Design Principles Used By the Best to Help Them Live and Work Better

Design is **philosophy made practical**. Some people have set values and principles they believe in; design is when they execute those values and principles into the approaches they take when solving a problem.

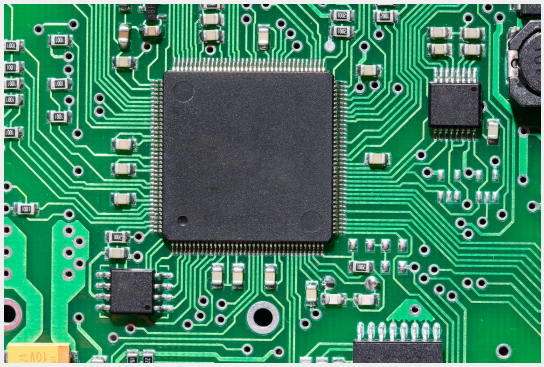
Design can be seen all over the world, in all facets of our lives, and not just in what we normally think of as design, like fancy products.

For instance, humans use design to improve:

- Ourselves and our surrounding environment
    - Lifestyle design
    - Workplace design
    - Landscape design
    - Building design (architecture)
    - Urban design
    - Set design

- Objects we interact with
    - Product design
    - Industrial design
    - Furniture design
    - Fashion design
    - Web design
    - Interaction design
    - Game design
    - Story design

- Objects we don't interact with but that are still important
    - Warehouse design
    - Circuit designs
    - Algorithmic design
    - Manufacturing design
    - Production design



Designers have changed the world. They can have big impact.

Anyone can be a designer. By borrowing from others whose design philosophies inspire us, and by using some of our own design preferences crafted over time, we too can be designers with our own unique design philosophy. We can create meaningful impact with our work when we use and perfect our design philosophies.

A **design philosophy is like a toolbox**. Each tool inside has a purpose. You pull out the appropriate tools when they're needed. New tools can, and ought to be, added over time, as you learn more. Some of these tools are borrowed from other designers whose work inspires you. Other tools may be ones that you've picked up along the way as a result of your experiences and preferences.

Following are examples of designers, companies, and design movements that've inspired me and whose unique philosophies have shaped us into who we are today. I hope that you also become inspired to adopt some of these philosophies into your own toolbox, or that you at least get inspired to find designers whose tools you would want to adopt.

Nintendo - Yokoi Gunpei and Shigeru Miyamoto

LATERAL THINKING WITH WITHERED TECHNOLOGY (LTWWT)

Gunpei Yokoi was a video game designer at Japanese video game company **Nintendo** in the late 1900s who helped pioneer Nintendo's transition from toys to video games (Nintendo actually started out as a toy company). Gunpei believed in focusing on the essentials.

Nintendo's mission as a company was to help people have fun. To help the company focus on making products that were fun to play, Gunpei laid out a design philosophy that's stuck with Nintendo to this day: **Lateral Thinking With Withered Technology** (LTWWT).

LTWWT just means that a game can be made without cutting edge technology. It matters more if the game and/or its console is novel or fun. Rather than invest precious resources in flashy graphics that make little difference in making the game more fun, Nintendo continued to use older technology that they knew worked well, that they were already familiar with, and that was cheaper and easier to program for — while figuring out creative ways to utilize the tech they already had and make new experiences.

They invested the resources saved into the creative process, a quality that's allowed their games to be more fun, memorable, and globally-loved. Another added benefit from LTWWT for Nintendo's customers was that their consoles were far more affordable and had longer-lasting battery lives than those of their counterparts, making them functionally more desirable.

An early example was the Game Boy, released in 1989. In contrast to the cutting-edge, full-color portable machines released by competitors, like Atari's Lynx, the Game Boy featured a monochromatic display with a green tint and a noticeable blur whenever characters moved quickly. However, the Game Boy (priced at $90) **sold 118 million units**, while Atari's Lynx (priced at $180) sold just 3 million.

Another example was the Nintendo DS, which was far cheaper and had far less glamorous graphics than its counterparts, like PlayStation's PSP. Nintendo's designers found a way to innovate using existing "withered technology", introducing the dual touch-screen feature, something that no other handheld gaming device offered in that time, while still keeping costs down. The DS (priced at $150) **became the second best-selling console ever made, selling 154 million units**, whereas the PSP (priced at $250) sold around 82 million units.

BE THE FIRST

Nintendo strives to offer people a new way to play and experience fun with each game and device they share. They don't just create a new game that has new art and music while the core mechanic stays the same — as that's still the same game, just with a new skin. While Nintendo DOES focus on improving the graphics and technological capabilities of their systems, their focus is on helping people have fun — so they place greatest priority on innovating in gaming itself. They aim to **Be the First**, a design decision that impacts the player experience for the better.

That's why much of Nintendo's games and consoles tend to be unconventional from what other gaming companies make. They're willing to make something new only once they've thought outside the box and come up with a sweet idea.

