

THE
DELIBERATE
PRACTICE OF
BOREDOM
BUZZEDUM
BUZZUM
BUZZUM
BUZZUM
BUZZUM
BUZZUM



JEANNIE HUANG



42%

WOULD RATHER SELF-ADMINISTER ELECTRIC SHOCKS
THAN SIT ALONE WITH THEIR THOUGHTS FOR 15 MINUTES

**They preferred
negative stimulation over
no stimulation.**

(one outlier administered 190
shocks to himself)

**We are not good at
being bored.**

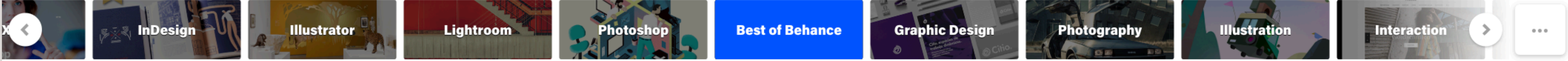
**But what if boredom was
actually valuable?**

Why boredom?

**How does this affect our
product design?**

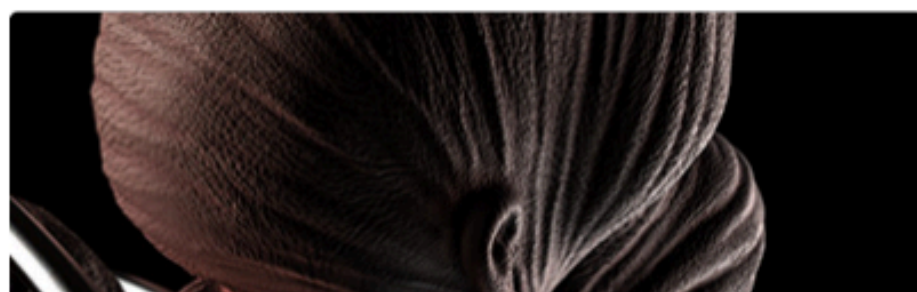
How do we deliberately
practice boredom in our
creative process?

