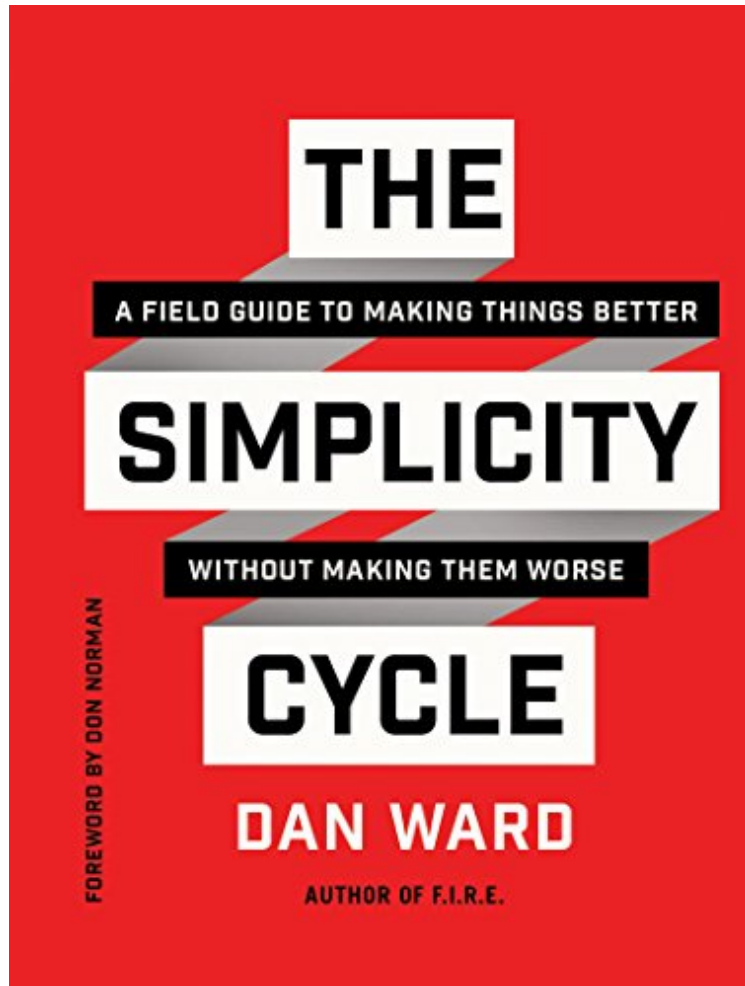


# The Simplicity Cycle: A Field Guide to Making Things Better Without Making Them Worse

*Dan Ward*

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**Dan Ward : The Simplicity Cycle: A Field Guide to Making Things Better Without Making Them Worse** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Simplicity Cycle: A Field Guide to Making Things Better Without Making Them Worse:

The award-winning engineer, Air Force lieutenant colonel, and author of F.I.R.E offers a road map for designing winning new products, services, and business models, and shows how to avoid complexity-related pitfalls in the process. With a foreword by design guru Don Norman. Humans make things every day, whether it's composing an e-mail, cooking a meal, or constructing the Mars Rover. While complexity is often necessary in the development process, unnecessary complexity adds complications. The Simplicity Cycle provides the secret to

striking the proper balance. Dan Ward shines a light on how complexity affects the things we make for good or ill, taking us on a journey through the process of making things, with a particular focus on identifying and avoiding complexity-related pitfalls. The standard development process involves increasing complexity to improve thenbsp;outcome, Ward explains. The problem comes when the complexity starts getting in thenbsp;waymdash;but often we donrsquo;t know where that point is until we pass it. He suggests a numbertnbsp;of techniques for identifying the problem and fixing it, including how to overcomenbsp;several types of wrongheaded thinkingmdash;such as the idea that complexity and quality arenbsp;the same. In clear, compelling language, and using his trademark mix of examples fromnbsp;research, personal experience, and pop culture, Ward offers a universal concept, visuallynbsp;described with a single, evolving diagram. Ideal for business leaders and technologists, The Simplicity Cycle is helpful for anyonenbsp;looking to simplify and improve everything we do, whether we work in an office, atnbsp;home, or at the Pentagon.