Here's an interesting video that highlights several examples of where Nintendo did this. This design philosophy has led them to produce some of the **highest-selling consoles** — like the DS, Wii, and Switch — and **games** — like Super Mario Bros., Super Mario Galaxy, and Super Mario 64.

KYOKAN

Another design principle that Nintendo employs is the Japanese philosophy of **Kyokan**.

Shigeru Miyamoto — the world-renowned game director/producer at Nintendo who brought us Mario and Zelda — and Nintendo as a whole, does not use focus groups. Instead, Miyamoto figures out whether a game is something he's truly passionate about building. He says that if he enjoys it, others will too.

He elaborates, citing the conception of the Pokémon series as an example:

"The biggest reason Pokemon has become that popular is Mr. Tajiri, the main developer and creator of Pokemon, didn't start this project with a business sense. In other words, he was not

intending to make something that would become very popular. He just wanted to make something he wanted to play. There was no business sense included; only his love involved in the creation.

Somehow, what he wanted to create for himself was appreciated by others in this country and is shared by people in other countries. And there are other works and staffs included to make a very large Pokemon world. And that's the point - Not to make something sell, something very popular, but to **love something, and make something that we creators can love**. It's the very core feeling we should have in making games."

Miyamoto wants the players to feel Kyokan, or “feel one with”, with the game creators. Because of this, many of Miyamoto’s games can be seen as autobiographical. He shares that which he's passionate about and has a lot of love for.

The Legend of Zelda, for example, was designed as an open-world game to mimic the sense of exploration that Miyamoto felt while exploring the great outdoors and wilderness as a kid. Super Mario Bros. was built to capture the childhood experience of playing in a playground. Miyamoto wanted people to explore, have fun, discover secrets, in a lively and fun place. He also created the Pikmin series to mimic his experiences with gardening, Nintendogs was inspired by his experiences with dogs and dog owners, and Wii Fit was inspired by his attempts to get healthy and exercise.

FORM FOLLOWS FUNCTION

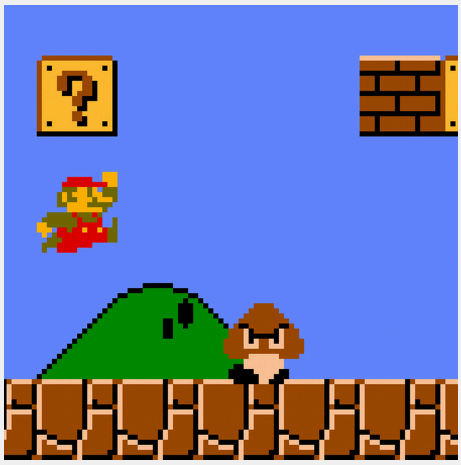
The last example of a design principle Nintendo employs is **Form Follows Function**.

In an interview about one of Nintendo’s games, Miyamoto mentions:

“The first point was that it needed to be fun to play, and once we’d achieved that, then we conceived the characters and the world vision to match perfectly with the gameplay.”

Nintendo starts off with a central idea, an experience that they want the players to have, and they base the entire game around that idea. Having a single idea grounds Nintendo in their game’s purpose, so that they’re not getting side-tracked into adding things that aren’t relevant to their mission. Everything in the game lends itself to that idea and to making it complete.

An example of Form Follows Function would be the original Super Mario Bros, released in 1985. The central gameplay mechanic was the legendary “jump”. This was the gaming innovation that Miyamoto wanted to make the game’s focus and skill to master.



Enemies, platforms, and level elements are all based around this simple mechanic. How are enemies defeated? By jumping on them. How does one discover power-ups like the mushroom and flowers? By jumping up into or down onto bricks. How does one finish the level? By jumping on to a flagpole. And the list goes on.

Nintendo has different core gameplay mechanics for its other best-selling games, but the principle of basing the entire game around that mechanic still persists to this day and has worked immensely well.

Nintendo also applies the Form Follows Function design principle to their character designs.

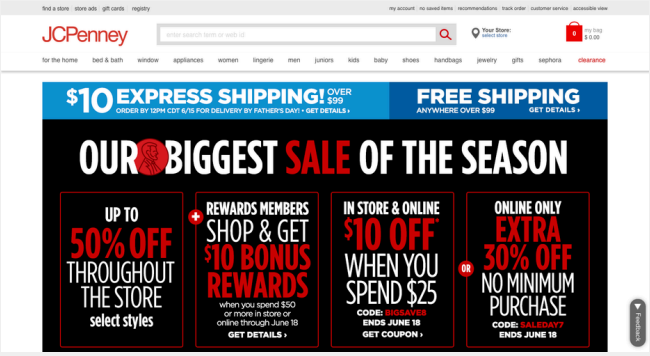
For example, for the Mario games — which are meant to appeal to both kids and adults — Nintendo designed the characters to feel friendly, playful, and approachable, but without feeling kid-ish. The characters have bright colors, round shapes, and distinctive appearances for this reason.

