

# SIMPLICITY IS THE KEY TO USEFULNESS

**KEEP**

**IT**

**SIMPLE**

**STUPID**

- Variations: Keep it short and simple / Keep it smart and simple / Keep it simple, silly.
- Most systems work best if they are simple. A simple design should be the key goal. There is a direct correlation between the simplicity of an explanation or a product and its usefulness, meaning simpler is more useful. KISS is not meant to imply stupidity.
- On the other hand, the focus must be kept on achieving the goal. Oversimplification is dangerous if the goal cannot be achieved because of it.
- The KISS principle can be used almost everywhere, including programming, public speaking, design, etc.

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## FAMOUS QUOTES

*“Make everything as simple as possible but not simpler”*

- Albert Einstein

*“Less is more”*

- Ludwig Mies Van Der Rohe

*“Simplicity is the ultimate sophistication”*

- Leonardo Da Vinci

*“Make Simple Tasks Simple!”*

- Bjarne Stroustrup