DESIGN MATTERS 26 · TOKYO · SLOW SPEED

Mind the Gap

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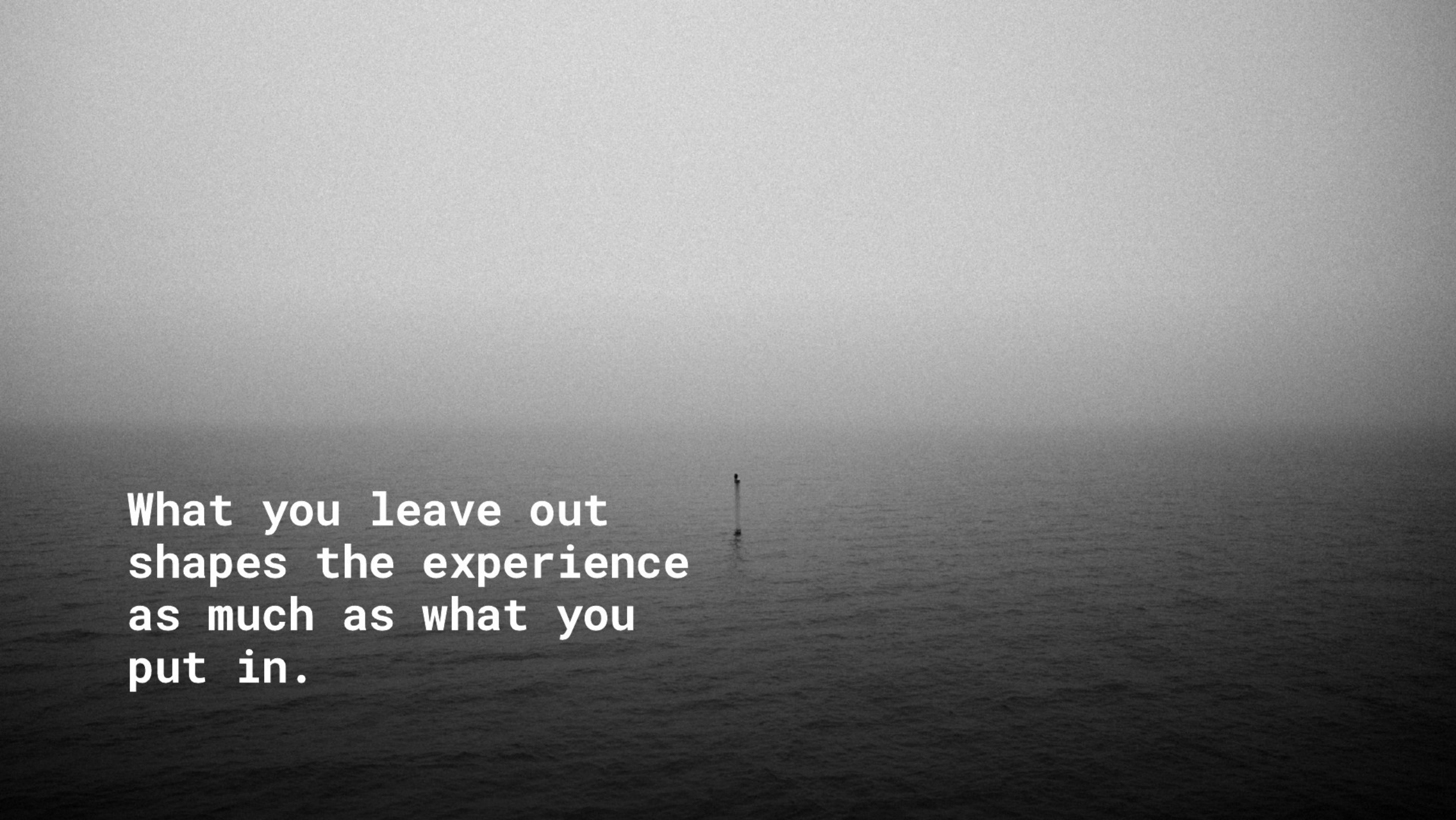
VP of Product, Knapsack



AI is an engine of completion.

autocomplete	search	generated UI	the answer

But the gap was doing work.


