

Design Matters 2023

Alignment vs. **Allowable Chaos**

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Alignment vs. Allowable Chaos

Just look at him aligning blocks
so imperfectly.

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“Our job as **parents** is not to make a particular kind of **child**. Instead, our job is to provide a protected space ... in which **children** of many unpredictable kinds can flourish.”

Alison Gopnik *The Gardener and the Carpenter*

Alignment vs. Allowable Chaos

“Our job as **parents** is not to make a particular kind of **child**. Instead, our job is to provide a protected space ... in which **children** of many unpredictable kinds can flourish.”

*Alison Gopnik **The Gardener and the Carpenter***

“Our job as **designers** is not to make a particular kind of **product**. Instead, our job is to provide a protected space ... in which **users** of many unpredictable kinds can flourish.”

Allowable chaos

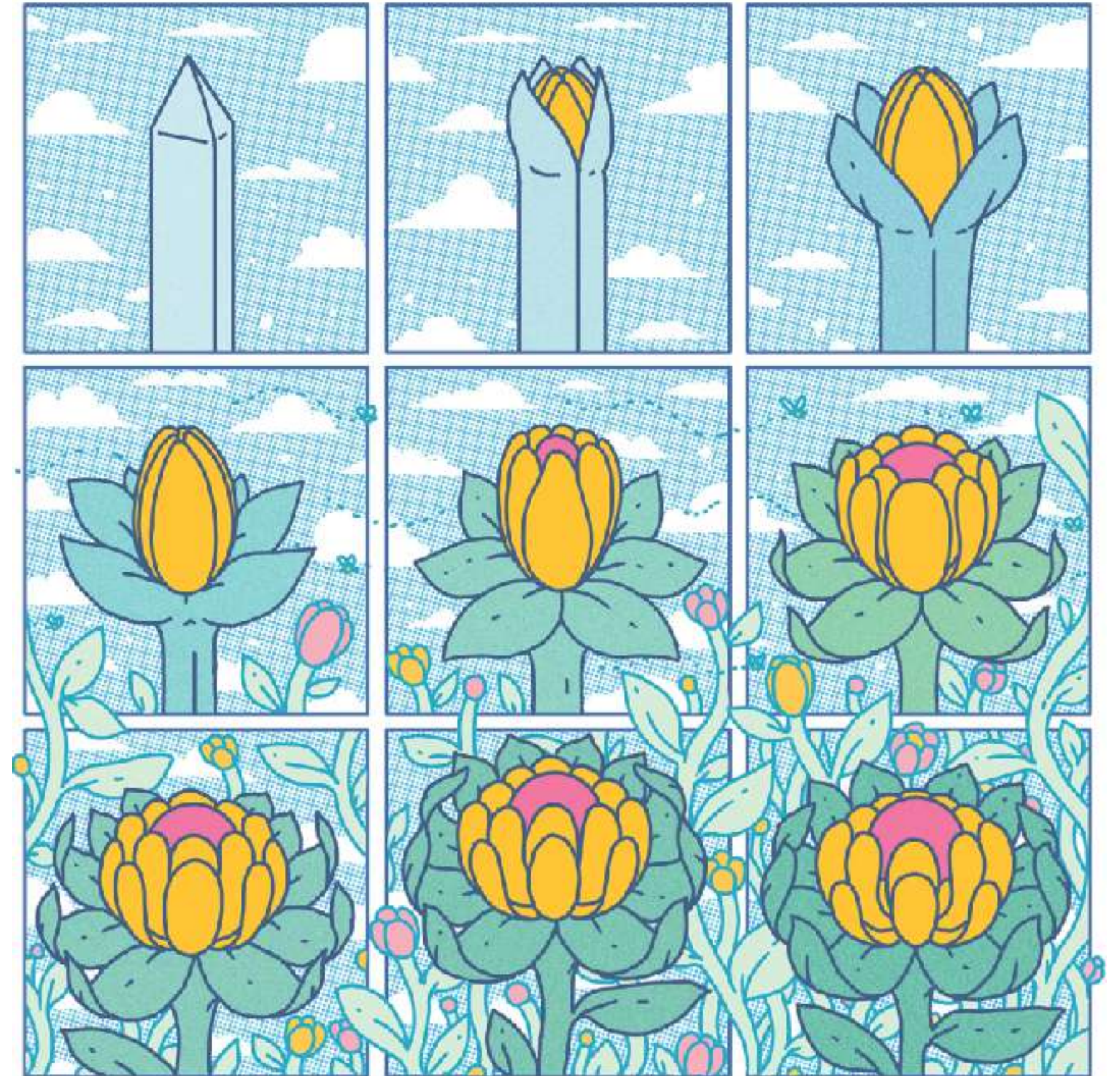
Allowable chaos: freedom before rigidity

“Life in general manifests
not fixity of form but
**variability, novelty,
spontaneity.**”

Diderot Thoughts on the Interpretation of Nature

“ We can't be afraid of change.
And we certainly should not be
afraid of wildflowers.”

Alexander Nazaryan



Alignment vs. Allowable Chaos

“ Replacing the Mall with a riotous wildflower meadow ... could signal to millions of visitors that the lawn culture it symbolizes is **no longer feasible** in a 21st century dominated by extreme weather, species loss and forever chemicals.”

Alexander Nazaryan



Allowable chaos: a resilient strategy

Out of alignment

Out of alignment?

Alignment vs. Allowable Chaos

Tidying vs. **reality**

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Alignment vs. Allowable Chaos

