

Product Design Quotes

“Failure is success in progress.”

- Albert Einstein, Super Smart Dude

“The day a product development process starts, it is behind schedule and above budget.”

- Don Norman, The Design Lab Director, IDEO Fellow, Author

“Asking 'how' leads to information; asking 'why' leads to wisdom.”

- Dr. Flint McLaughlin, MECLABS Founder, Author

“Don't reinvent the wheel, just realign it.”

- Anthony J. D'Angelo, Inspirational Writer

“In theory, there is no difference between theory and practice. In practice, there is.”

- Yogi Berra, 18-Time Allstar Baseball Catcher, Manager, and Coach

“Clarity always trumps persuasion.”

- Dr. Flint McLaughlin, MECLABS Founder, Author

“Ease of use may be invisible, but it's absence sure isn't.”

- IBM

“There are no problems a team can't solve, and very few an individual can.”

- Lyndon Johnson, 36th President of the United States

“You ≠ User

- Nielsen Norman Research Group

“If we had asked customers what they wanted, they would have said faster horses.”

- Henry Ford (attributed to saying this even though he really didn't)

“I'd rather eat half of a baked cake than a half-baked cake.”

- Unknown

“The first 90% of the code accounts for the first 90% of development. The remaining 10% of the code accounts for the other 90% of development.”

- Neil Gaiman, Acclaimed Post-Modern Writer

“You can't manage what you can't measure.”

- Peter Drucker, Management Consultant, Educator, and Author

“This is too easy to understand.”

- No one ever

“It's better to find out that we have bad news that's true than good news we made up.”

- Eric Ries, Author of The Lean Startup

“If everything is important, nothing is.”

- Patrick Lencioni, Business and Team Management Writer

“Do three things well, not ten things badly.”

- David Segrove, IT Manager, Author

“Complexity is good, confusion is bad.”

- Don Norman, The Design Lab Director, IDEO Fellow, Author

“If it weren't for the last minute, nothing would get done.”

- Dr. Rita Mae Brown, Writer and Activist

“When people tell you something's wrong or doesn't work for them, they are almost always right. When they tell you exactly what they think is wrong and how to fix it, they are almost always wrong.”

- Neil Gaiman, Acclaimed Post-Modern Writer

“It's what we do when we don't succeed that determines whether we will succeed.”

- David Segrove, IT Manager, Author

“Getting the team right is the necessary precursor to getting the ideas right.”

- Dr. Rita Mae Brown, Writer and Activist

“There is nothing so useless as doing efficiently that which should not be done at all.”

- Peter Drucker, Management Consultant, Educator, and Author

“Design like you're right; listen like you're wrong.”

- John Lilly, Mozilla CEO

“Design in the absence of content is not design, it's decoration.”

- Jeffrey Zeldman, Web Standards Author, Studio Zeldman Founder

“Curiosity is humility with ambition.”

- Phil Gilbert, General Manager, IBM Design

“If you are not embarrassed by the first version of your product, you've launched too late.”

- Reid Hoffman, Co-founder, LinkedIn

“If you can't explain it simply, you don't understand it well enough.”

- Albert Einstein, Super Smart Dude

“Done is better than perfect.”

- Unknown

“Have the mindset of testing to learn, not testing to validate.”

- Brendan Boyle, IDEO Toy Lab Founder

“Everything should be made as simple as possible, but not simpler.”

- Albert Einstein, Super Smart Dude

“Pay attention to what users do, not what they say.”

Dr. Jakob Nielsen, co-creator of Nielsen Norman Research Group

“Simplicity is the ultimate sophistication.”

- Leonardo Da Vinci, Super Artistic Dude

“The noblest pleasure is the joy of understanding.”

- Leonardo Da Vinci, Super Artistic Dude

“Innovation is saying 'no' to a thousand things.”

- Steve Jobs, created the Newton PDA

“Data should be generative, not conclusive.”

- Peter Drucker, Management Consultant, Educator, and Author

“If I had an hour to solve a problem I'd spend 55 minutes thinking about the problem and five minutes thinking about solutions.”

- Albert Einstein, Super Smart Dude

“Good design, when it's done well, becomes invisible. It's only when it's done poorly that we notice it.”

- Jared Spool, Founder, UI Engineering, Amateur Magician

“When UX doesn't consider ALL users, shouldn't it be known as 'SOME User Experience' or... SUX?”

- Billy Gregory, Senior Accessibility Engineer at The Paciello Group

“If you think good design is expensive, you should look at the cost of bad design.”

- Dr. Ralf Speth, Auto Designer for BMW, Jaguar, and Land Rover

“People ignore design that ignores people.”

- Frank Chimero, Author of The Shape of Design

“A problem well stated is a problem half solved.”

- Charles Kettering, American inventor, holder of 186 patents

“Creativity is allowing yourself to make mistakes. Design is knowing which ones to keep.”

- Scott Adams, Creator of Dilbert