A LITTLE ABOUT ME



Best of Behance

Projects featured today by our curators





TOM HEGEN
be.net/tomhegen



PAWEL NOLBERT
be.net/hellocolor

TALI RUTMAN
be.net/greedyrutman



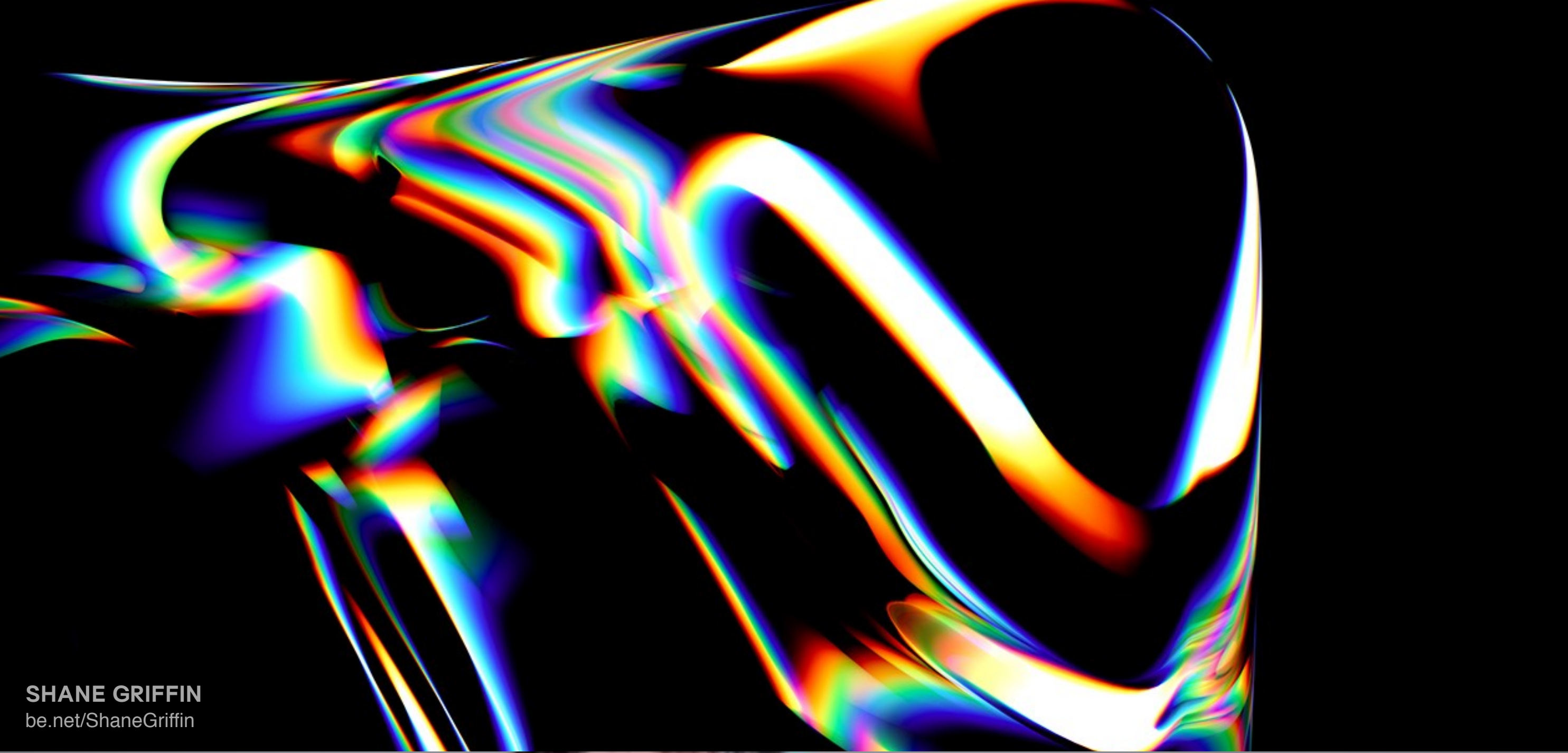
KEN HERMANN
be.net/kenhermann



XINGYE JIN
be.net/starry-axing



LÉON HENDRICKX
be.net/leonhendrickx



SHANE GRIFFIN
be.net/ShaneGriffin



BEN JOHNSTON
be.net/benjohnston



KOUHEI NAKAMA
be.net/kouheinakama





Consciously or
unconsciously, we will
design into our products
what we find valuable.

Our generation's
antidote to boredom is
productivity.

**“performative
workaholicism”**
#hustle
#thankgoditsmonday
#riseandgrind
#ifyoulovewhatyoudo
youllneverworkadayinyourlife

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VIEW SORT HOT

r/lifehacks · u/MarcellusCrow · 1 year ago

Hack your business productivity with The 4-Hour Workweek poster

The 4-Hour Workweek

Escape 9-5, live anywhere, and join the new rich. Learn how to re-evaluate your life to generate more time, money and mobility - and strike a balance between all three.

The D.E.A.L Framework

Definition: Replace self-defeating assumptions, get more done in less time

Elimination: Forget time management, learn to ignore the unimportant (provides time)

Automation: Learn to put cash flow on autopilot (provides income)

Location: Create freedom of location (provides mobility)

Realize The End Goal

A lot of people have the goal of working only when they want to, a better one is to have people work for you instead of having to better really do something that excites you, and take

Everything Popular is Wrong

Most retirement assumes you hate your job. Lifehacks is letting circumstances define your life, it is not working less. Timing is never right, do what you want now, ask for forgiveness, not permission. Double down on strengths rather than fixing

What's the Worst Case Scenario?

Escape paralysis by defining the worst case scenario and working out how you would recover step-by-step. Compare this to the worst of all worlds!

Avoid Mediocre Activities

Be unreasonable and unreasonable. Mediocre things have more competition, since most people believe that's all they can achieve. Incredible things also provide more motivation. Ask yourself what excites you, not what your goal is. Create a 6 and 12 month timeline for 5 things you dream of having, being

COMMUNITY DETAILS

r/lifehacks

3.3m Members | 556 Online

Lifehacks: Uncommon solutions to common problems.