Even Marie Kondo softened her dogmatic approach to tidying **after her 3rd kid**

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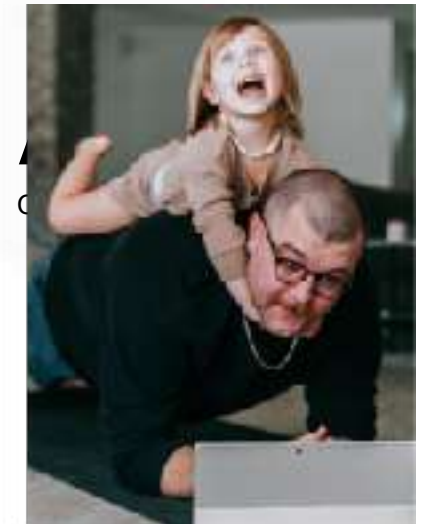
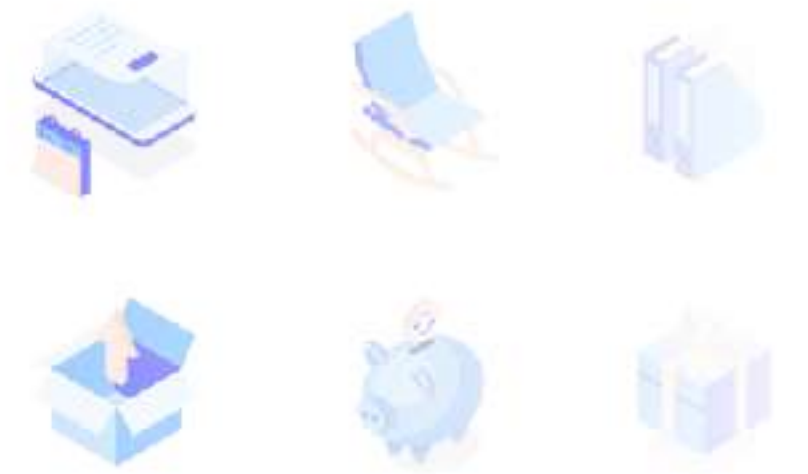
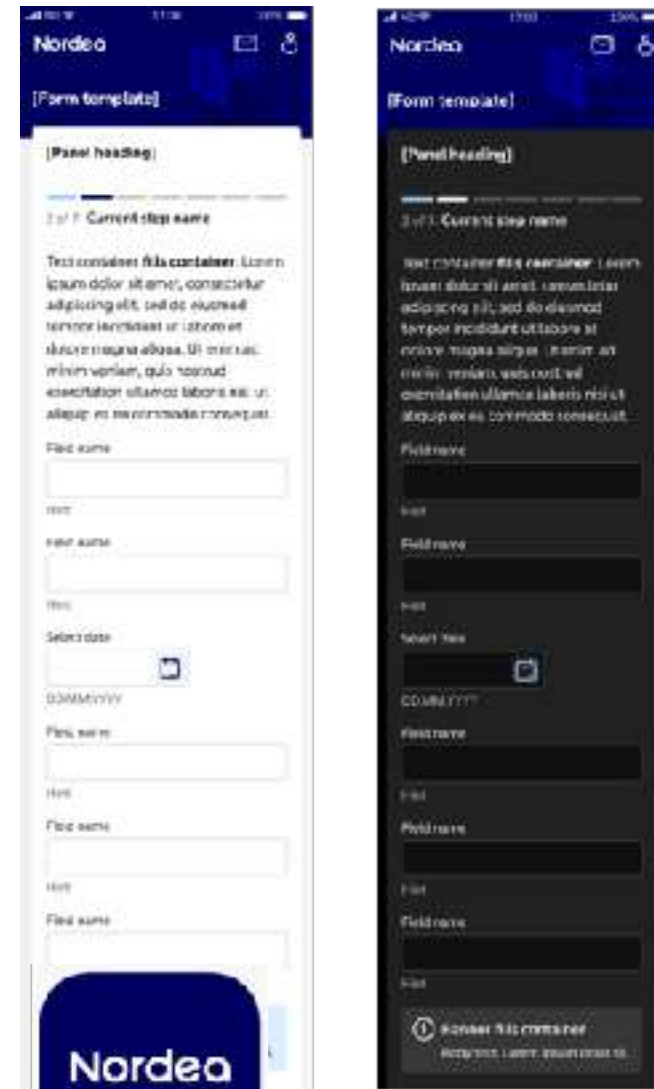
Asymptote

n. a line that a curve approaches, but never touches

Alignment vs. Allowable Chaos

components
platforms
screen sizes
color profiles
customers
lifestages
countries
languages
features
teams
systems
people
cultures

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The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog

Is alignment **boring**?

Alignment vs. Allowable Chaos

Absolute sameness

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Alignment vs. Allowable Chaos

Allowable sameness

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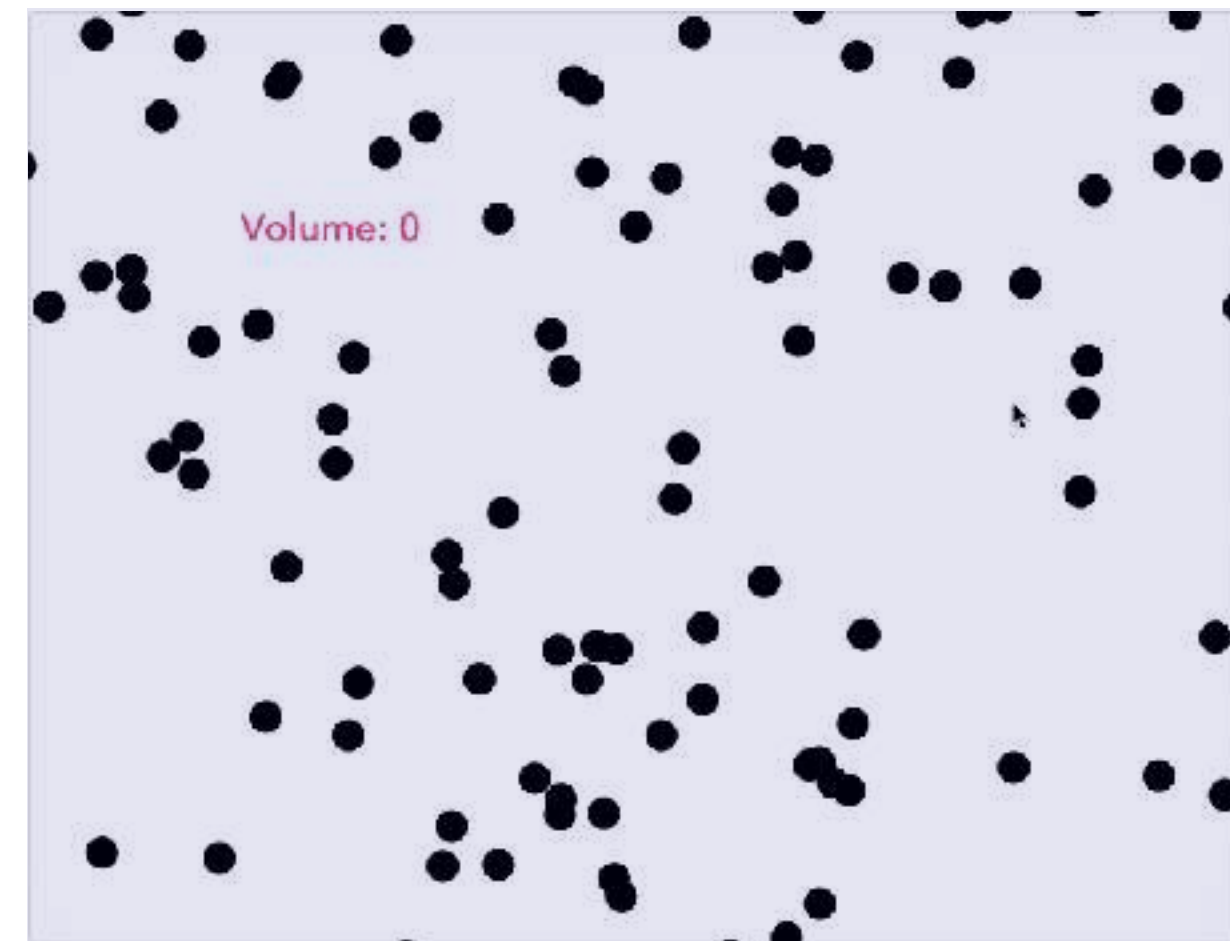
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Absolute chaos



Current Volume Level: 0%

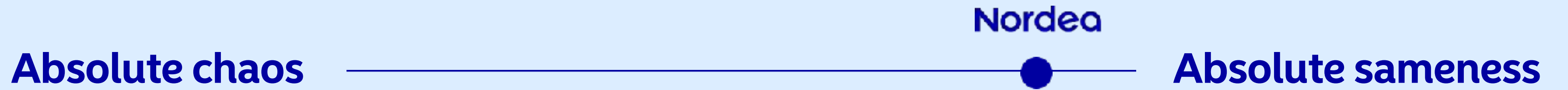
Change



Absolute chaos



Absolute sameness



The Bauhaus never made a web app.