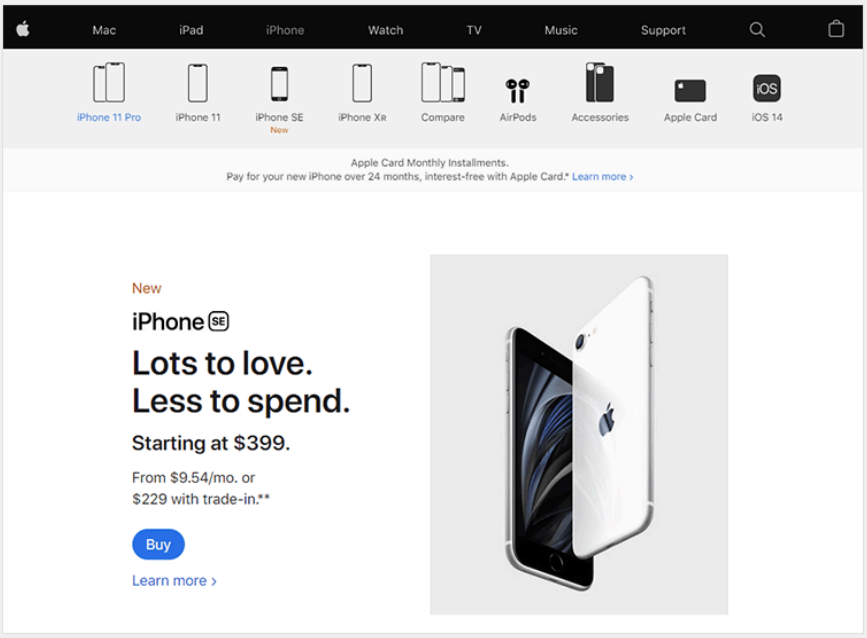
For a game like The Legend of Zelda: Twilight Princess, Nintendo designed the characters to feel darker and more serious — using darker, drabber colors and sharper lines — appealing primarily to an audience of teenagers and adults.

The Japanese Philosophy of Ma

Ma has been described as “a pause in time, an interval or emptiness in space”. There is a purpose even in emptiness. Taking breaks and resting is just as important as the work being done. The pauses in a speech or presentation are just as important as the words being spoken.

Software and app companies today — such as Google, Apple, Amazon, Facebook, Instagram, Airbnb, etc. — realize that keeping their site or app interface clean and spaced-out, as opposed to cluttered, has a tremendous impact on making the interface easy to navigate. White space — all the blank space in between site/app elements — is as important as the elements themselves.





Fine-dining chefs add small portion sizes to a plate to highlight the most important aspect: the food. The emptiness makes that which is present seem more prominent — and delicious.

The Japanese Philosophy of Kintsugi

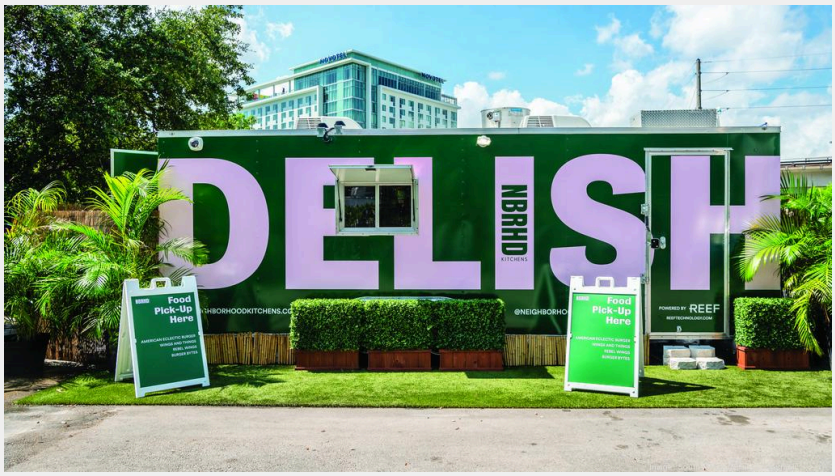
Kintsugi, a term derived from kin- (gold) and -tsugi (reconnect), is a method of repairing broken tea ware with lacquer and metallic-gold powder. Kintsugi does more than just restore an object, for the renewed version is even more attractive and valuable than the original.

Some Japanese believe in taking advantage of that which one has. Rather than discarding something that's broken, they'll find a way to use it. They'll bring out the value of that which is broken or flawed by seeing special potential in it where others may not.