JOINED

CREATE POST

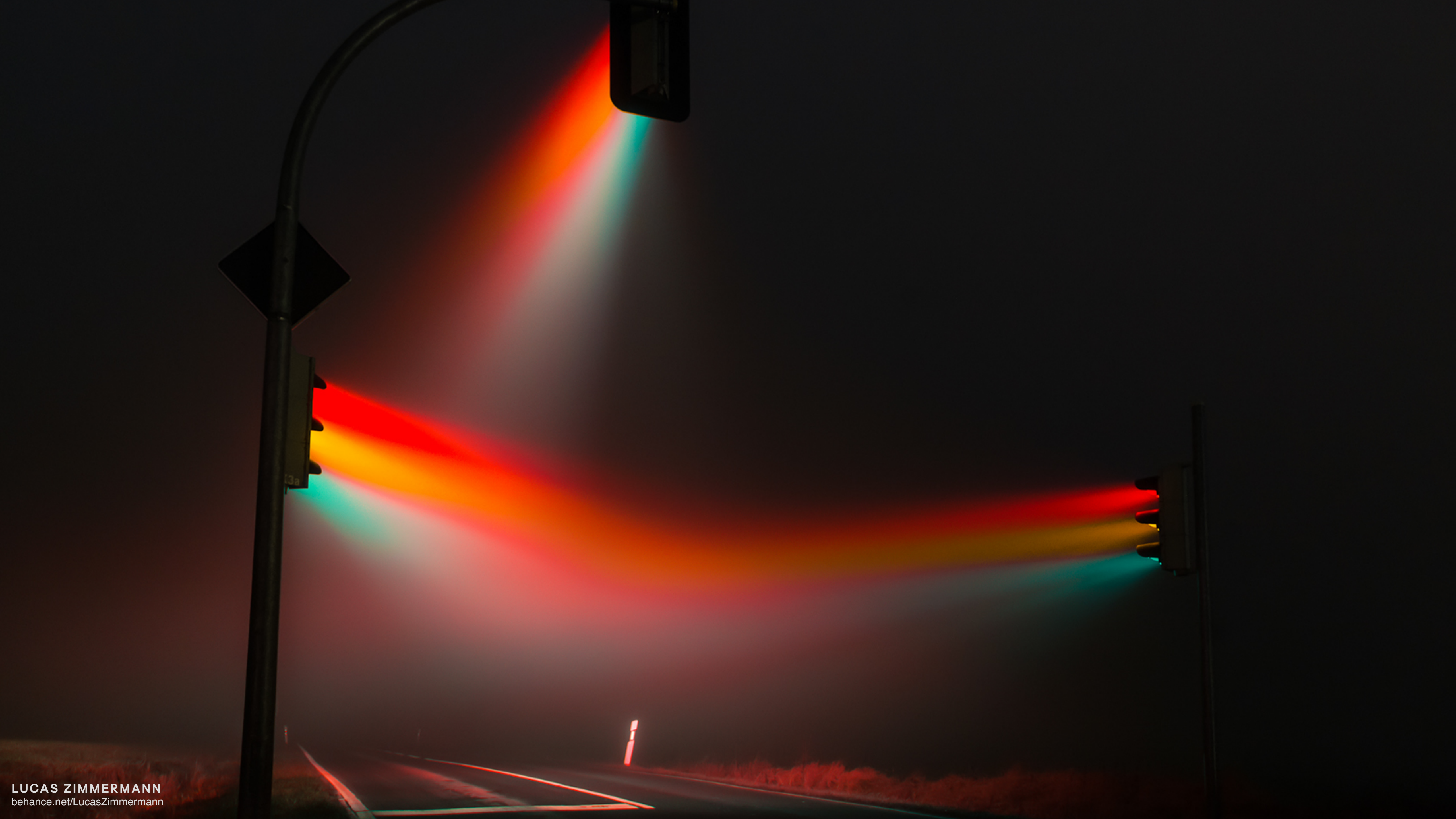
COMMUNITY OPTIONS

A C O N S T R A I N T

A M E T A P H O R

A CONSTRAINT

**No system works at
100% capacity.**







Jonca



It's ok if your creativity is
not at 100%.

A METAPHOR

Let your fields lie fallow.