What you leave out
shapes the experience
as much as what you
put in.

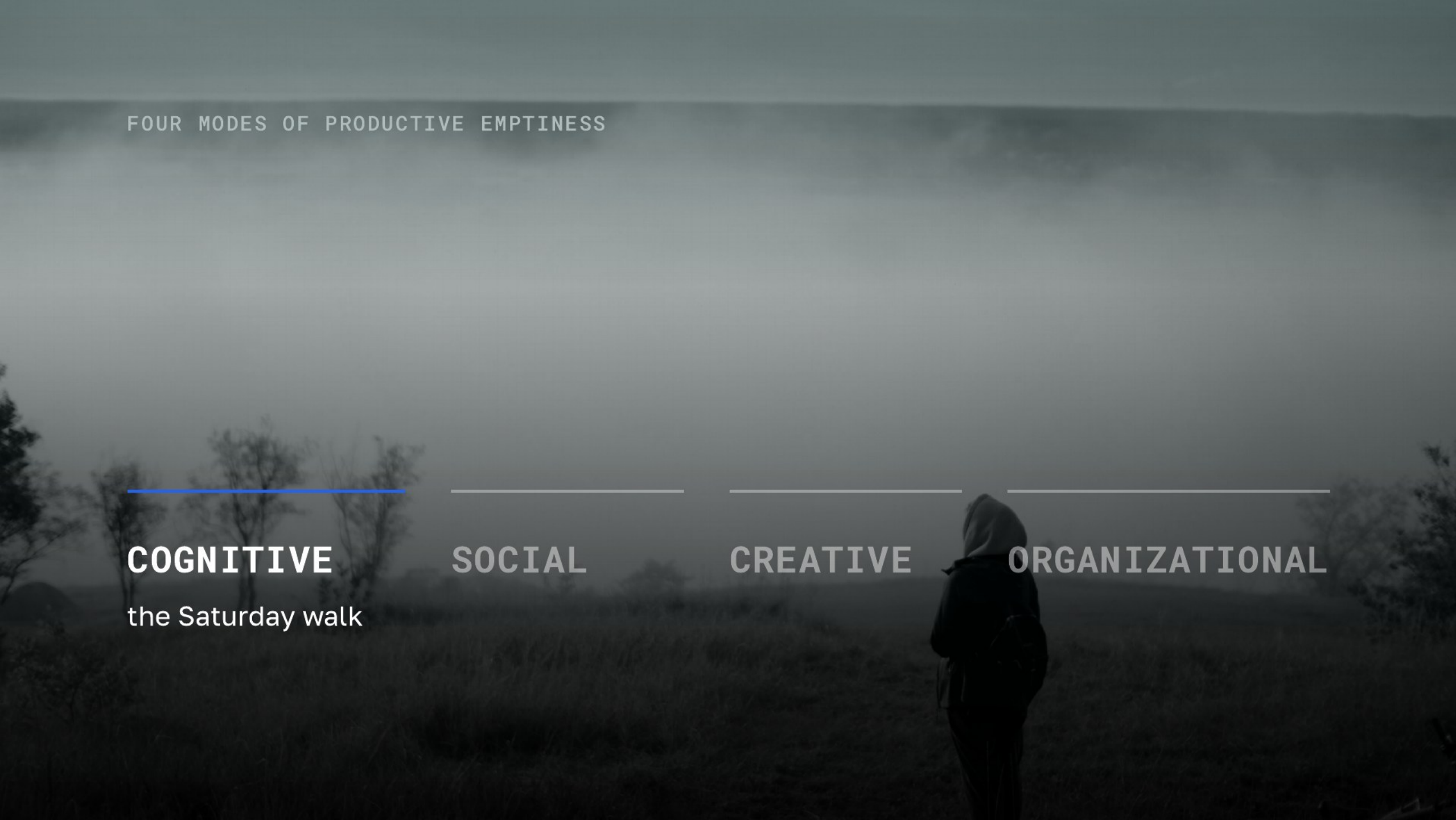
FOUR MODES OF PRODUCTIVE EMPTINESS

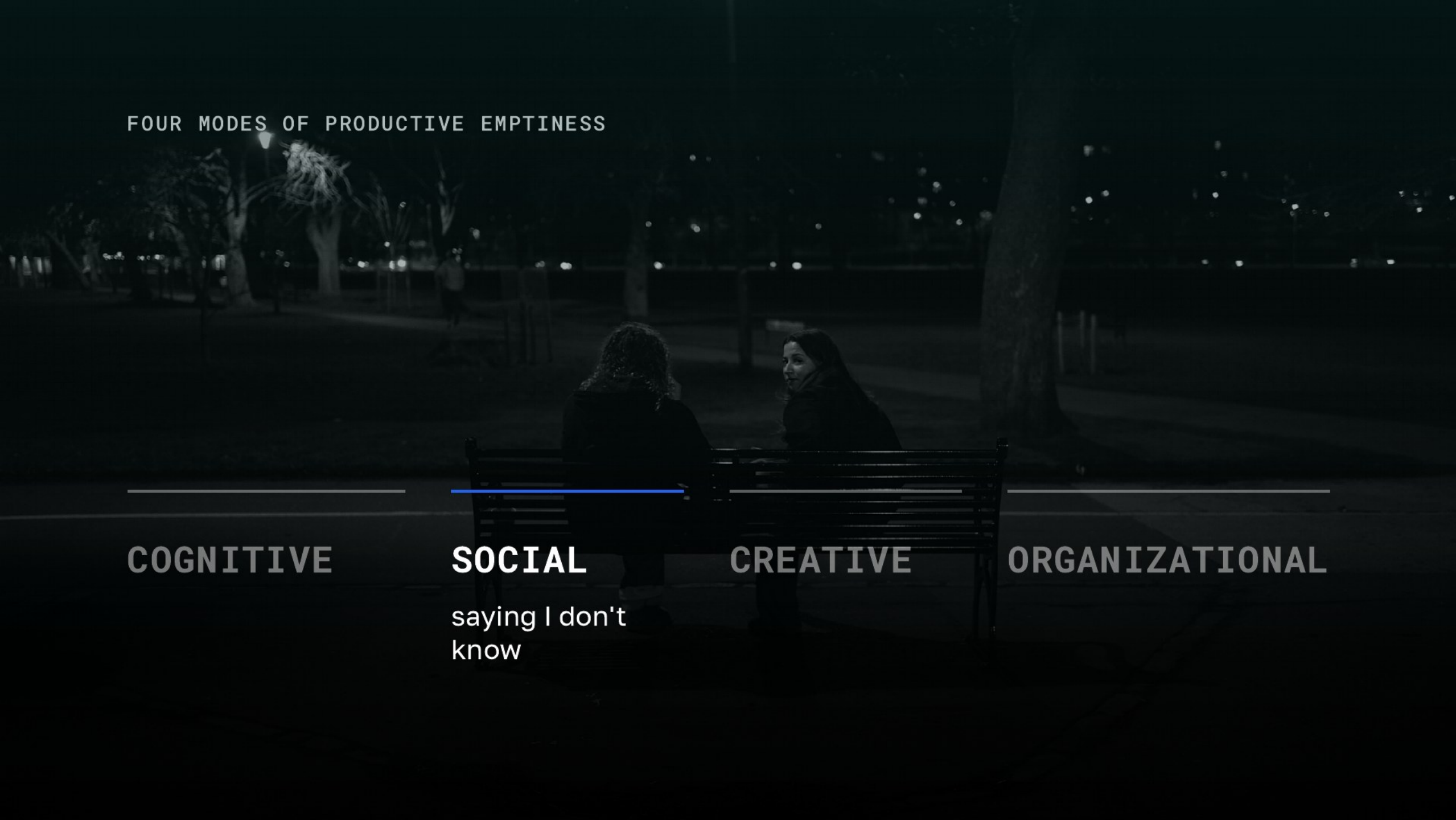
COGNITIVE

SOCIAL

CREATIVE

ORGANIZATIONAL


FOUR MODES OF PRODUCTIVE EMPTINESS
COGNITIVE
SOCIAL
CREATIVE
ORGANIZATIONAL
the Saturday walk



FOUR MODES OF PRODUCTIVE EMPTINESS

COGNITIVE

SOCIAL

saying I don't know

CREATIVE

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COGNITIVE
SOCIAL
CREATIVE
the bookstore
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FOUR MODES OF PRODUCTIVE EMPTINESS