REEF TECHNOLOGY

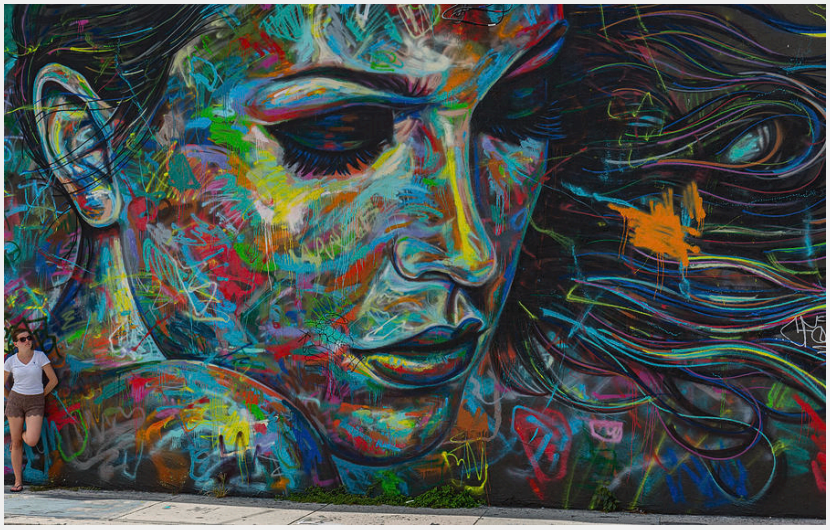
Many parking lots have been deserted as the malls around them have closed down. As a result, these ugly parking lots simply sit around, unused, until some developer decides to tear them out (which may take several years). It's a waste of land that could've been better utilized for something else, like harboring natural ecosystems.

The company **REEF Technology**, however, sees this broken land as a restaurant goldmine. They turn old abandoned shopping mall parking lots into mixed-use places that connect people to food truck-like vendors that park and offer local goods, services and experiences. It's a cool new way to use unused land — which is more affordable than having to buy new land — and quickly turn it into a high-quality shopping complex.



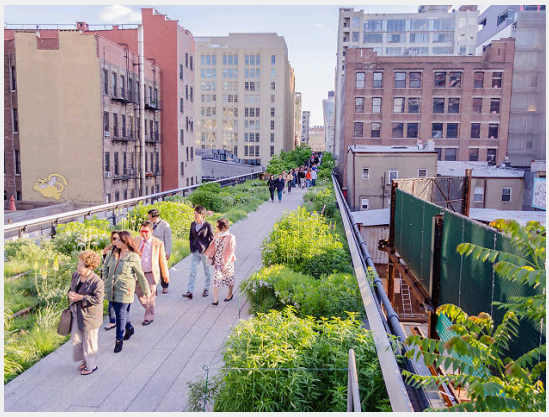
GRAFFITI

Graffiti treats unused buildings, walls, or vehicles as canvases that can turn into works of art rather than blots on the landscape.



THE HIGH LINE

The designers behind the **High Line** turned an abandoned railroad line in New York City that takes up space into a beautiful walking-path garden where people can socialize and relax.



HUMAN LIFE

A person who's able to take their tragic or traumatic experiences and put themselves back together becomes even stronger — and, sometimes, wiser — afterwards. Under the right guidance, people can take the growth from their suffering to create a greater positive impact on the world.

At times, people can also take their negative experiences and make a comedic story around it (depending on the scenario). Humor is the art of taking something scary, sad, or serious and seeing the potential for something fun about it, whereby the topic gets turned on its head to become funny.

Google - Sergey Brin and Larry Page

USER-CENTERED DESIGN

Google's design philosophy from its very inception in 1998 has been to **"focus on the user"**.

Sergey Brin and Larry Page saw the potential of search and computer technology as a force of good, rather than simply a gimmick to make money — they wanted their tech to have a positive impact on people.

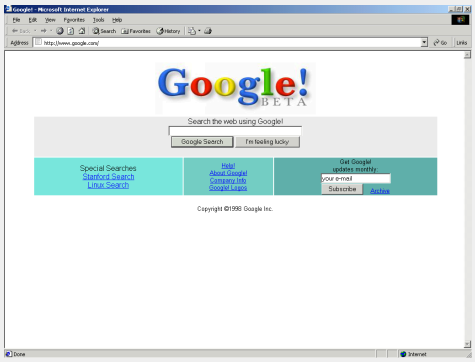
This philosophy drove their design for the very first Google page and all those that came after.

Rather than bombard their users with advertisements to click on and get lost in while they were trying to search something, Sergey and Larry instead pared their site's interface down to the elements that would help their users most: the search bar.

Other search engine sites, like Yahoo, took the opposite approach and tried to monetize their sites and cluttered the screen with countless ads that users didn't care about. Though Sergey and Larry had been pressured by other investors and pundits to do the same thing as all the

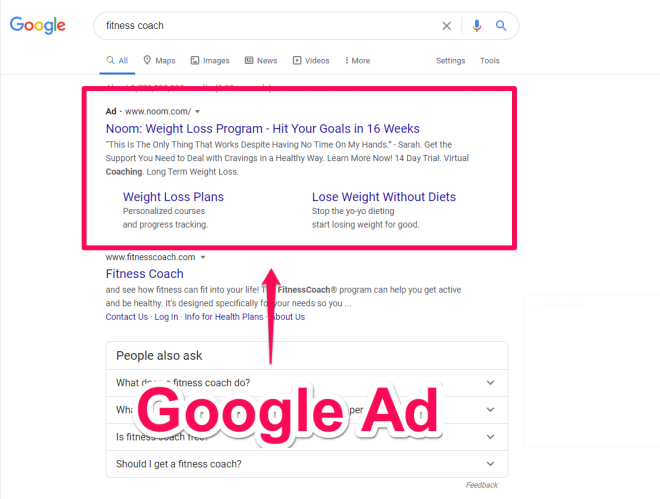
other sites — as this would make the most money the quickest way — they felt it went against their principles.