Alignment vs. Allowable Chaos

Allowable chaos within an ecosystem

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Ivan Bandura on Unsplash

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“Design is a field of **outcomes and consequences**, rather than one of artifacts.”

Frank Chimero *The Shape of Design*

Alignment starts at the strategy



Alignment vs. Allowable Chaos

Current touchpoints

0. Our services



0. Product store > services



1. Product detail page



2. Prod...



3. Before you begi...



4. KYC



5. Complete Application



7. Terms and Conditions



12. Review and submit



8. Sign Agreement



9. Thank you / confirmation page



10. Summary and...

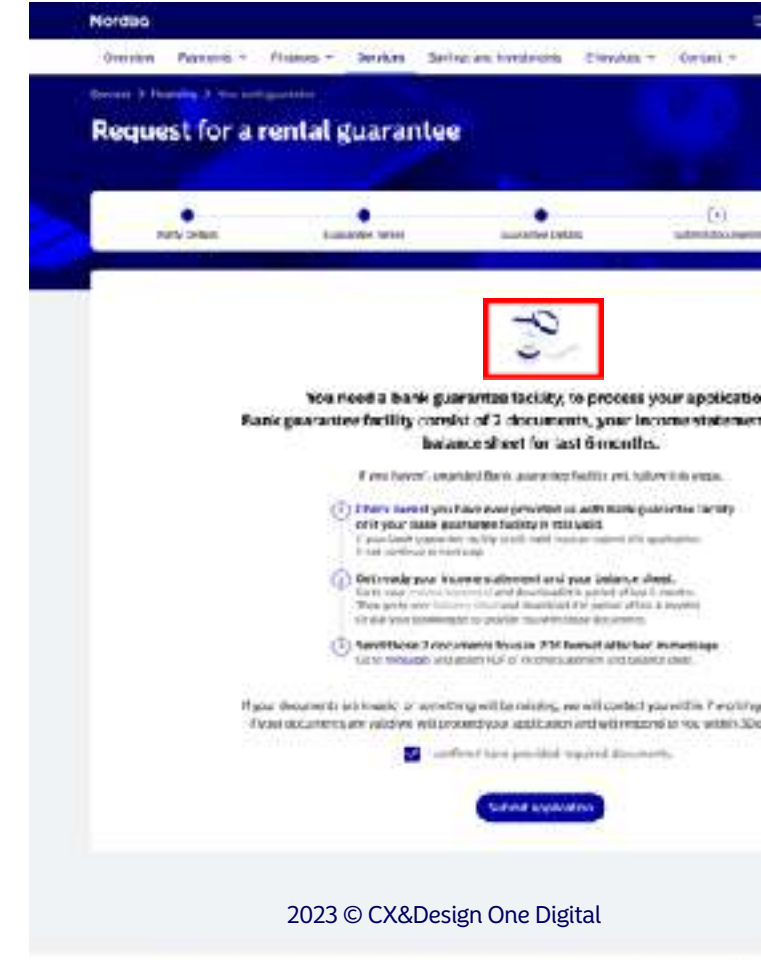
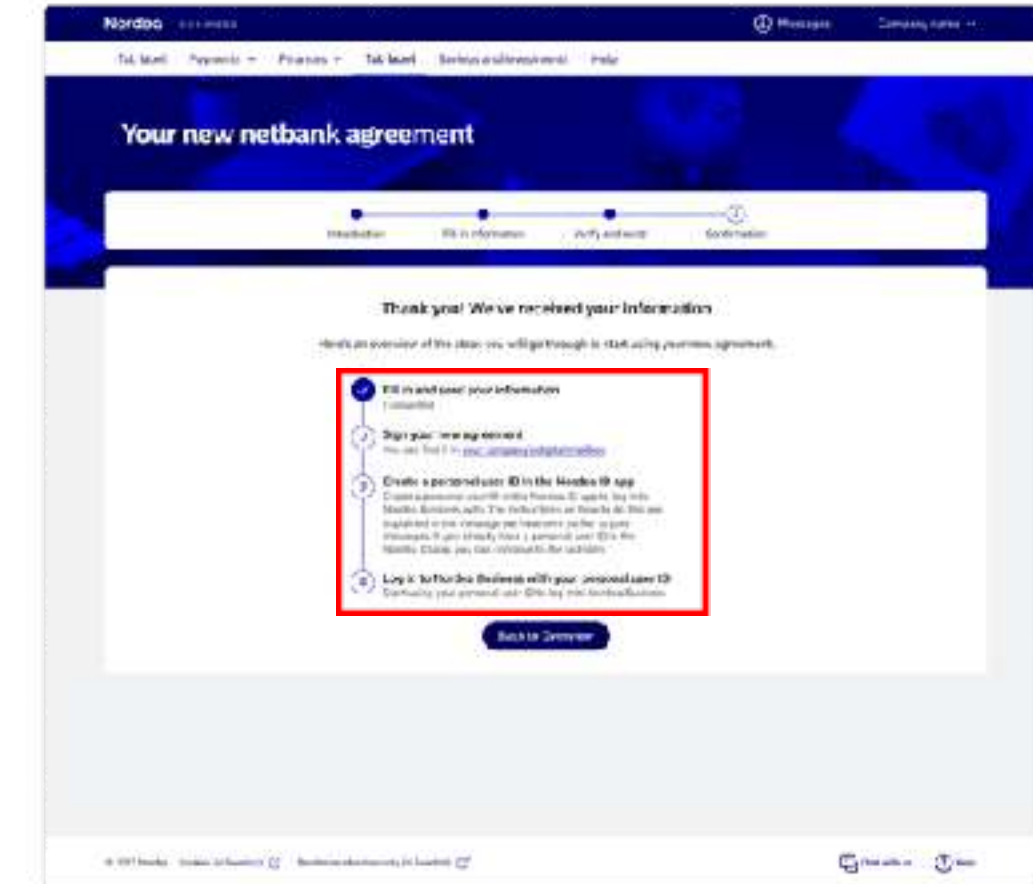
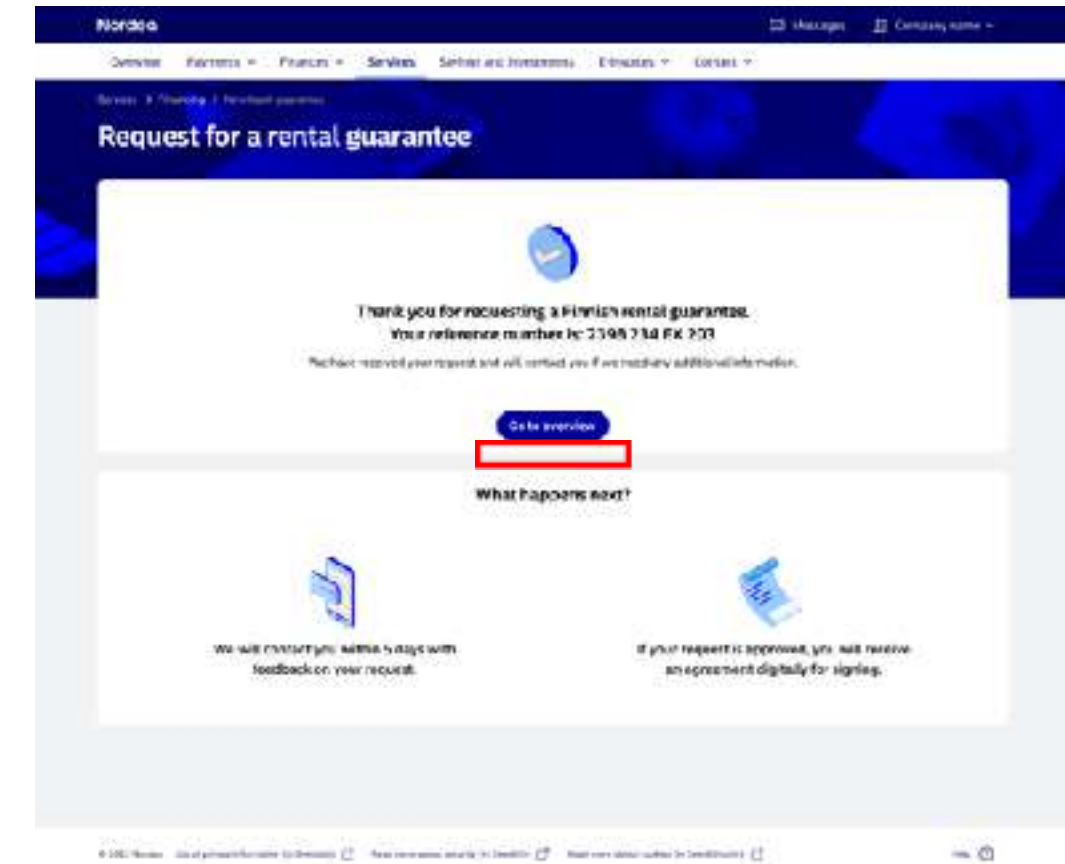
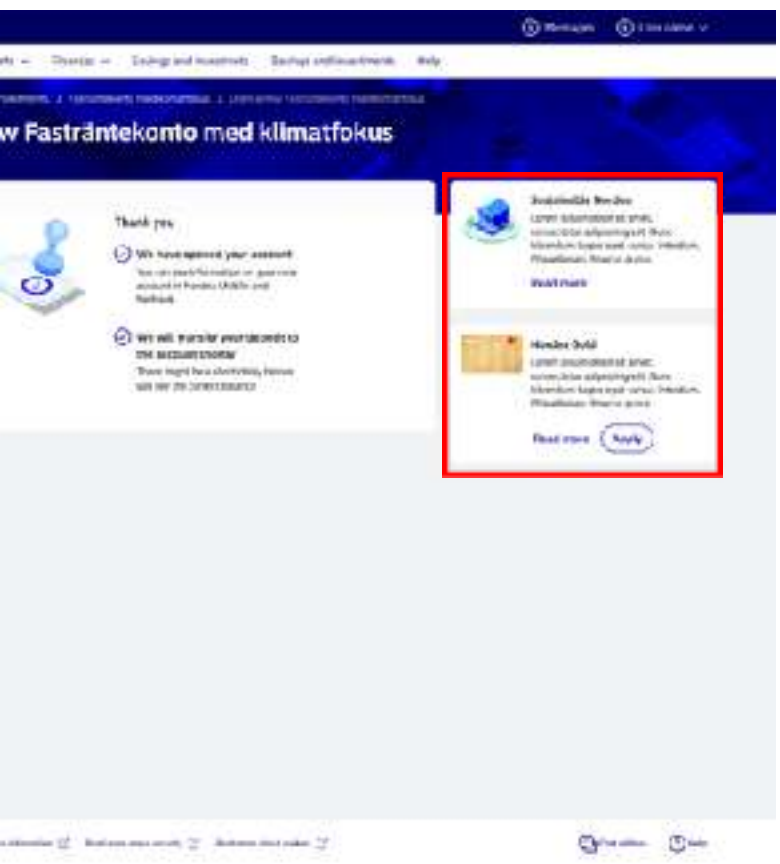
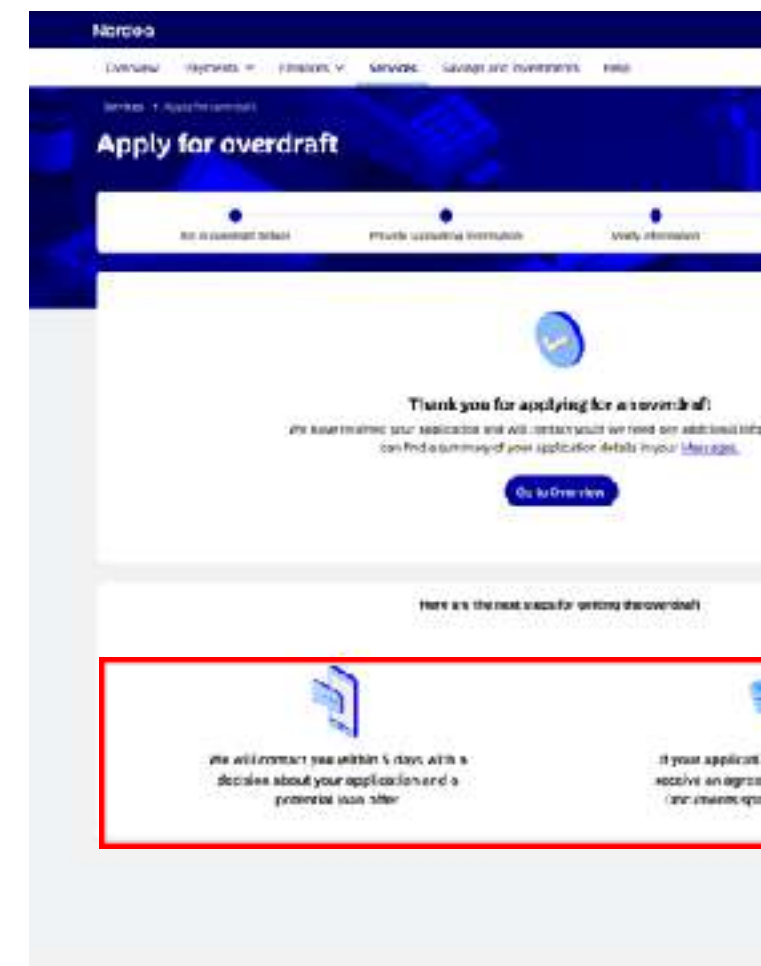
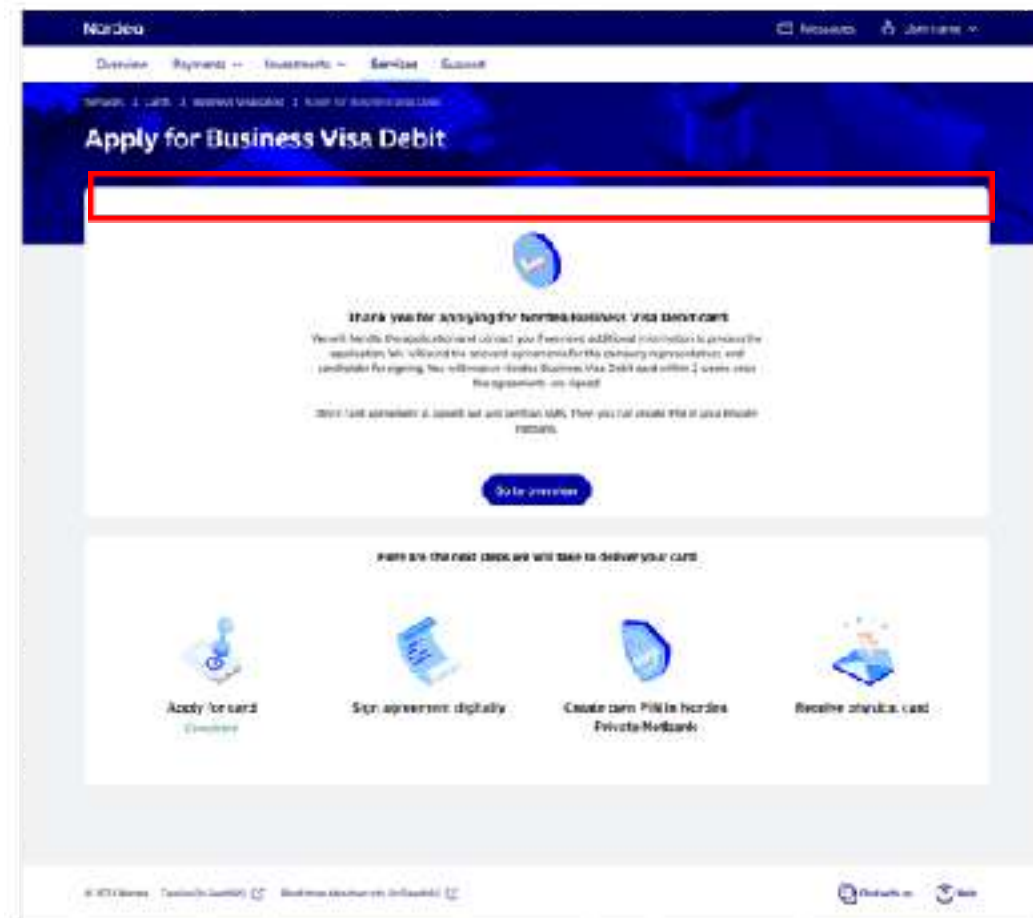
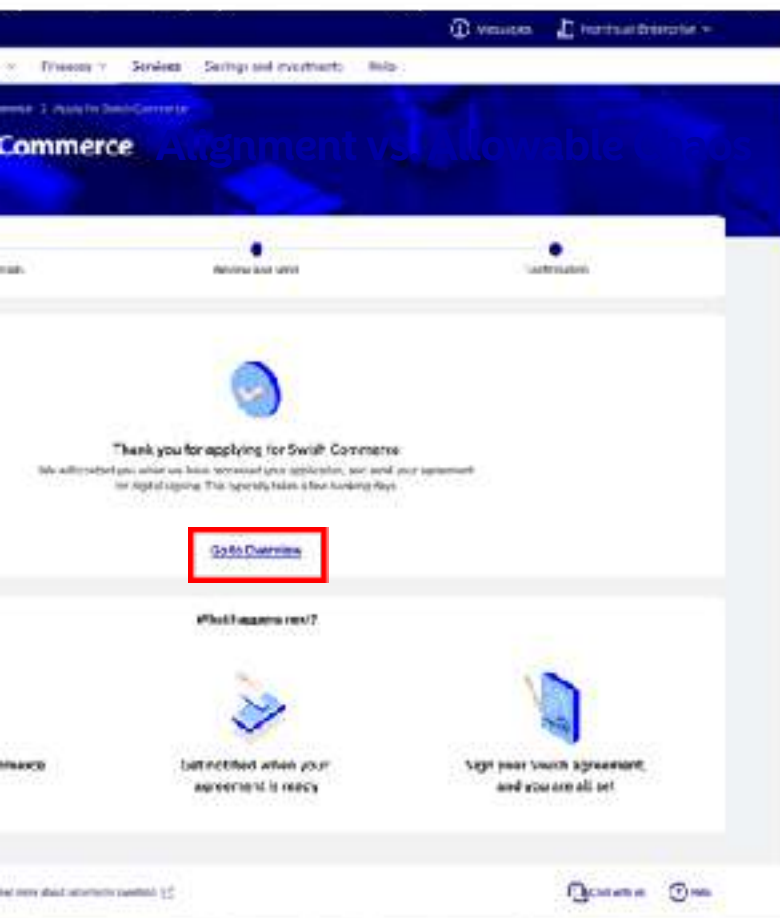