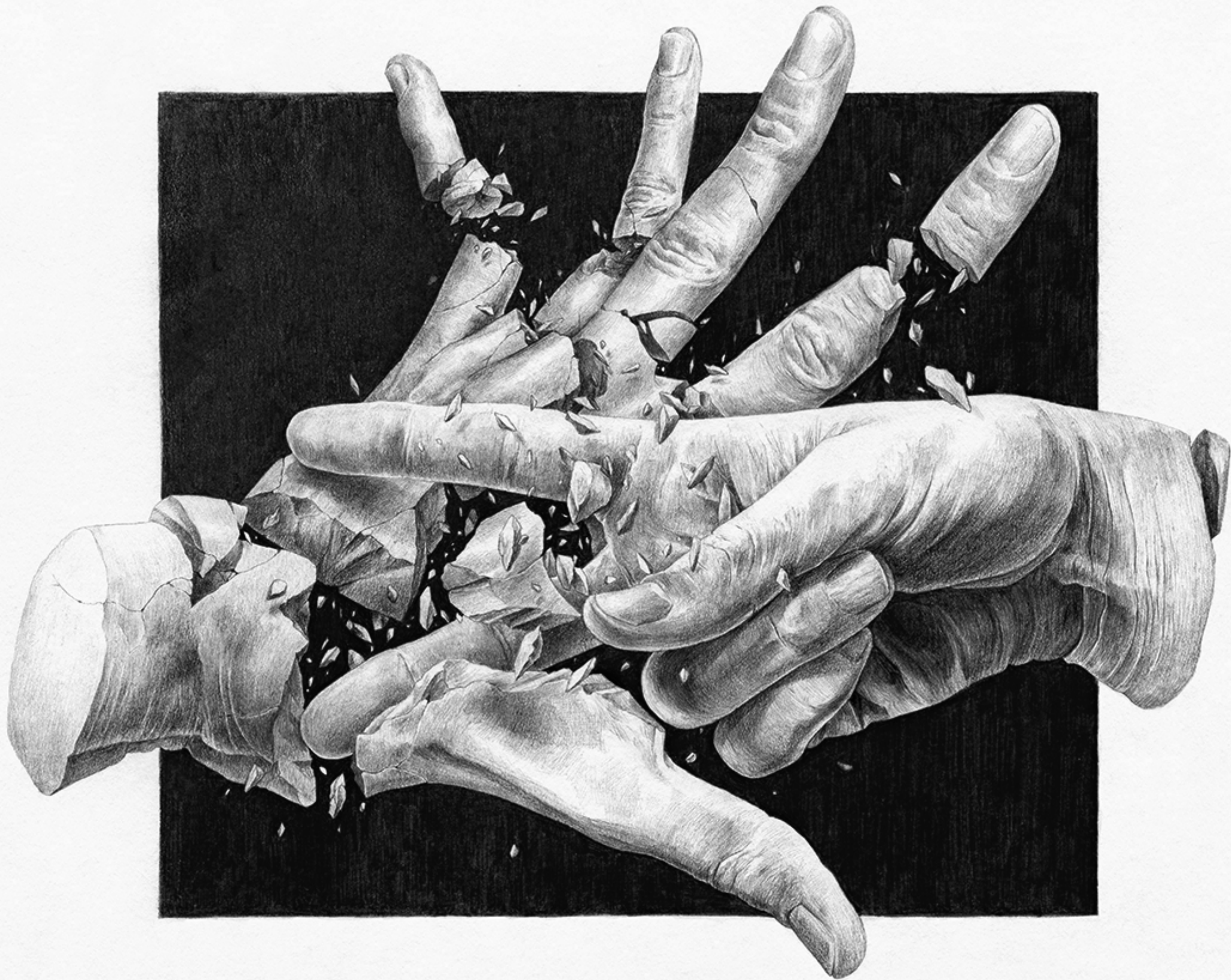




Boredom is crucial to our creative work, and when we, as designers, learn how to harness boredom in our own lives, we will start making better products.

**How can this affect our
product design?**

**Designers have
a social responsibility.**



40%

**OF TEENAGERS WOULD RATHER BREAK A BONE
IN THEIR HAND THAN BREAK THEIR PHONE**

“Which hand is broken?”

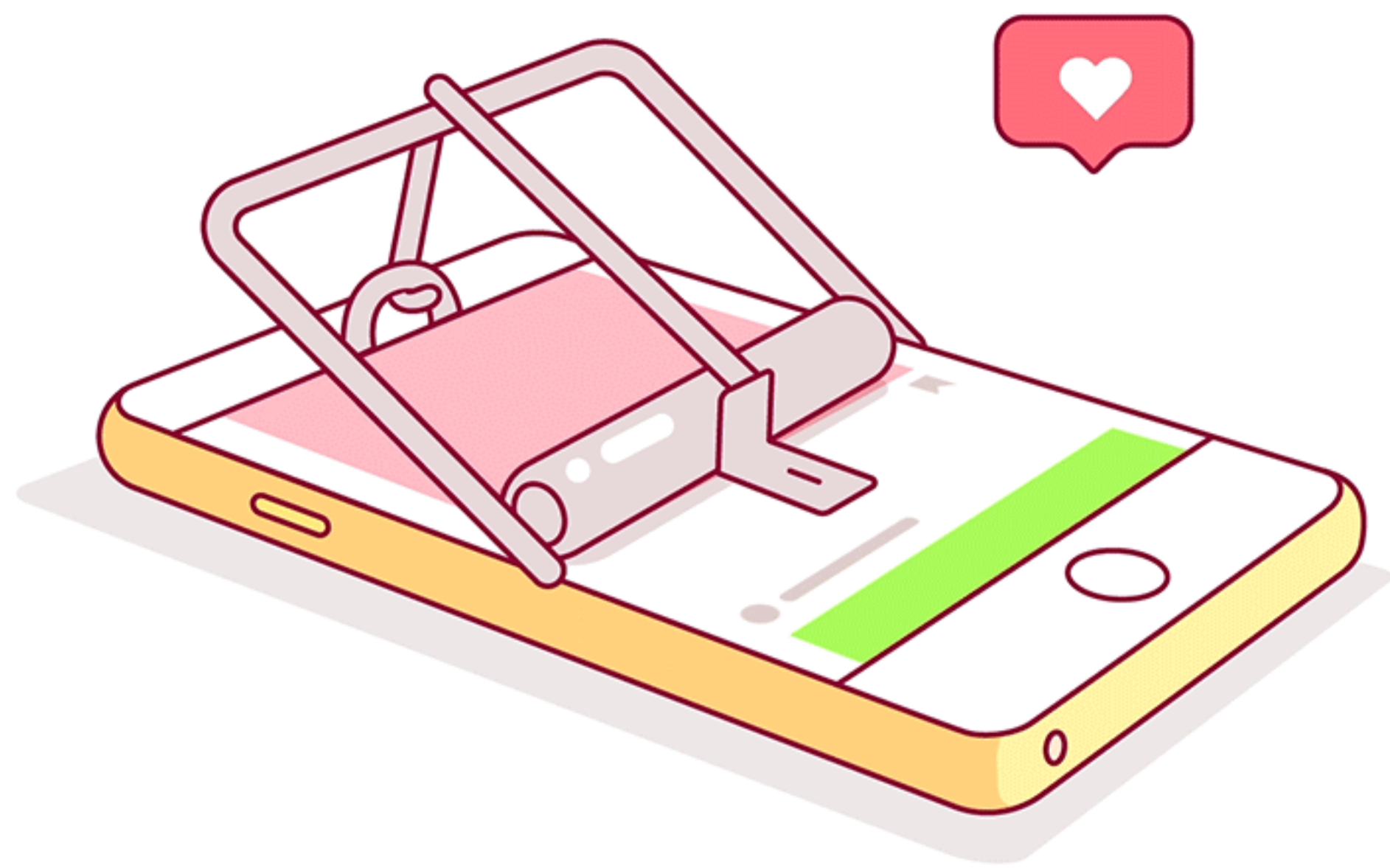
**“Can I still use my phone
with my broken hand?”**