This decision — to focus on removing rather than adding — helped Google grow in popularity amongst users and become the dominant search engine.



When Google DID add ads to their search engine, they ensured that it was only content that a user would care about and that added value to the user's experience — a decision that made the user happy, made Google happy (as they were getting more money when users clicked on the ads more), and made the advertisers happy (as their ads were being shown only to users that were likely to have a need for what they were selling).

Google also made sure that the ads were seamlessly integrated into the UI by making them part of the search results, rather than making them separate from the experience.



Since then, Google has used its design philosophy to transform countless other industries other than search. Google and Amazon have similarly inspired other tech companies all over the world to adopt its User-Centered Design focus towards their own products — now, the **User Experience (UX) Design field is one of the most in-demand and sought-after career fields**, especially as other companies have understood the importance of good UX as a competitive advantage.

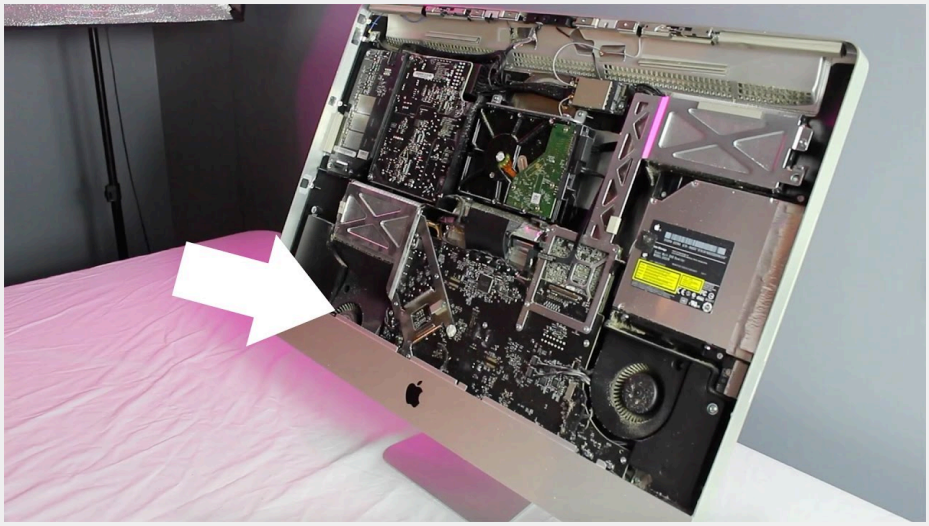
Apple - Steve Jobs

TECHNOLOGY SHOULD BE BEAUTIFUL

While many designers viewed the computer as an ugly but necessary barrier between the user and the software, **Steve Jobs** had a vision of harmony between the two. To him, the hardware was the body and the software was the soul — two inseparable elements with no choice but to work together as one. Most people think of technology as clunky or nerdy. Jobs believed that tech could — and should — be beautiful, “cool”, and desirable.

Under Jobs, **Apple** became famous for a level of craft that seemed almost manic: For example, on the “Sunflower” Macintosh of a 2002, there was an exquisitely fine, laser-etched Apple logo. As an owner, you might pay attention to that logo only once a year, when moving the computer. But it mattered, because that single time made an impression.

In the same way, Jobs spent a lot of time making the circuit boards of the first Macintosh beautiful — he wanted their architecture to be clean and orderly. Who cared about that? But again, that level of detail would have made a deep impression on the few people that would have seen the inner guts.



The desire to make hardware and software that's both functionally-useful and beautiful lies at the heart of Apple's products to this day.

MINIMALISM

One of the key inspirations on Steve Jobs' design philosophy was his journey into Eastern spirituality in the mid-1970s, right after dropping out of college.

Jobs once spoke of the turmoil his generation experienced in the sixties:

"We wanted to more richly experience why we were alive, not just make a better life…there was definitely more to life than the materialism of the late 50's and early sixties. We were going in search of something deeper."

The principles of Japanese Zen Buddhism emphasize simplicity. With interest in Zen philosophy, Steve Jobs made sure **minimalism** was at the heart of every design in Apple.

Much of what makes Apple's products easy to use and beautiful is that they remove all clutter and devote attention to what's most important for the customer's experience.

