

## Inspiration

### Design Principles

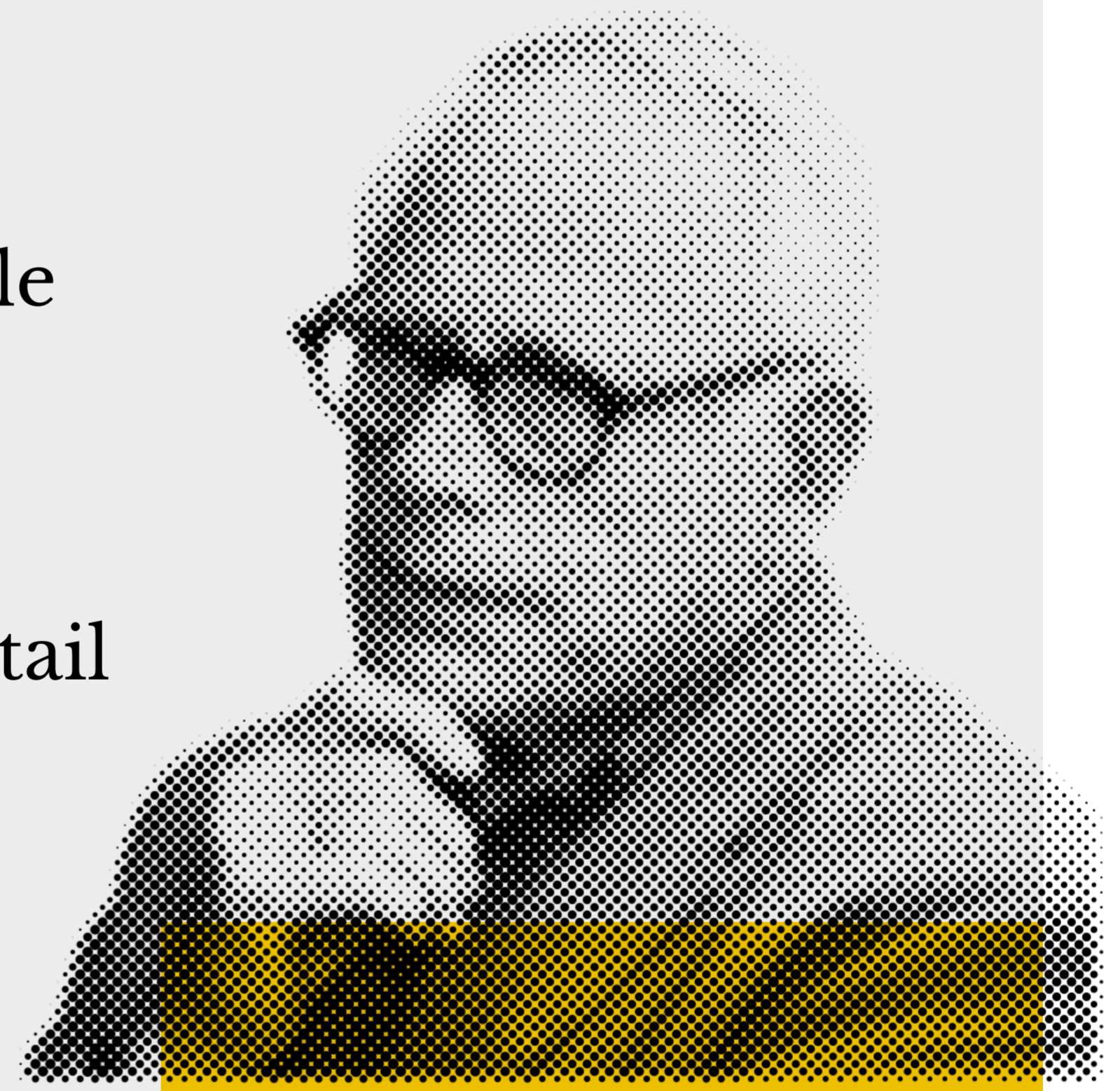


**Jakob Nielsen's 10 general principles for interaction design (broad rules of thumb).<sup>1</sup>**

1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

### Dieter Rams' 10 Principles of Good Design

1. Good design is innovative
2. Good design makes a product useful
3. Good design is aesthetic
4. Good design makes a product understandable
5. Good design is unobtrusive
6. Good design is honest
7. Good design is long-lasting
8. Good design is thorough down to the last detail
9. Good design is environmentally-friendly
10. Good design is as little design as possible



### Henry Ford (according to legend)

*"If I'd asked people what they wanted,  
they'd have asked for faster horses"*

