
- **Unintentional design**
 - When we don't focus on UX, just on underlying workings
 - The 'Experience' is a by-product of getting from Problem -> Solution
- **Genius Design**
 - 'When you do the same thing over and over again, get good at it' (example of Universities)
 - Important: Having experience in a domain is more about making experienced decisions, not about knowing the result ahead of time. Like a great Chef who can mix and match different ingredients well vs. In n Out.
- **Activity Focused Design**
 - 'We don't know anything about the problem area' ex: Blood testing system
 - Research Actors and Activities.
 - Focus on optimizing the key activities
- **Experienced Focused Design** < Activity Focused Design
 - Important questions: **What happens in-between the Activities above**
 - Ex: Disneyland and the transitions between the rides. And Origami towels



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- Counter example: 6-Flags. Get on every ride asap.
- **Think about the whole journey for the user**

The 'Goal':

Move from: Unintentional Design -> Self -> Genius -> Activity -> Experience Focused Design

But more importantly

The very good teams pick one of these things and go for it.

37Signals focuses on **Self Design** intentionally and explicitly. This works for them!

Don't jump around!!!!!! Don't allow the executive seagull.

**Experience Rot**

When you keep adding features, cool individually, but ruins the overall experience.
Like stupid Microsoft Word. They have nothing else to do but add more things.