



The Laws of Simplicity (Simplicity: Design, Technology, Business, Life)

By John Maeda

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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."

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Editorial Review

From Publishers Weekly

In this breezy treatise, graphic designer and computer scientist Maeda proposes ten laws for simplifying complex systems in business and life—but mostly in product design. Maeda's upbeat explanations usefully break down the power of less-fewer features, fewer buttons and fewer distractions—while providing practical strategies for harnessing that power, such as SHE: "Shrink, Hide, and Embody." The first three laws, based on principles of reduction, organization and efficiency, form the foundation for increasingly complex and self-referential concepts like the importance of context and the potential for failure in simplification (by the end of the book, Maeda is chiding himself for using too many acronyms). Combined with trust and emotional engagement (laws 7 and 8), Maeda demonstrates how complex systems can become downright lovable: Maeda recalls "the Tamagocchi craze of the late 1990s... showed that anyone could fall in love with a small electronic keychain," drawing a corollary to the almighty iPod (an iconic example referred to throughout). Emphasizing the delicate balance-work involved in simplifying the complex, Maeda admits the process isn't easy, and that his ten laws don't necessarily provide all the answers—in numerous places, he directs readers to the web site where his theories continue to develop. Despite that, this slim book feels complete in itself; not only will it stimulate ideas, it will keep readers thumbing back for a second and third look at Maeda's deceptively simple advice.

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Review

If brevity is the soul of wit, simplicity is the soul of design. John Maeda uses the concept of simplicity to get at the nature of human thought and perception while drawing out tangible applications for business, technology, and life in general. *The Laws of Simplicity* is thoroughly optimistic, entertaining, and erudite, just as you would expect from Maeda. It is also the most compelling one hundred pages of design writing I have read this year.

(Rob Forbes, Founder, Design Within Reach)

Abstract recommends this book particularly to marketing people, product designers and technical writers.

(*GetAbstract*)

Our lives and our businesses are faster and broader than ever. As such, they are also more complex and difficult to manage, for both customers and managers. Therefore, achieving simplicity in both our products and our organizations will be crucial for securing market share. No one has seen this more clearly than John Maeda, the Master of Simplicity. *The Laws of Simplicity* is a clear and incisive guide for making simplicity the paramount feature of our products; it's also a road map for constructing a more meaningful world.

(Andrea Ragnetti, Board of Management, Royal Philips Electronics)

FINALLY, a book about simplicity that is not too academic to read.... At the book's heart is the Shinto belief in animism, the spirit in all objects. Nicholas Negroponte, one of Maeda's mentors, once told him to become

a lightbulb, not a laser beam. This he has done; all this and more.

(Susan Salter Reynolds *The LA Times*)

I planned to skim/sample John Maeda's book, then decide to endorse it -- or not. I quickly found myself mesmerized -- and thence the only issue was deciding what were the strongest words I could muster in support of *The Laws of Simplicity*. The book is important; and Maeda has made an absurdly complex subject -- simplicity -- approachable and usable. Bravo! I hope the people who design the products I'll acquire in the next ten years take this book to heart.

(Tom Peters)

John Maeda's new book, *The Laws of Simplicity*, is simply terrific. It's exactly 100 pages, the illustrations are brilliant and the 10 Laws of Simplicity (plus Three Keys) are a canon to design one's entire life, much less specific products, services or business models. The subtitle is: Design, Technology, Business, Life.

(Bruce Nussbaum *BusinessWeek's* blog "NussbaumOnDesign")

"Keep it simple, Stupid" is an old piece of advice, so much so that it's often abbreviated as the "KISS principle." But it's advice that's often ignored, and MIT Professor John Maeda aims to change that.... Designers and marketers will find Maeda's book both interesting and useful....

(*New York Post*)

Maeda's Laws and Keys have an obvious practical application in everyday running of a busy life (and desktop); they also have the potential to translate into a productive methodology for any craft or design practice.... A very humble, enlightened and caring human, John's written a little bible.

(Liz Farrelly *Crafts Magazine*)

Maeda's upbeat explanations usefully break down the power of less-fewer features, fewer buttons and fewer distractions-while providing practical strategies for harnessing that power.... Emphasizing the delicate balance-work involved in simplifying the complex, Maeda admits the process isn't easy, and that his ten laws don't necessarily provide all the answers-in numerous places, he directs readers to the web site where his theories continue to develop. Despite that, this slim book feels complete in itself; not only will it stimulate ideas, it will keep readers thumbing back for a second and third look at Maeda's deceptively simple advice.

(*Publishers Weekly*)

Technology and life seem to be getting more complicated, yet two great success stories, Google and the iPod, both provide the antidote of simplicity. In *The Laws of Simplicity*, John Maeda uses humble prose to provide an accessible guide, business and life, observing the principle: 'Simplicity equals sanity.'

(David Smith *The Observer*)

About the Author

John Maeda joined Kleiner Perkins Caufield & Byers in 2013 as Design Partner, where he works within KPCB's ProductWorks program helping entrepreneurs and portfolio companies to build design into their company cultures. From 2008 to 2013 he was President of Rhode Island School of Design and before that was Associate Director of the MIT Media Lab. In 2008 *Esquire* magazine named Maeda one of the 75 most influential people of the twenty-first century. He is the author of *The Laws of Simplicity* (MIT Press, 2006) and other books.

Users Review

From reader reviews:

Lela Koehn:

This *The Laws of Simplicity (Simplicity: Design, Technology, Business, Life)* book is not ordinary book, you have after that it the world is in your hands. The benefit you obtain by reading this book is information inside this guide incredible fresh, you will get facts which is getting deeper a person read a lot of information you will get. This kind of *The Laws of Simplicity (Simplicity: Design, Technology, Business, Life)* without we understand teach the one who reading through it become critical in imagining and analyzing. Don't become worry *The Laws of Simplicity (Simplicity: Design, Technology, Business, Life)* can bring if you are and not make your handbag space or bookshelves' become full because you can have it within your lovely laptop even mobile phone. This *The Laws of Simplicity (Simplicity: Design, Technology, Business, Life)* having excellent arrangement in word in addition to layout, so you will not truly feel uninterested in reading.

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Darlene Goins:

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Donna Wright:

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