For instance, when engineers working on the very first iPod completed the prototype, they presented their work to Jobs for his approval. Jobs played with the device, scrutinized it, weighed it in his hands...and promptly rejected it. He believed it was too big.

The engineers countered back, explaining that it was impossible to make it any smaller.

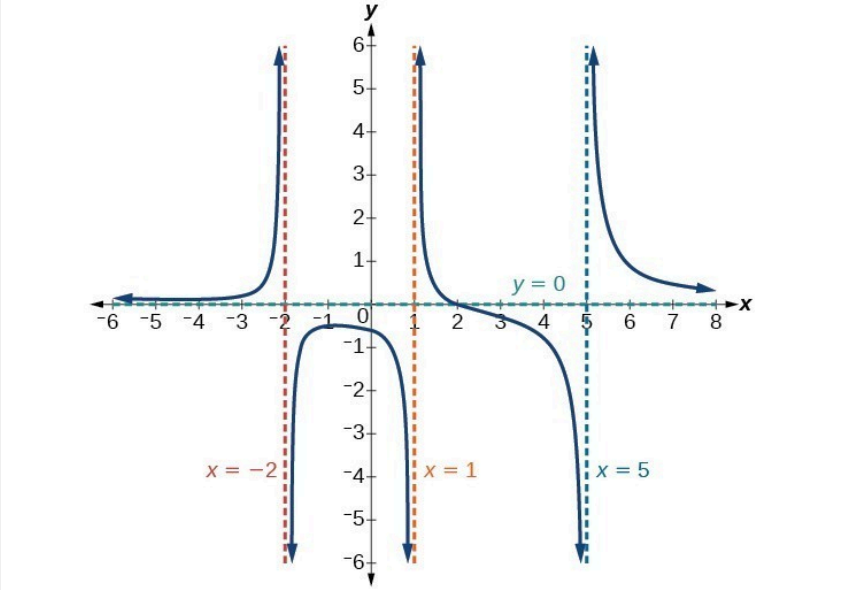
Jobs was quiet for a moment. Finally, he stood, walked over to a fish tank in the room, and dropped the iPod in the tank. After it touched the bottom, bubbles floated to the top.

"Those are air bubbles," Jobs snapped. "That means there's space in there. Make it smaller."

By removing unneeded space, the final product became thinner and lighter — something that made a difference for consumers that loved carrying the iPod around with them wherever they went.

The Japanese Philosophy of Kodawari

Kodawari means “the uncompromising and relentless pursuit of perfection”. Anything can be improved upon. Perfection can only be aspired for (and never reached, like an asymptote). In the pursuit of always becoming better than before, one becomes the best.



JIRO ONO

In the film, “Jiro Dreams of Sushi”, we learn about one of the greatest sushi chefs in Japan, **Jiro Ono** (who, as of 2021, is 95 years old).

He has been working on perfecting his craft since he was 7 to get as close to mastery as he possibly can. He is so focused on achieving excellence in each piece of sushi that he abhors days off. For most of his life, his days and even his nights have been filled with thoughts of his craft, to the point where he would even dream of sushi.

Jiro hones his process again and again so that he knows he’s using the best sushi-making skills. He also innovates and tries new things that will help him improve his craft.

As a result of practicing this design principle, Jiro’s restaurant, “Sukiyabashi Jiro”, is one of the most famous sushi restaurants in the world.

Reservations have to be made months — sometimes, an entire YEAR — in advance. His restaurant has been loved by lots of celebrities including Arnold Schwarzenegger, Tom Cruise, Katy Perry, David Beckham, Barack Obama, and Anne Hathaway.

WORK WITH THE BEST

In addition to ensuring that he's the best sushi chef, Jiro also makes sure to use only **the best ingredients sourced from the best suppliers**. The best ingredients used with the best recipe under the best chef produces the best dish.

KAIZEN

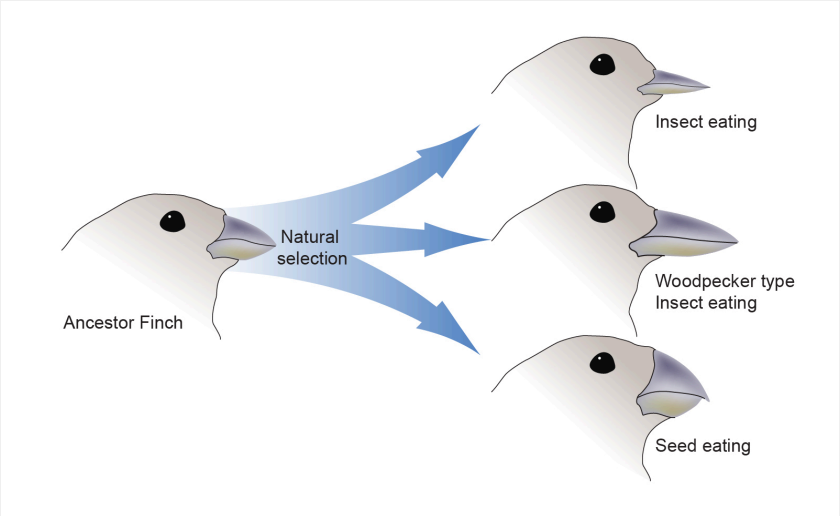
Kodawari applied in the business world is known as **Kaizen**. **Amazon** utilizes Kaizen to continuously improve its warehouse and website design so that customers can get (and return) products cheaper, faster, and easier.

