TANGENT daily

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BUSINESS NOTE

Design for named people, not everyone

Seth Godin argues in "Restrictive design" that design of any kind requires empathy, and that work made for yourself is a hobby while everything else is for someone else. He draws on Annie Jean-Baptiste's idea of restrictive design, in which a designer fails to identify who the work is for and leaves people out, and he notes that "exclusion is a business decision, even when you did not mean to make it."

A seller can name the buyer before opening a design file and build the product around that person's actual routine. A guided journal for new mothers, for instance, could open with pages sized for the ten minutes between feedings rather than for a leisurely Sunday morning at a desk.

Source: Seth's Blog, Restrictive design
https://seths.blog/2026/11/restrictive-design/