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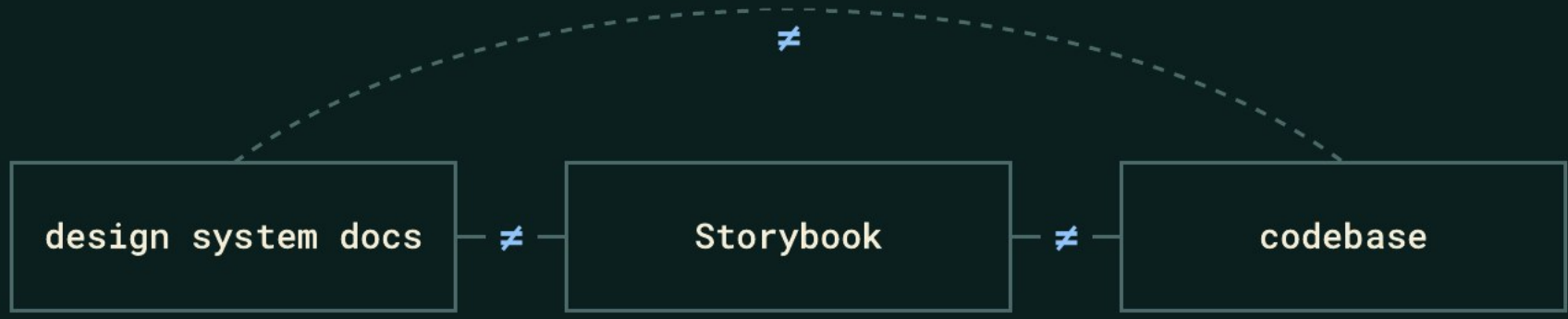
ORGANIZATIONAL

the offshoots

Bad code fails loudly.
Bad design ships quietly.

There is no compiler for judgment.

The docs, the Storybook, and the codebase don't always agree.



Nobody had been telling the AI which one was right.

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conflicts. From three sources, in one customer, immediately.

What if the AI knew when to stay silent?

SAME TASK. THREE SITUATIONS. EIGHT RUNS EACH.

No way to stop, so it picks.

1. The sources agree

Figma 8 · code 8 · brand 8



Nothing to pick. 8px, eight times out of eight.

2. The sources conflict

Figma 8 · code 12 · brand 10



It picked 10px, silently, eight times out of eight.

3. Nobody has decided

Figma – · code – · brand –



It borrowed the inputs' 4px, eight times out of eight.

SAME TASK. SAME SITUATIONS. NOW IT CAN STOP.

Three legal outputs. Two are ways to stop.

1. The sources agree

Figma 8 · code 8 · brand 8

AI doesn't have to guess



Resolved. 8px, eight of eight.

2. The sources conflict

Figma 8 · code 12 · brand 10

AI knows it shouldn't guess



Conflict surfaced, no code. Eight of eight.

3. Nobody has decided

Figma – · code – · brand –

AI has nothing to guess from



A no, and who decides. Six of eight. Two shipped square.

The pause is the product.

THREE STRUCTURAL QUESTIONS BEFORE YOU FILL ANY GAP

01 Do the sources agree?

02 Whose call is this, really?

03 Has this been resolved, or just answered?

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THREE NAMES. THREE SCALES. SAME THING.



INDIVIDUAL

Productive restraint

Not generating an answer you haven't earned.



TEAM

Designed margin

Space for tacit knowledge to form before it's codified.



PRODUCT

Resolved silence

A decision, its condition, a date. Or an honest no.

The pause is
the design.

Designing what isn't there is the most important skill we have left.

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VP of Product, Knapsack

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