**The war for your attention
is a zero-sum game.**

**“How do we consume as
much of your time and
conscious attention as
possible?”**

SEAN PARKER, FORMER PRESIDENT OF FACEBOOK

**Addictive design relies on
dopamine rushes to form
product habits.**



“Pull to refresh”:
a UI specifically designed
to trigger more dopamine



Leah Pearlman

CO-INVENTOR OF FACEBOOK'S LIKE BUTTON

Said she had become hooked on Facebook because she was basing her sense of self-worth on the number of "likes" she had.



Aza Raskin

INVENTOR OF INFINITE SCROLL AT MOZILLA

"It's as if they're taking behavioural cocaine and just sprinkling it all over your interface and that's the thing that keeps you coming back and back and back."

Are we designing value or noise?



How do we deliberately
practice boredom?

DAILY PRACTICE

WEEKLY PRACTICE

LIFE PRACTICE

DAILY PRACTICE

Schedule in a daily 5
minutes of nothing

Boredom means breaking
the cycle of dopamine
reward.

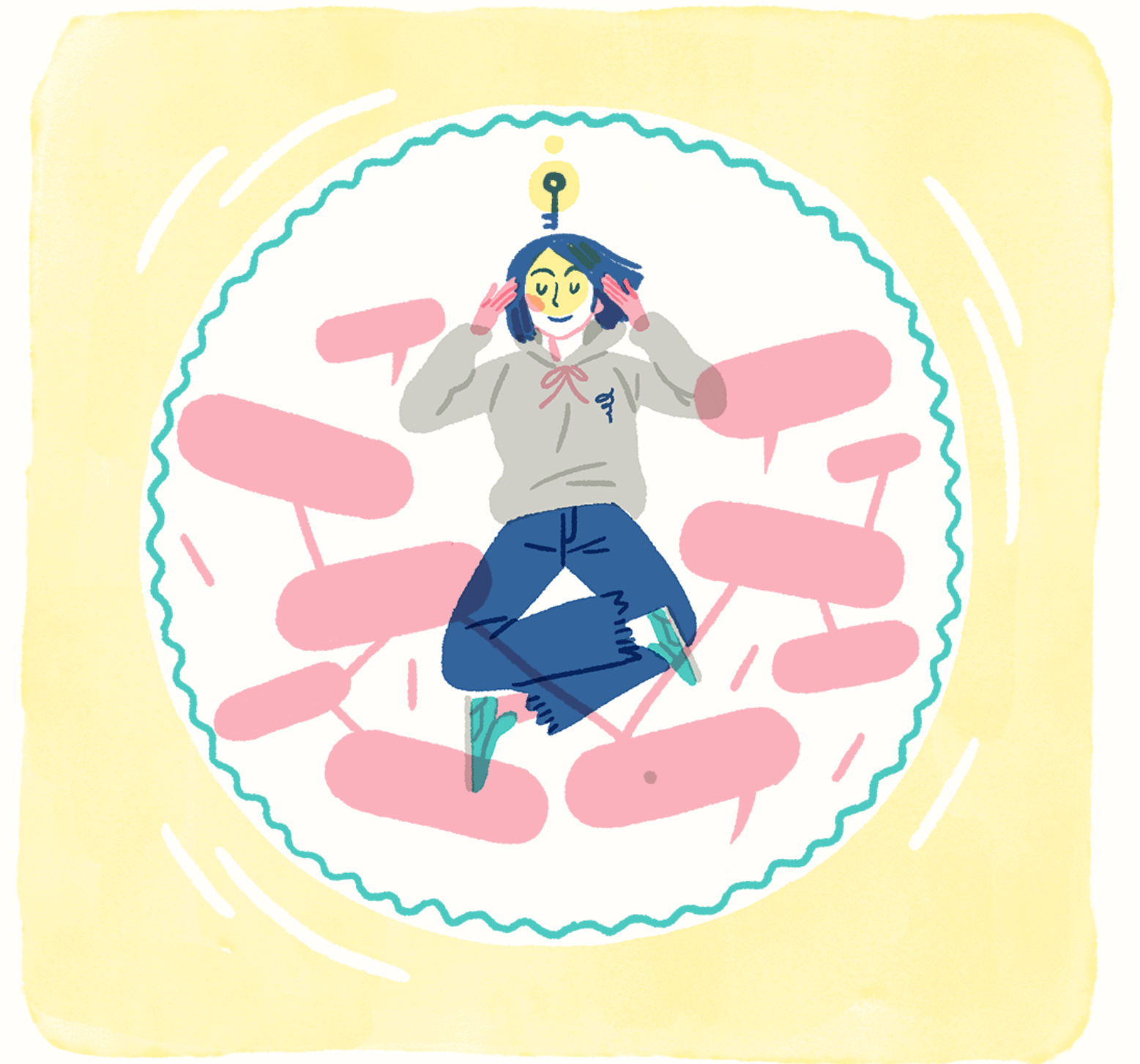
Boredom means giving
yourself the space to do
nothing.