11. Lobby



12. Acti...





Is it **noise**?

Allowable chaos: Design as Jazz

Does the current design
get the job done?

**Are we innovating,
or iterating?**

Before you begin...

Services > Financing > Invoice financing

Apply for invoice financing

Before you start application process

Please answer these questions to check if invoice financing is suitable for your business.

When was your company established?

Select date

What is your company's annual invoicing volume?

Last year sales including VAT

What's needed to fill the application

Please note that you won't be able to save the application and come back to it later so make sure you have all relevant information such as:

- ✓ **Your yearly sales information**
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ✓ **Names and business IDs of your largest customers**
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ✓ **Information about payment terms, invoicing types, etc**
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[Cancel](#) [Continue](#)

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Product comparison

Services > Payments > Swish > Compare Swish solutions

Compare Swish solutions

Find the Swish solution that is right for your business and payment needs.

	Swish Company	Swish Commerce
Price		
Installation	Free	Free
Yearly subscription	600 SEK	600 SEK
Price per payment transaction	2 SEK	1.5 SEK plus 0.3% (max. 10 SEK)
Price per refund transaction	2 SEK	2 SEK
What you get		
Real-time payments	✔ Yes	✔ Yes
Self-service payments to a Swish number	✔ Yes	—
Integrated with your payment solution	—	✔ Yes
Payment refunds	✔ Yes	✔ Yes
QR codes for app payments	✔ Yes	✔ Yes
QR codes for invoices	✔ Yes	✔ Yes
Custom market name	✔ Yes	✔ Yes

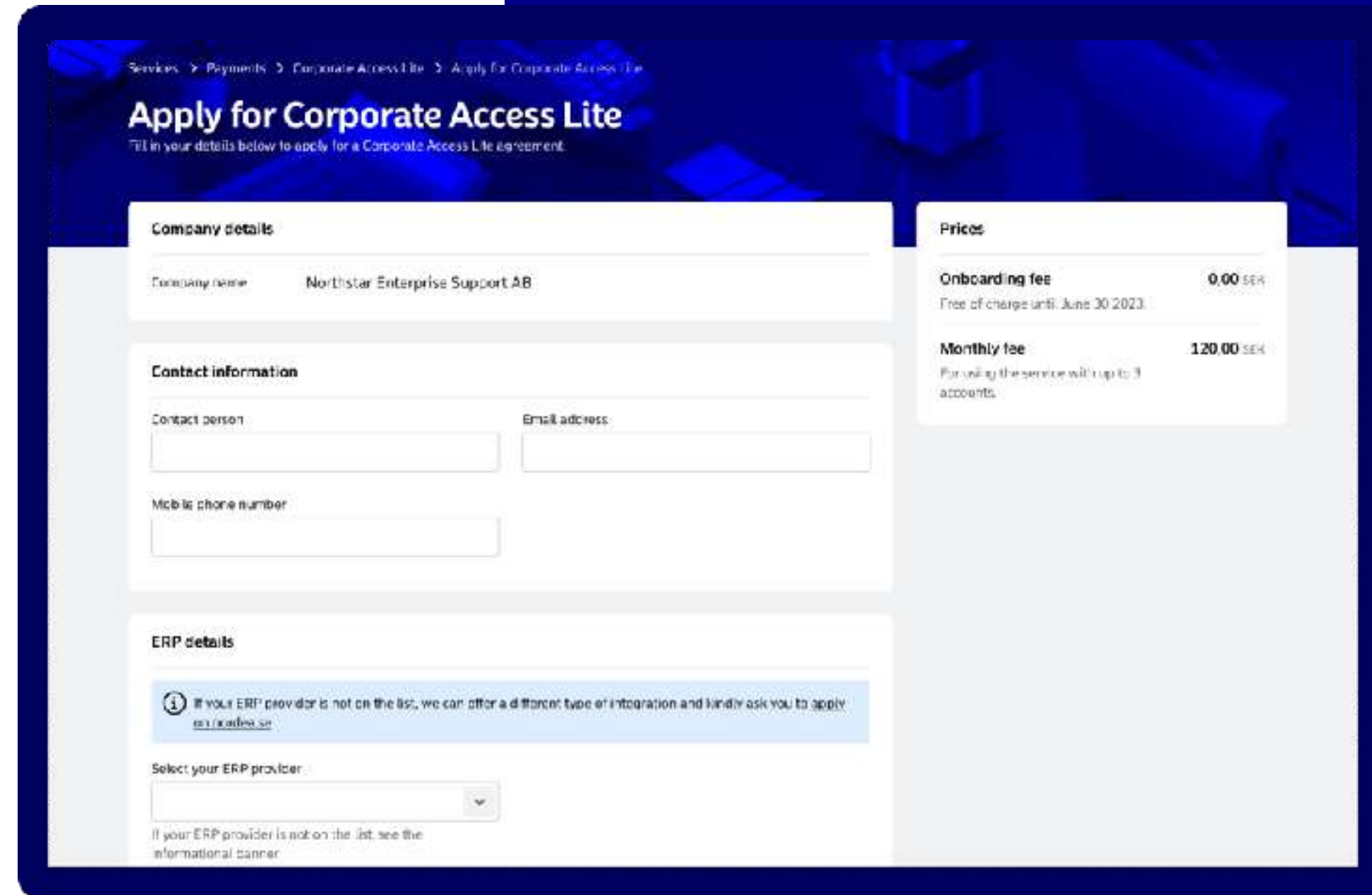
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Swish

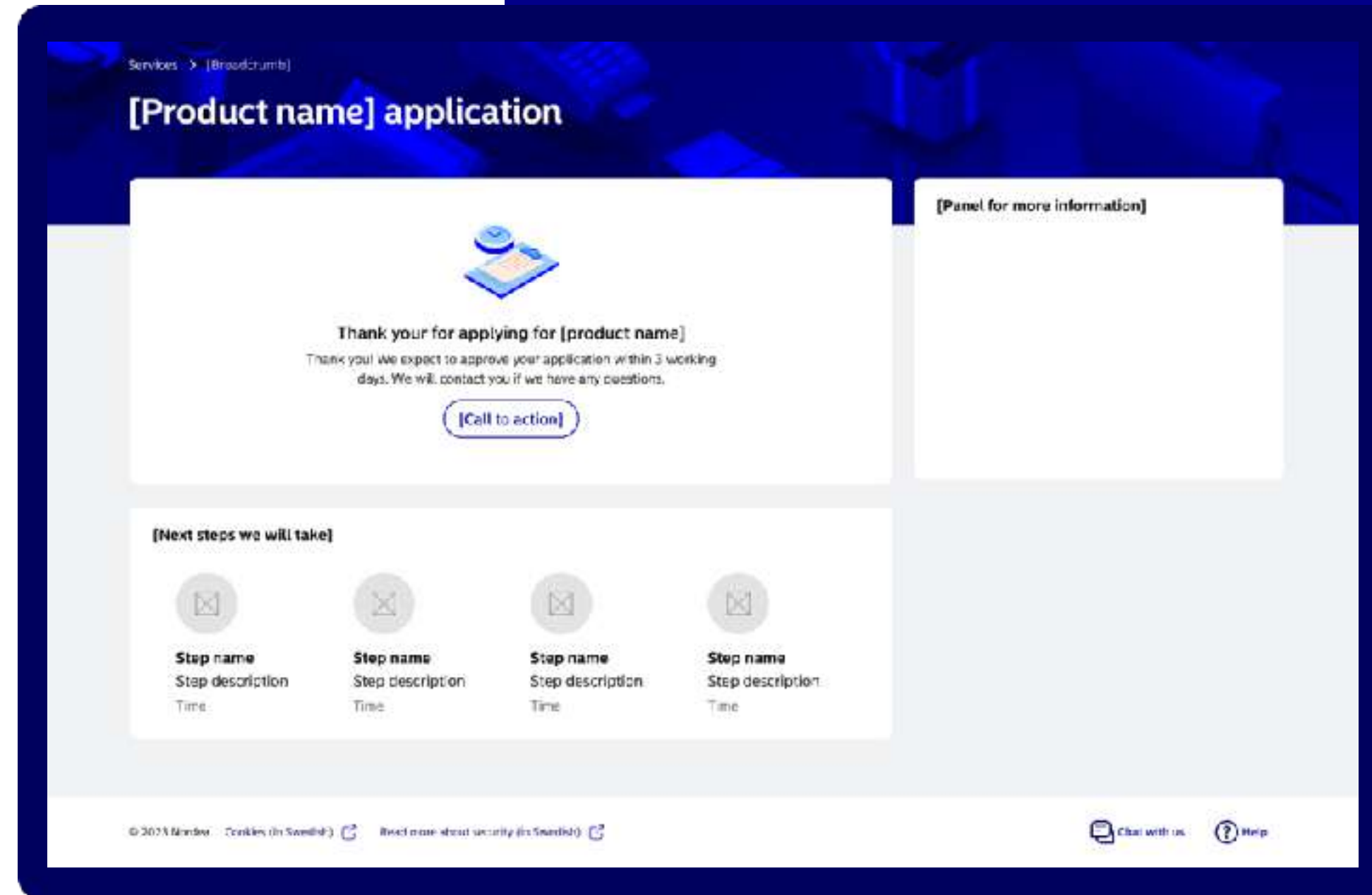
Regardless of whether you meet your customers online, in a physical store or as an organisation or association, we have a solution that makes payments simple, fast and secure.

