

ADAMS LABS

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Tagline: Built, not marketed.

What we do

We build simple, reliable software for everyday people.

Overview

Adams Labs is an independent software studio building tools for daily life. We focus on common problems and solve them with software that is easy to use, hard to break, and calm to interact with. No jargon. No unnecessary features. No learning curve.

Who we build for

People, not companies. Users, not power-users. Real life, not edge cases. Parents, freelancers, shop owners, small teams, and anyone who just wants things to work. If you need training, we've already failed.

The problem

Most everyday software is cluttered, confusing, and designed by technical people for technical people. Simple tasks turn into daily friction. People don't want features. They want relief.

Our approach

We design for clarity first. We ask what the job is, what can be removed, and what could go wrong in real life. We assume users are busy, mistakes will happen, and attention is limited. Then we build software that stays out of the way.

What we build

Simple productivity tools, everyday utilities, and small apps that solve one problem well. We avoid dashboards, over-customisation, technical language, and complexity for its own sake.

Design philosophy

Good design should feel obvious. Calm, readable, predictable. If someone needs instructions, the design needs work.

Engineering philosophy

Strong engineering is invisible. Our systems don't lose data, recover from errors, handle bad input gracefully, and keep working quietly. Users never need to think about the technology underneath.

Product principles

Easy to start. Simple to use. Forgiving of mistakes. Reliable over time. Respectful of attention. If it adds stress, it doesn't ship.

Tone & voice

Human. Plain. Clear. No buzzwords. No tech slang. No fluff.

Brand identity

Logo: >_

Meaning: Ready to help. Ready to act. Minimal. Friendly. Quietly confident. Black and white only.

What we are not

Not enterprise software. Not tools for developers. Not bloated platforms. Not trend-driven apps.

Long-term direction

A trusted name for simple tools. Known for restraint. Quietly recommended. When asked what to use, the answer should be: "Just use that one. It works."

Internal rule

If it needs explaining, it needs simplifying.