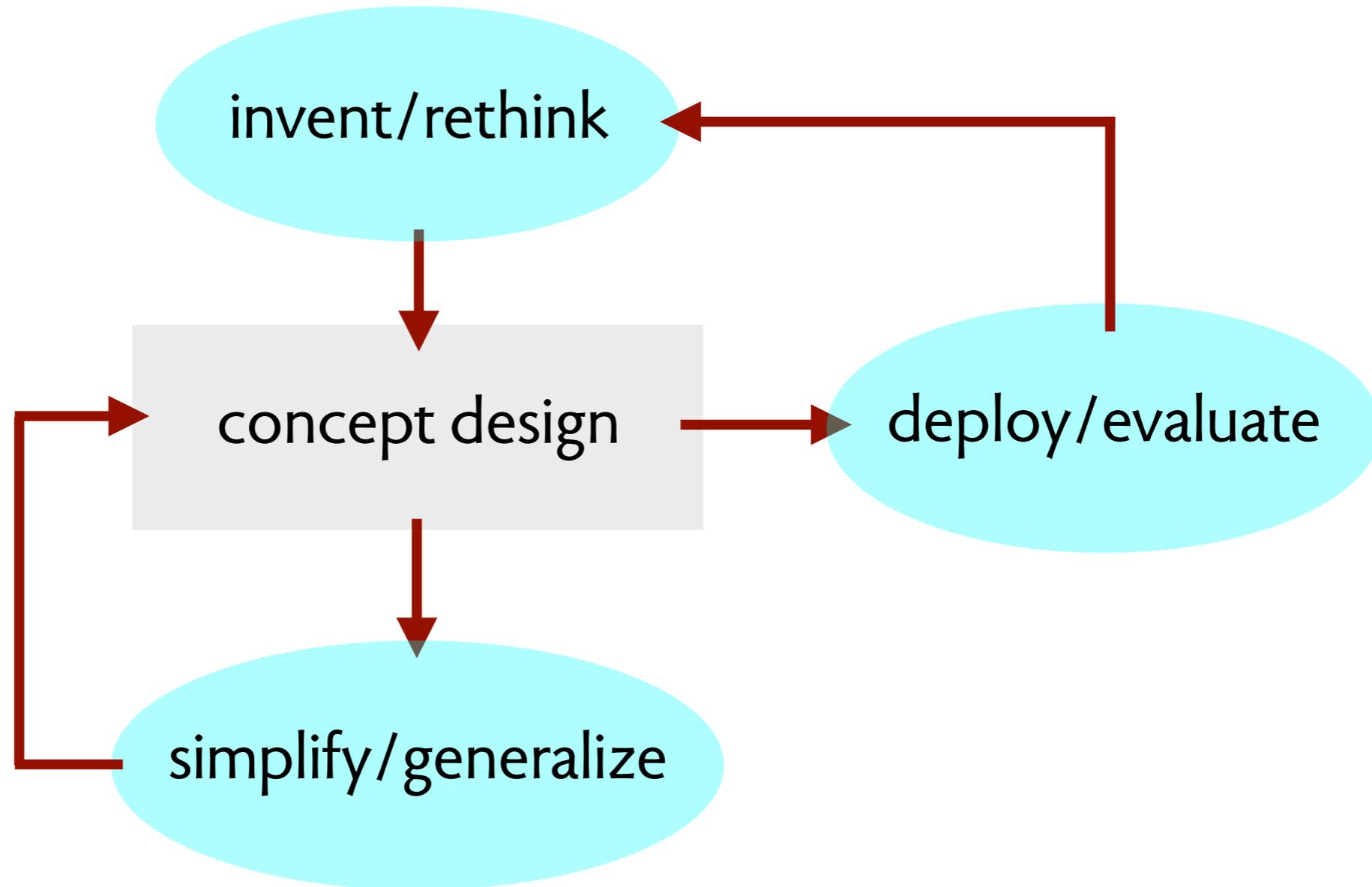


software studio

concept design moves

Daniel Jackson

the concept design loop



simplify/generalize

strategy

- › note rough edges and complications
- › make concepts simpler & more general

old: deletion in Unix mail

- › undelete by message number
- › all deletions final after quitting

new: deletion in modern mail clients

- › deleted messages is a folder
- › same strategy with spam, sent, etc



invent/rethink

strategy

- › concept seems good, but doesn't work
- › rethink from scratch

old: "align & distribute"