work



play



meditation

TIPS FOR DAILY PRACTICE

Keep it familiar

**Let yourself feel guilty,
then let it go**

Start with the physical

BECAUSE OF THIS DAILY PRACTICE

I started to value boredom,
and I started to look for
ways to build it into my
products.

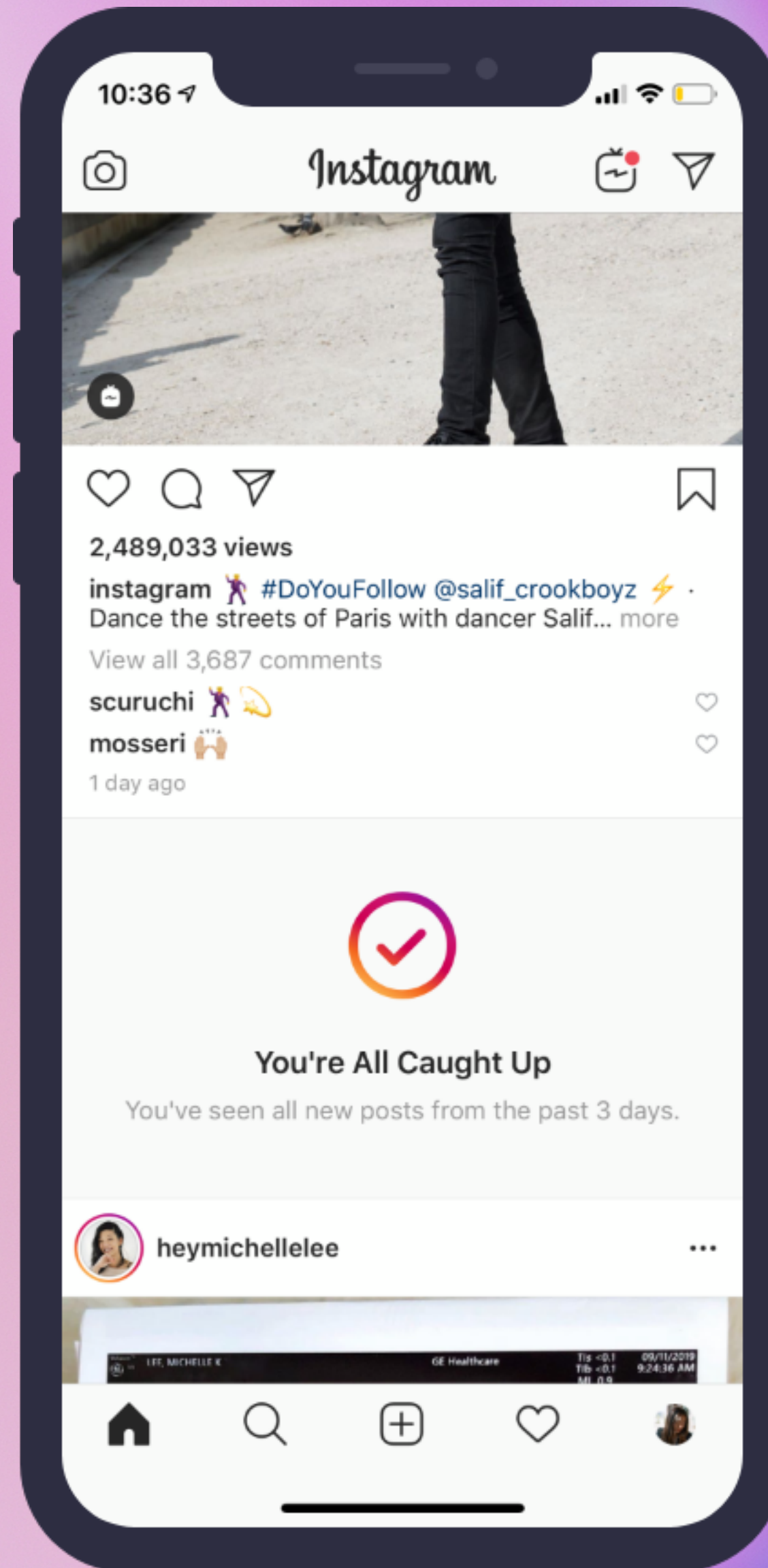
BECAUSE OF THIS DAILY PRACTICE

We don't design in
addictive rabbit holes in
Behance.