	Swish Company	Swish Commerce
Price		
Installation	Free	Free
Yearly subscription	600 SEK	600 SEK
Price per payment transaction	2 SEK	1.5 SEK plus 0.3% (max. 10 SEK)
Price per refund transaction	2 SEK	2 SEK
What you get		

Pricing transparency



Iteration, then alignment

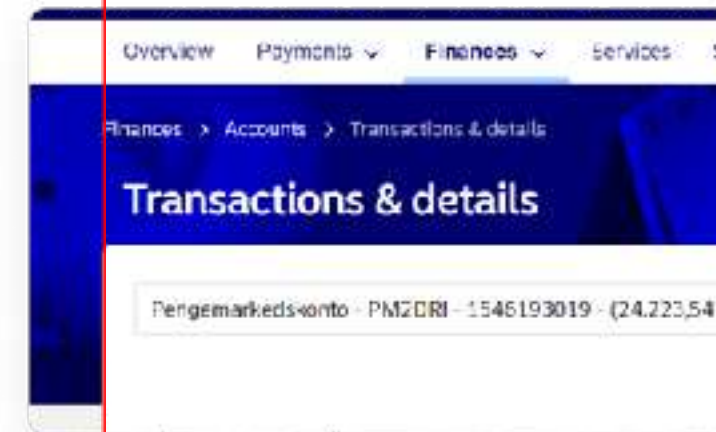


What would it
cost to align?

What would it
cost not to align?

What is the proximity,
from the users'
perspective?

Misalignment in our top-header component



How it's supposed to be:



Can we
live with it?

Embracing benign nonnatives



IN THE GARDEN

A Viable Alternative to Conventional Lawn? Cornell May Have Found One.

Cornell Botanic Gardens is testing sustainable options for replacing your backyard grass. The bonus: They don't need to be cut more than twice a year.

...and pulling out the weeds

Ansökan om bostadslån

Om du har ett lösningsfritt lån och behöver du ett nytt lån, ansökan här utan segrar in på **Mitt Satsningslån** för att lämna uppgifter om nya bostaden innan du skriver kontrakt.

Ärendet för betänksamheten

Hjälper du? Ja Nej Ingen åsikt

Uppgifter om bostaden lånet avser

Angi vilken bostadstyp du vill låna. Uppgifter som ska fyllas i angivna efter det bostadstyp du väljer.

Ansökan avser följande bostadstyp

Villor/hus **Apartment** Villor/hus

Bostadens pris (kr)

5 000 000

Plannummer (valfritt) Adressnummer (valfritt)

Taggar vilken månadsavgift?

Ja Nej Inga

Lånelopp (kr)

Nordea

19661201-0957

Kampanj: Du testar 30 dagar gratis, vid val av årsavtal efter provperioden får du 50% rabatt. Gäller nya kunder som skapar konto senast 1 oktober.

Organisationsnamn

Förnamn Efternamn

Yrke/yrkesgrupp

Företagsår

2025-01-01 2023-12-31

Monteringsinställning

Välj bokföringsmetod

Välj koncept

Jag har läst och godkänner spekuleringens [ansökan](#) och jag samtycker till hanteringen av mina personuppgifter i syfte att förbättra min upplevelse och för att ge mig relevant information på det sätt som beskriver [här](#).

Skapa konto

How flexible
is our design system?

Alignment vs. Allowable Chaos

Fixed vs. flexible?