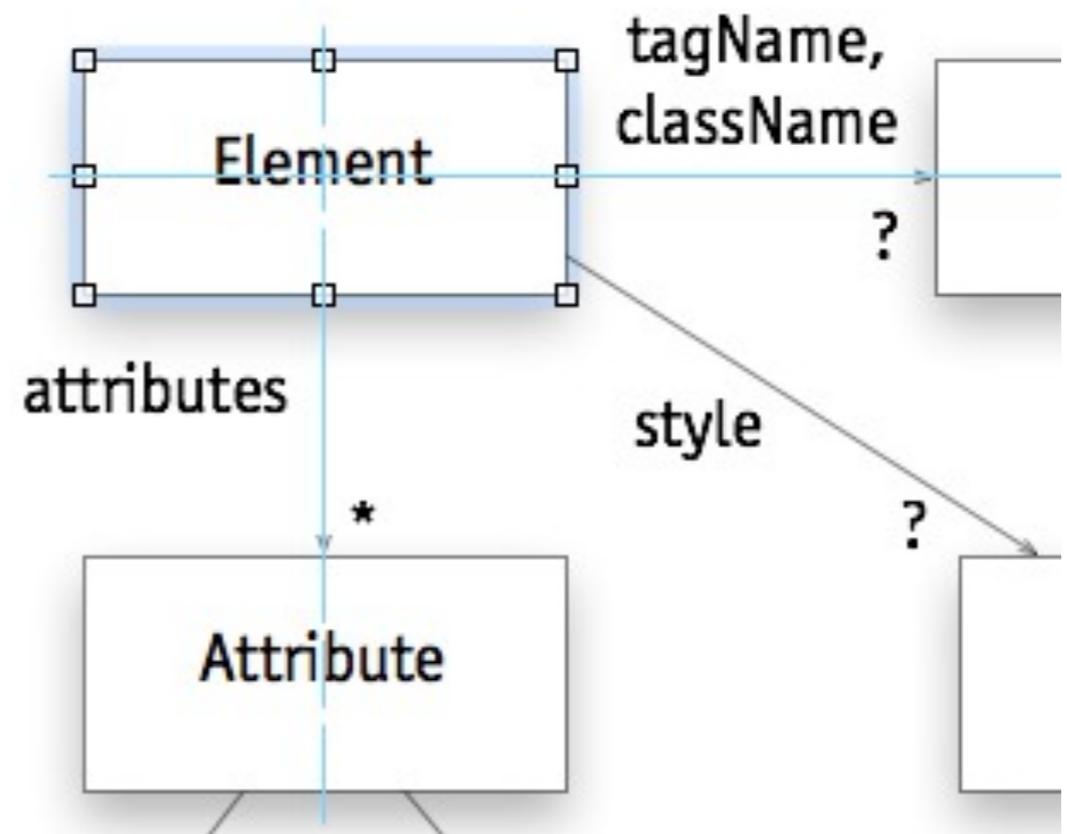
- › middle vs center?
- › distribute not enough: can't stretch

new: snap align

- › originally in Aldus Intellidraw?
- › flash all alignment lines, and snap

new concept

- › not necessarily simpler!