Similar work you might like

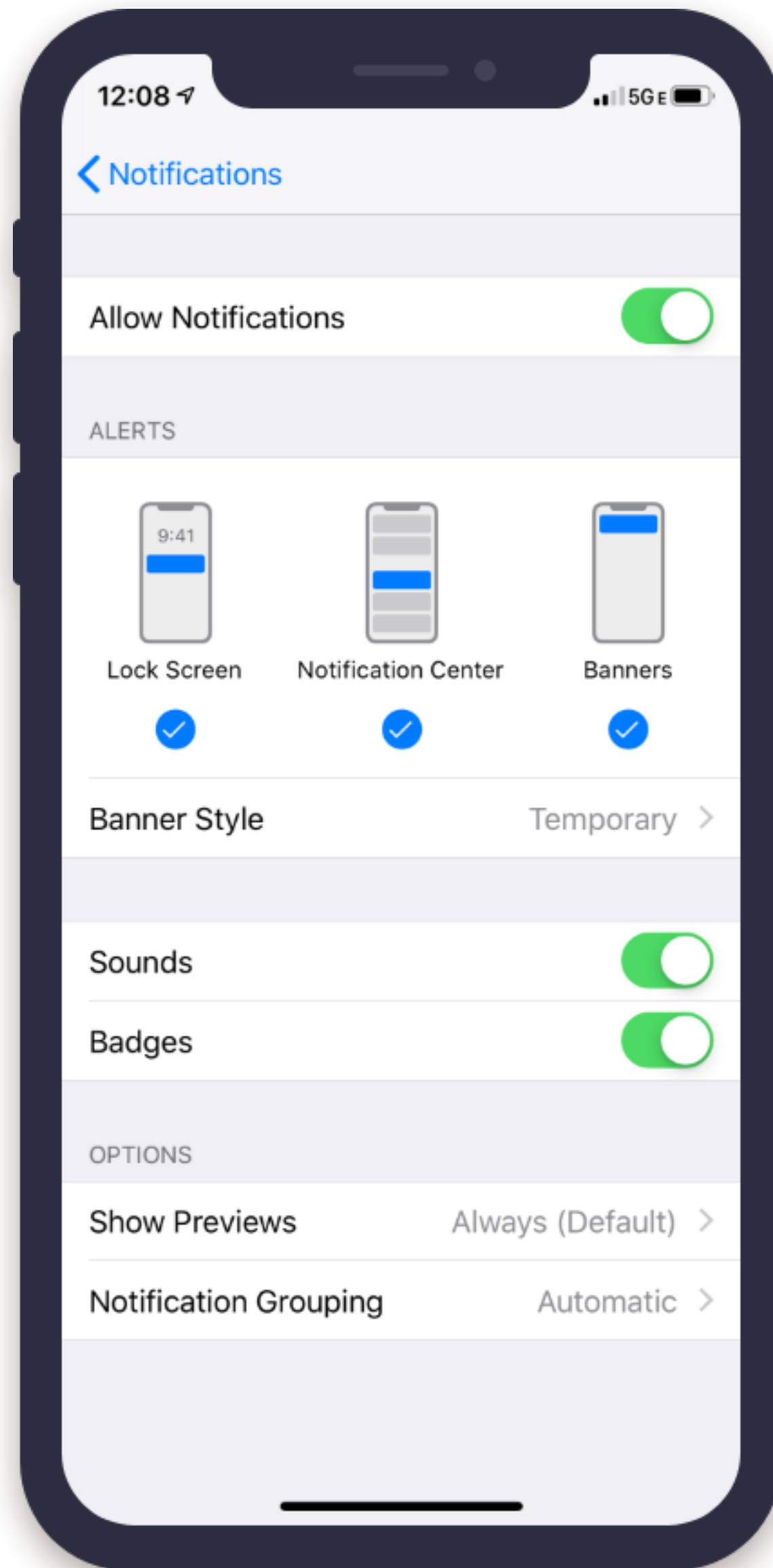






**Notifications do not help
you multi-task.**

Every kind of phone
distraction was equally
destructive to their
performance.



WEEKLY PRACTICE

**Single-task for
one day a week**

Try single-tasking for one entire day

(& notice which pieces of UI/UX in products you use are deliberately designed to move you away from single-tasking)



You are never truly
multi-tasking,
just “semi-tasking.”

Single-tasking
releases us from
“the tyranny of the urgent”

Volume
≠
Value

Avoid volume metrics

**“X people are using
Feature Y in 3 months”**

Volume metrics like this can be moved up or down with top-of-funnel tactics, like advertising, and a lot of those tactics are not ethical.

Your success metrics
should speak to whether
your product is as valuable
as you had hoped.

co-starring
CHRISTOPHER GAY
DENISE GOSSETT
PORTER KELLY

The Office (U.S.)

