

06 56 2009 - Everything Works, Amazing Isn't It?

I and many others spend a lot of time talking about what could be done better within the worlds of design and marketing. But, if you really stop and think about it for a minute, it's amazing how well things seem to work already.

Sure, there's a bad experience here or there. But, for the most part, everything works almost exactly as it was intended to. In the grand scheme of things, it's actually almost stunning how few and far between bad experiences really are. The only reason that they stick out at all is because they're pretty rare to begin with.

How many times have you had to wait four hours for a table at a restaurant? If I had to wager on it, I'd say once (at most). Yet, despite the obscurity of that experience, it likely still pops into your mind whenever you hear the name of the restaurant.

By and large, the parts of the world that work are taken for granted by most of its inhabitants (me included). And, while many things can always be improved, it's fascinating to think about all of the things that are almost perfect already.