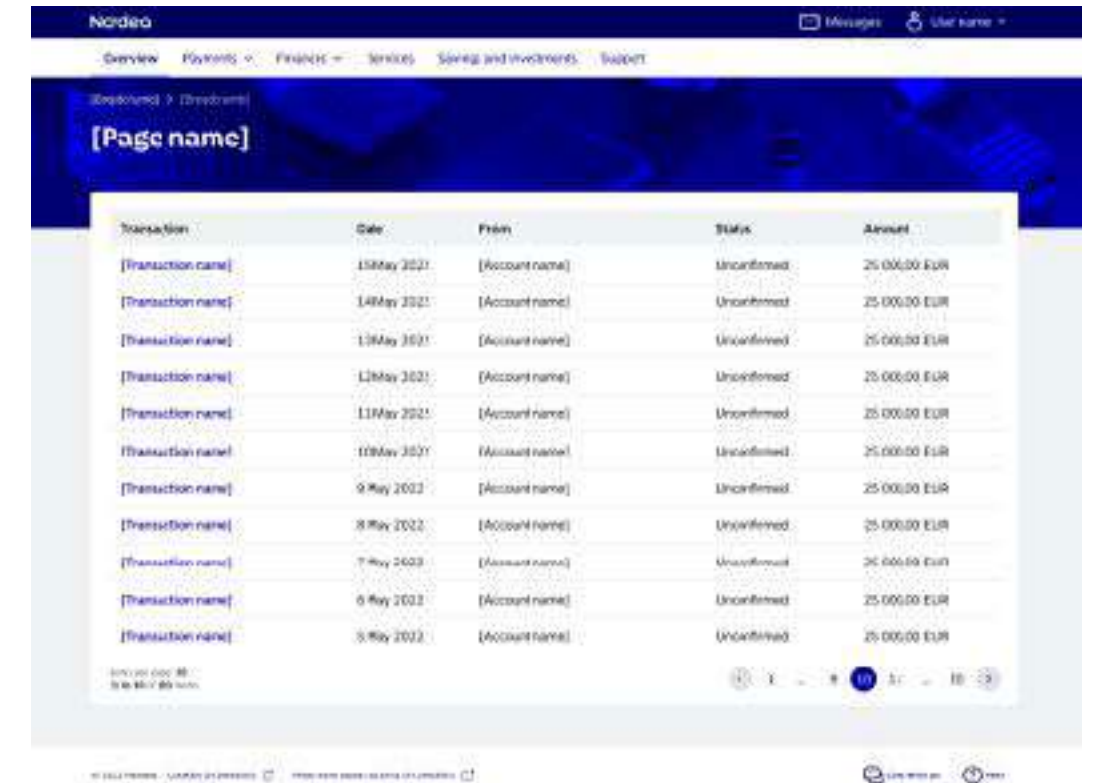
Atom



Molecule

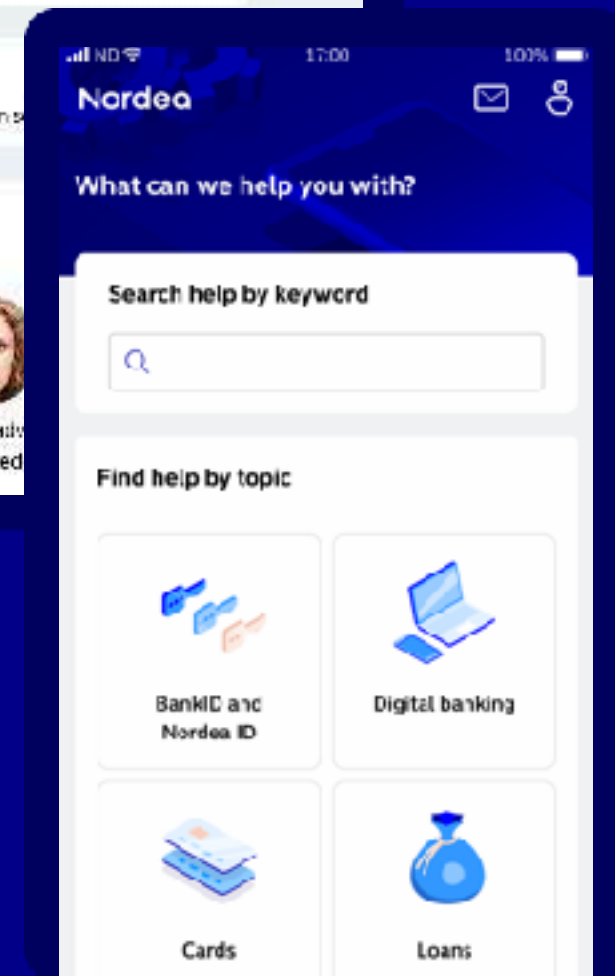
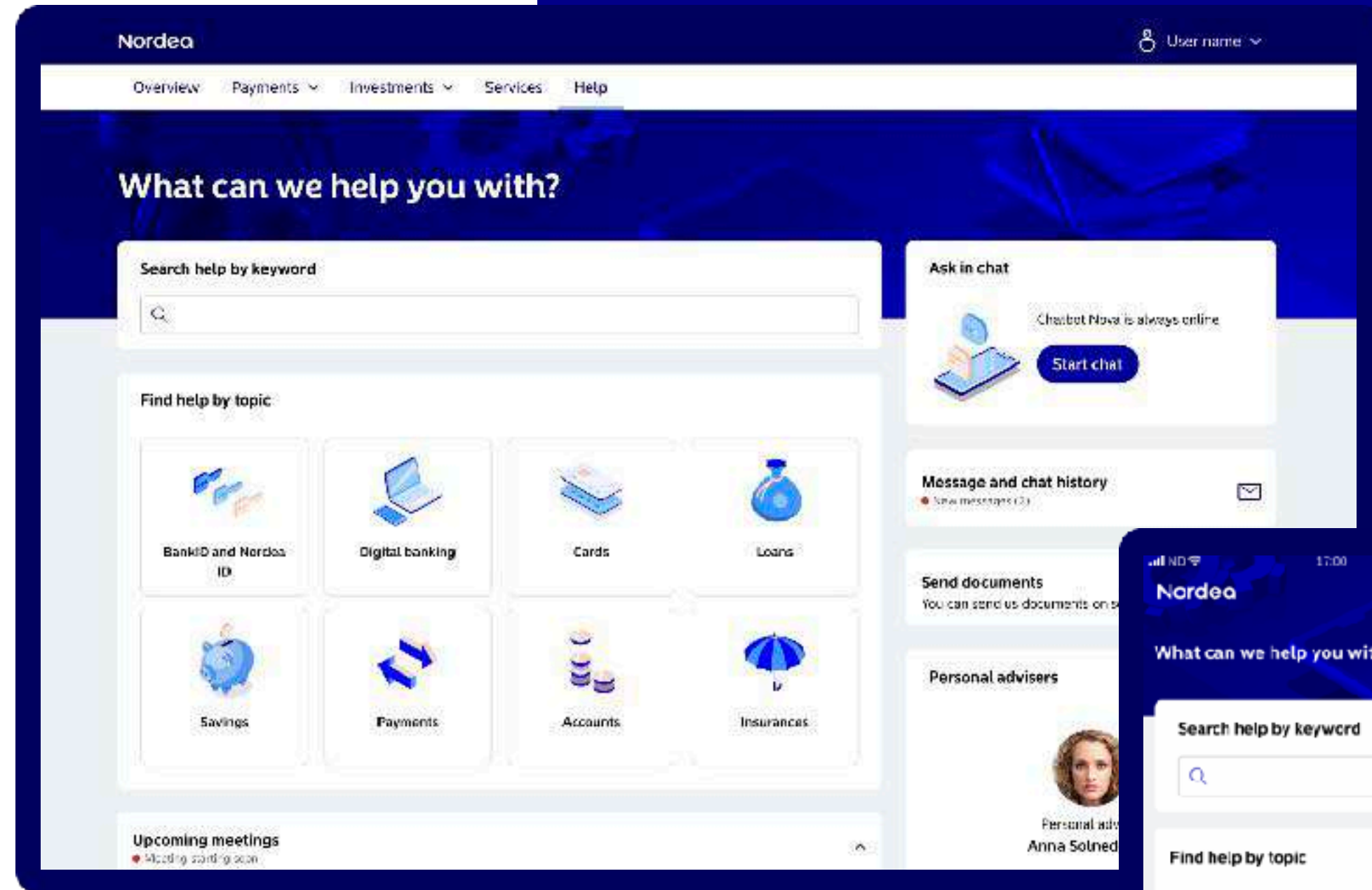


Organism



Template

Breaking the rules...?



Can this
misalignment
be fixed?

Should we align?

1. Does it get the job done?
2. Are we innovating or iterating?
3. What would it cost to align?
4. What would it cost not to align?
5. What is the proximity, from the users' perspective?
6. Can we live with it?
7. How flexible is our design system?
8. Can this misalignment be fixed?

The death of creative confidence



Letting go...

Alignment vs. Allowable Chaos

Thank *you*

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