Toyota implements Kaizen in the improvement of its Toyota Production System (TPS), which they utilize in the manufacturing of their vehicles. Kaizen has helped them continuously build

vehicles that are reliable, affordable, durable, comfortable, and safer than what the competition releases.

EVOLUTION

Another example is **evolution** itself. We are all designs of nature, and we shall keep evolving forever as long as we live, as all organisms have for millions of years. As we explore the world, our bodies will find ways to improve upon themselves so that we continue to survive and thrive more than before.



The Aesthetics of Joy (Joyful Design)

Joyful Design is an example of user-centered design combined with purpose-driven design.

Ingrid Fetell Lee is a design director at the prestigious design firm **IDEO** and has published a book called, “Joyful: The Surprising Power of Ordinary Things to Create Extraordinary Happiness”.

In her book, Ingrid talks about how we can design products and services to **evoke JOY** in people by following certain design characteristics. Examples are: using brighter colors, using more colors, using round shapes, using organized setups, and using natural objects in one’s designs.

Recent research has shown that by designing products to evoke joy, we can help people feel safer, happier, and be more productive. It helps if the product helps someone achieve their goal; it also helps if USING the product makes the person feel happier. Thanks to Ingrid, companies have made both their customers and their employees happier, and have benefited greatly from doing so.

I write more about Ingrid and Joyful Design in this article.

Biomimicry

Biomimicry is **design inspired by nature**. Some solutions that we're trying to figure out have already been figured out by other organisms, who've perfected their special characteristics over millions of years. It's up to us to study and learn from them.

Biomimicry can be applied as a design principle anywhere in life — **to become the best, you LEARN from the best**. It's a lot easier learning from someone else who inspires you with what they've achieved than trying to reinvent the wheel.

As an added side benefit, biomimicry helps us respect and appreciate nature more once we realize how much we can grow by learning from it.

Examples of biomimicry:

Lotus flowers always stay clean because they're able to repel dirt and water. Scientists studied how this works to design clothes that don't get dirty.

Cacti manage to get water in areas where it hardly ever rains and where water is scarce, like the desert. Scientists studied how this works to design devices that can collect lots of water for people traveling in the desert (such as military personnel).

Sharks are capable of gliding swiftly and effortlessly through water. Scientists studied how this works to design swimsuits that help Olympic athletes swim amazingly fast.

Bats are capable of flying really well in the dark, thanks to their echolocation powers. Scientists studied how this works to design self-driving cars that drive more safely at night.

Plants convert sunlight and water to make fuel for themselves. Scientists studied how this works to design artificial plant devices that turn sunlight and water into fuel that can be used by vehicles.

Democratic Design

Democratic design is an example of user-centered design combined with purpose-driven design.

Nordic design – that is, of Denmark, Finland, Iceland, Norway and Sweden – is known for its minimalist style. This approach to design stretches back to the early 20th century, and promotes simplicity, functionality and nature. The main purpose of Scandinavian minimalism is to create design things that improve everyday life – **efficient solutions that are built to last**.

The concept of “democratic design” was introduced by French designer and visionary Phillipe Stark as “design that provides quality pieces at accessible prices”.

For instance — IKEA believes that “everyone has the right to a better everyday life,” and its commitment to “democratic design” is the means to achieve that. “Democratic Design is a tool we use when we develop and evaluate the products we put into our range. It has five dimensions, which are:

- Function
- Form
- Quality
- Sustainability
- Low price

When there is a balance between all five, we consider that the design is democratic.”

Democratic design shows us that you can make your design principles your own, and create your own design methodology based on values that matter most to you, similar to how IKEA did for themselves.

“The form is for beauty, it’s what attracts the eye, and the object has to be functional, otherwise it won’t be used.

When objects and materials last over time, that’s quality.

Being mindful of resources is something that has been with us since the start. We don’t like complicated solutions and wastefulness, it’s bad for everyone.

Part of sustainability is about using exactly the right materials for the function, and using them sparingly, but sustainability also means taking responsibility all the way through a product’s life. It starts with how we source materials, to the people who produce the product, all the way through to our clients.”

An example is IKEA’s FLISAT desk for kids. “The price is fair, it can be height-adjusted so it grows with the child, and it has smart functions such as a tilted tabletop and paper holder. We hope these functions encourage children to be creative. It’s very high quality and has a classic form so that it can be loved and passed onto future generations. The material is sustainable and renewable – wood. It’s quite simply Democratic Design.”

