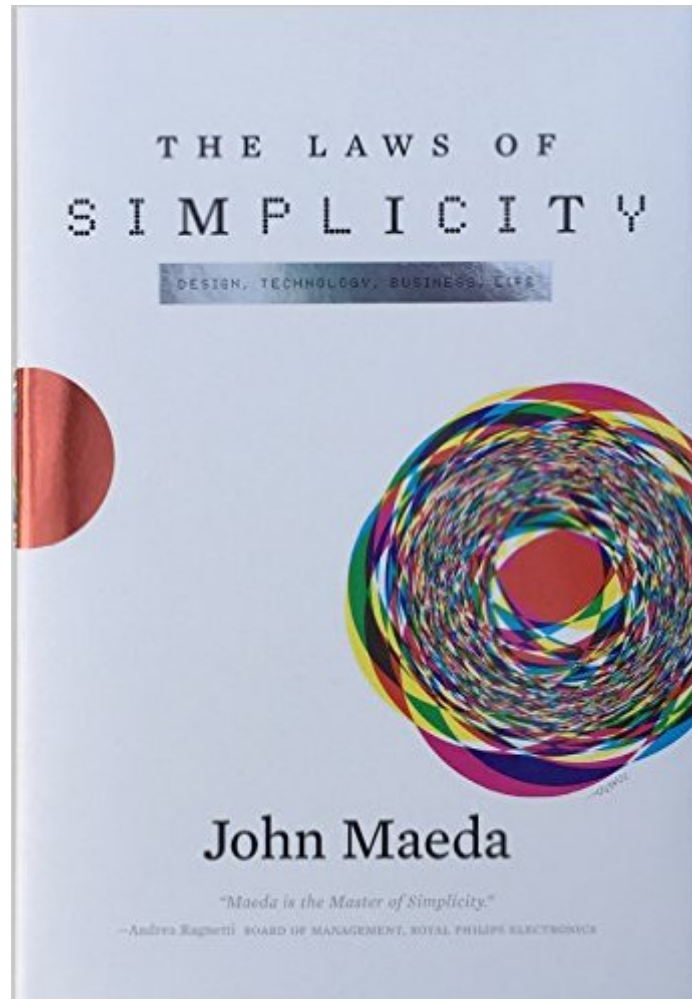


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# The Laws Of Simplicity (Simplicity: Design, Technology, Business, Life)



## Synopsis

Finally, we are learning that simplicity equals sanity. We're rebelling against technology that's too complicated, DVD players with too many menus, and software accompanied by 75-megabyte "read me" manuals. The iPod's clean gadgetry has made simplicity hip. But sometimes we find ourselves caught up in the simplicity paradox: we want something that's simple and easy to use, but also does all the complex things we might ever want it to do. In *The Laws of Simplicity*, John Maeda offers ten laws for balancing simplicity and complexity in business, technology, and design -- guidelines for needing less and actually getting more. Maeda -- a professor in MIT's Media Lab and a world-renowned graphic designer -- explores the question of how we can redefine the notion of "improved" so that it doesn't always mean something more, something added on. Maeda's first law of simplicity is "Reduce." It's not necessarily beneficial to add technology features just because we can. And the features that we do have must be organized (Law 2) in a sensible hierarchy so users aren't distracted by features and functions they don't need. But simplicity is not less just for the sake of less. Skip ahead to Law 9: "Failure: Accept the fact that some things can never be made simple." Maeda's concise guide to simplicity in the digital age shows us how this idea can be a cornerstone of organizations and their products -- how it can drive both business and technology. We can learn to simplify without sacrificing comfort and meaning, and we can achieve the balance described in Law 10. This law, which Maeda calls "The One," tells us: "Simplicity is about subtracting the obvious, and adding the meaningful."

## Book Information

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I'm pretty fussy when it comes to purchasing books from . I have two conditions before purchasing any books. 1) It has to have a rating of more than 4 stars, 2) It cannot have a rating of 1. (Shows you the influential power of online word of mouth recommendation, 90% of consumers will buy based on recommendations from family and friends. This number does down to 70% for recommendations from strangers, which in my opinion is still high) However, since this was a required reading for my digital marketing class, " I drank the kool-aid".Having read other books written by Brian Solis, Larry Webber, Luke Williams and Chuck Martin in the last semester, I was expecting something amazing from John Maeda in "The Laws of Simplicity", especially since he is a Professor at MIT. Despite the weak reviews online from , I read the book with an open mind. I was even excited when I received it in the mail as the book was brilliantly designed. But as the old saying goes, "DO NOT JUDGE A BOOK BY IT'S COVER". Sad to say, I was disappointed with the book. The goal of the book is extremely worthwhile: to promote simplicity. It tries to do so in a small book, about 100 pages in small sized pages. However it is a major EPIC FAIL. Let me quickly take you through what I felt for each chapter.Chapter 1 + 2: Reduce + OrganizeMaeda takes you through the idea of SHE and how that by reducing and organizing the buttons on the Ipod will lead to success. While this chapter may be one of the better chapters, I personally feel it is another way of describing disruptive innovation. Innovation is creating products that make our life easier. Think of the the iPhone with its touch screen technology and its latest function Siri. Cars like Audi, Mercedes and BMW, start up with push of a button.

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