Starts in 9 seconds

Season 6 Ep. 12 – Scott's Tots

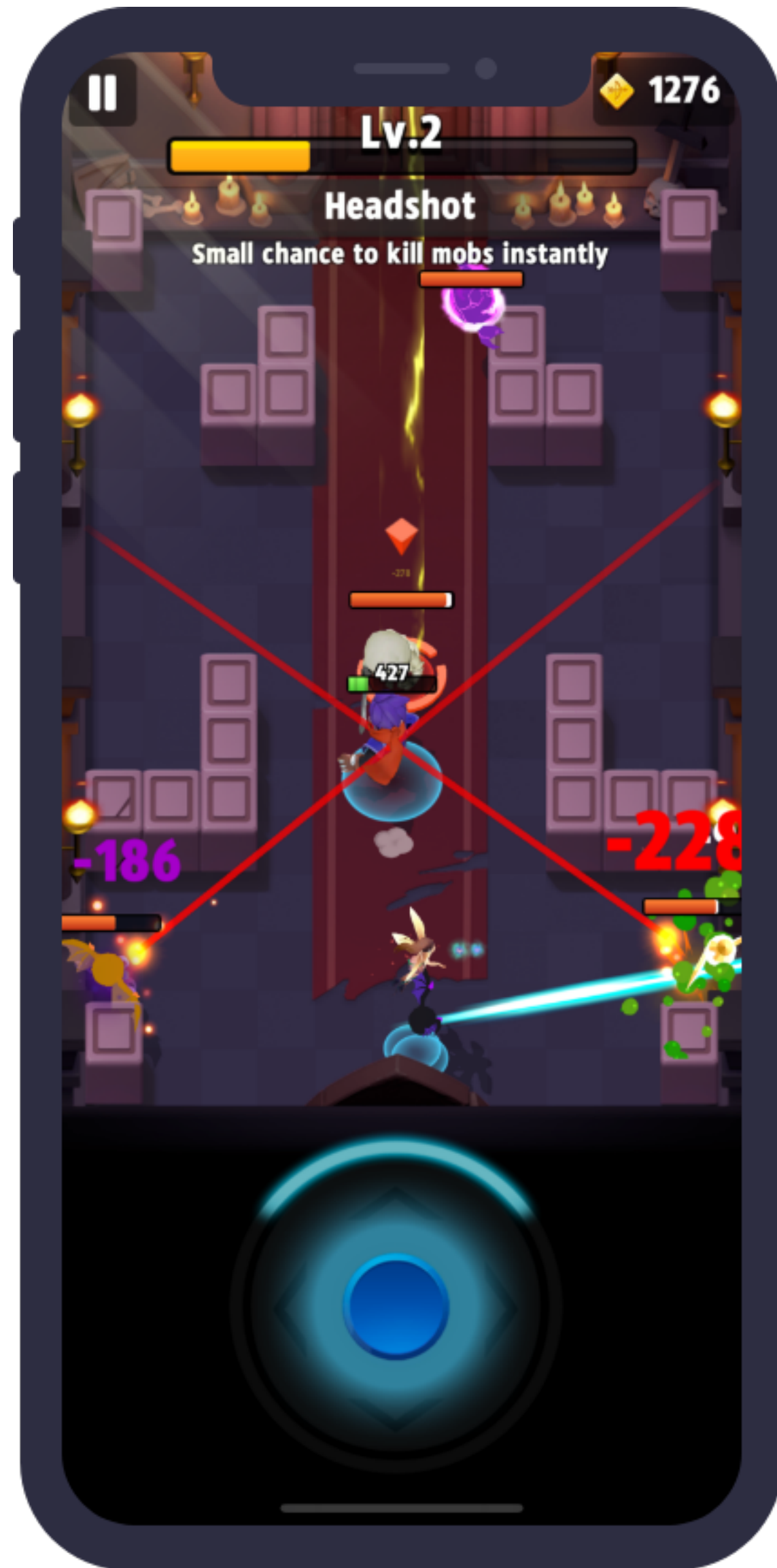
2009 TV-14 22m

Michael can't keep a promise he made to a group of kids 10 years ago. Meanwhile, Jim starts an Employee of the Month program to improve morale.



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Always look at retention.

***Retention asks: is your
product valuable enough for
people to come back to?***

LIFE PRACTICE

**Find value and empathy
in wait-times**



Waiting is empathy.

Waiting accounts for
people from every ability,
every age, every life stage.

**Technology often tries to
get rid of waiting.**

**Boredom trains us to talk
about design solutions in
terms of the product, not
just the experience.**

**Boredom trains us to talk
about the value, not just
the noise.**

**Boredom trains us to
invest in people, rather
than only thinking about
investing in ourselves.**

**We should design products
that give people back their
time and value.**

It's not enough to
surprise and delight.

It's not enough to
make seamless
experiences.

**It's not enough to do
"best practice."**

Making products
=
Great responsibility