Other Examples — TBD

(To be fleshed out in greater focus later):

- **Creative Constraints**. Constraints allow for creativity and simplicity. The more constraints you apply based on that which matters to you, the closer you get to finding your ideal answer
    - What requirements do you have for yourself or product? Applying those constraints forces your brain to problem-solve and unlock interesting answers, even if nobody's ever achieved them before.
    - **Example**. Planta Queen used two constraints in the vision of their restaurant. They wanted to create Asian food that was also healthy and vegan. So combining the two constraints enabled them to make healthy, tasty, and affordable vegan Asian cuisine. Rather than believing that the two were mutually-exclusive and couldn't be done together, they put their minds together to figure out how to make it work.
    - **Example**. Sweetgreen had five constraints in mind for their restaurant's vision. They wanted fast-food that was also healthy, salad-based, locally-sourced, organic, and made from sustainably-sourced ingredients. Applying these constraints, even though people before them thought it wasn't possible and likely didn't bother trying, enabled them to come up with unique, profitable models to achieve their vision.
    - Some people use limitations and setbacks as opportunities for growth. In this way, Creative Constraints can also be a form of *Kintsugi*.
    - **Example**. Jim Kwik was told as a boy that he'd never become anything in life because of his cognitive and mental limitations in learning. He was told he had a "broken brain". This constraint motivated Jim to learn more about the human brain, cognition, neuroscience, how the brain works, etc. Because he had the challenges, he was motivated to learn so that he could get better and improve his ability to learn, whereas others felt they had no reason to do so since they felt they could learn just fine.
    - **Example**. Henry Matisse was a famous artist who was world-renowned for his paintings. However, a time came when he grew old and underwent operations that compromised his health, left him bedridden, and unable to paint. Rather than succumb to self-pity, he thought of ways he could use his circumstances to his advantage. He began to create cutouts from paper into shapes, forms, figures, and would choose from different colored pieces of paper for his artworks. Creating cutouts from paper enabled him to make art even while bedridden. Doing so helped him create a whole new form of artistic expression that was fresh at the time and that no one else was doing, bringing a freshness and novelty to the artworld that only boosted his acclaim even further.
    - Rowan Atkinson had speaking challenges that others said would hinder his desire to become an actor. As it is, actors are known for their eloquent delivers and passion they speak through their words, something that Atkinson struggled

with. In his case, he used his circumstances — what others imposed on him as being his limitations — as an opportunity to do something different, and the character of Mr. Bean was created. Mr. Bean was loved not only in Britain (where the show “Mr. Bean” originated), but all over the world. People loved him because he was approachable, communicated more through meaningful gestures and expressions (as words failed Rowan anyways), and possessed Rowan’s inherent humor and childlike-nature. Today, Mr. Bean is one of the most loved and memorable television characters in the world, and especially in Britain.
    - Other articles on Creative Constraints (^, ^, ^)

- Whatever you do, approach it as though you're making the next great masterpiece and marvel of the world, and as though it's the last thing you'll ever make

- **Universally-Accessible Design**. Whatever you're making, have the belief that it can positively impact everybody and everything in the world, and design to make it positively impactful on anybody
    - Google. Google phones. Google Search. Accessibility in Google.
    - Omoiyari: embed compassion in your life, work, and product design.

- **Keep It Simple, Stupid**. Solutions should be and feel simple; if they aren't, you're probably overcomplicating and overthinking it

- **Mottinai** — Mottainai is a centuries-old Japanese philosophy that embraces the idea of respecting resources and their value while also reducing waste. Its origins derive from two words—mottai (importance or sanctity) and nai (lack of something). Together they form the expression ”what a waste” or ”don't be wasteful.”.
    - Inspired by Japanese and Native American thinking. Don't waste, use things to the fullest and utilize everything that's been given.
    - Native Americans, for example, don't throw away bison fur and bones once they're done eating them; they use the bones to create tool, weapons, and shelter, and the fur to create clothes.
    - In cooking, use the peels, seeds, and any other scraps left over in useful ways, and you'll be surprised at just what you can create. You can use it in your dishes, or you can use the waste as fertilizer for growing organic, fresh product in your backyard. Some restaurants will use discarded scraps or produce from grocery stores to create snacks or dishes.
    - In manufacturing, don't throw away wood chips that are by-products of harvesting wood. Woodchips may be used as a biomass solid fuel and are raw material for producing wood pulp. They may also be used as an organic mulch in gardening, landscaping, and ecosystem restoration; in bioreactors for denitrification; and as a substrate for mushroom cultivation..
    - Is also related to, but not exactly like, Kintsugi.

- **Omotenashi**: give without expecting a reward. The world gives to the givers. The Japanese word “komakai” (細かい) describes the detailed-oriented impression given to consumers from Japanese products or services. The definition of “komakai” is along the lines of “meticulous,” “detailed,” and “trivial.” Care about the little things and ensure quality, not because you’ll know that people will notice or care, but because you know that it will impact them positively in the long-run.

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