Intellidraw's snap align
as implemented in OmniGraffle

invent/rethink

old: tone edit in Photoshop

- › add adjustment layer + adjust
- › for local edit, use brush on mask
- › concepts: layer, mask, brush

new: tone edit in Lightroom

- › drag tone slider
- › for local edit, use brush
- › concepts: setting, brush, action

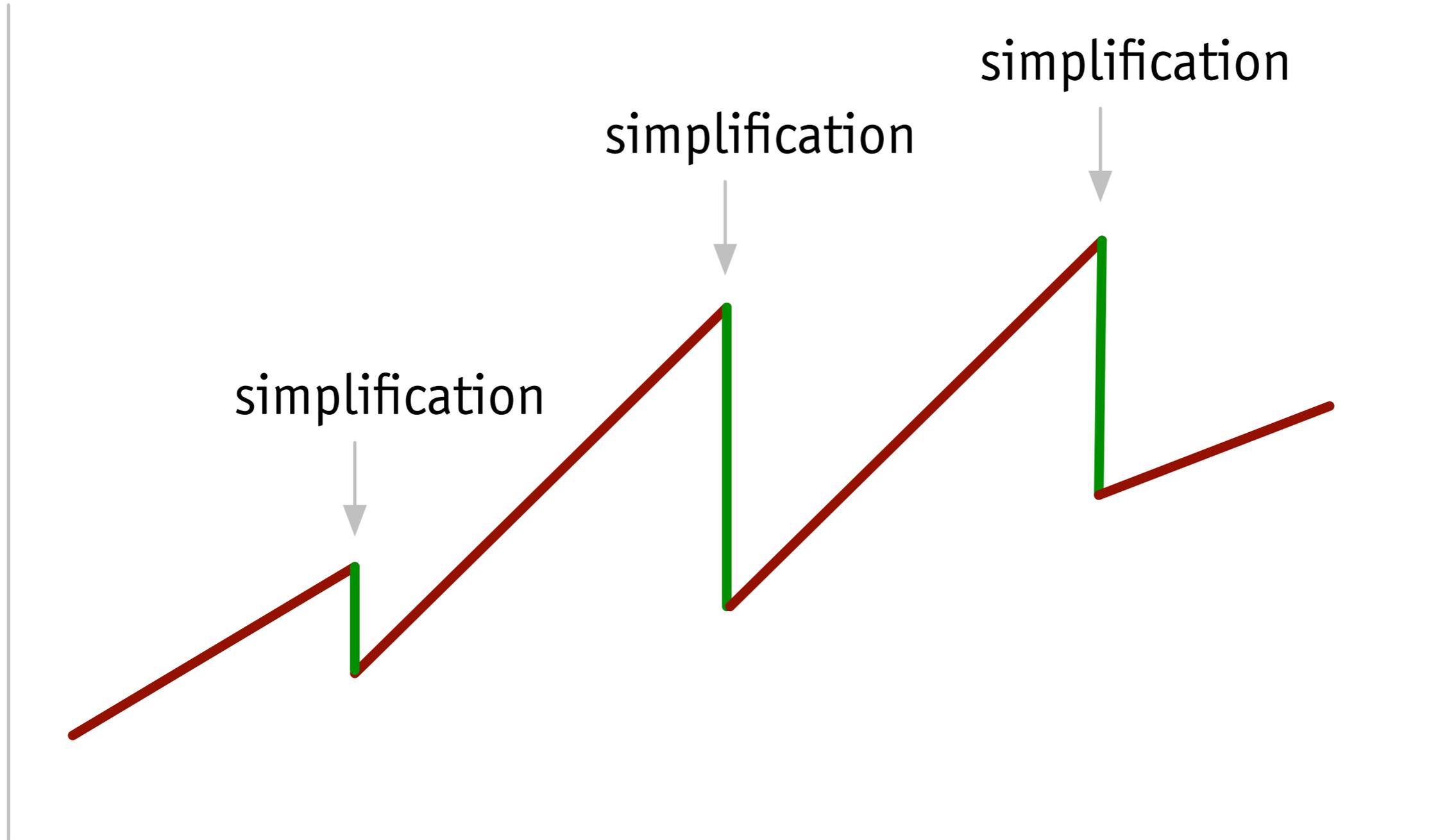
my favorite software quote

I gave desperate warnings against the obscurity, the complexity, and over-ambition of the new design, but my warnings went unheeded. I conclude that there are two ways of constructing a software design: One way is to make it so simple there are obviously no deficiencies and the other way is to make it so complicated that there are no obvious deficiencies.

Tony Hoare, Turing Award Lecture, 1980

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a relentless pursuit of simplicity



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