KEEP IT SIMPLE, STUPID!

MIKKO PIIPPO
MEASURECAMP COPENHAGEN 2024

56%

OF MARTECH IS USED BY COMPANIES

(CMO SURVEY 2024)

33%

UTILISATION RATE OF MARTECH CAPABILITIES

(GARTNER 2023)

"JUST IN CASE WE NEED THE DATA…"

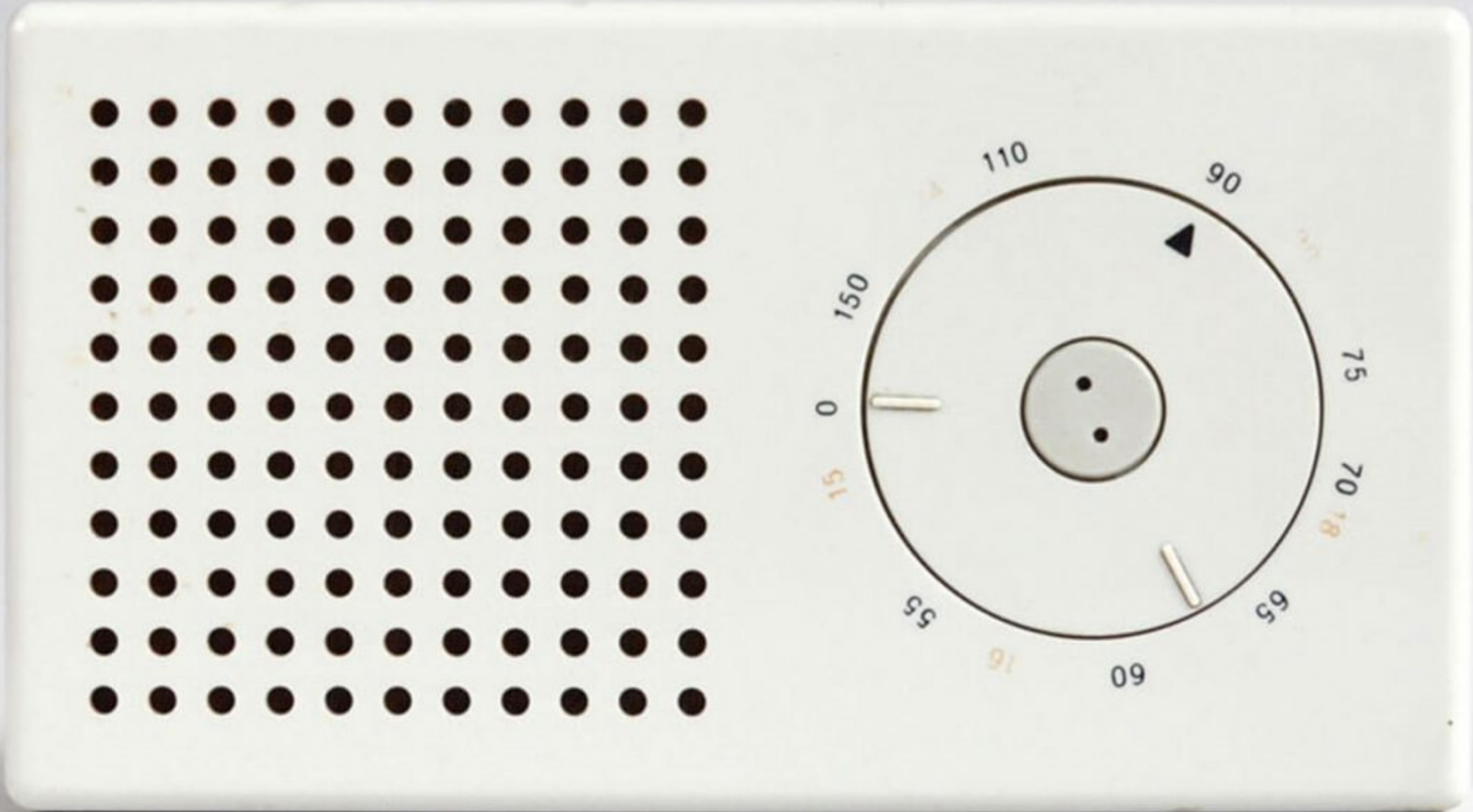# *IT IS FUN …*

IT MAKES US FEEL SPECIAL

AND IT IS PROFITABLE

LOOKING FOR INSPIRATION

Table 82A / Alvar Aalto (1935)

Braun T3 / Dieter Rams (1958)

Braun RT20 / Dieter Rams (1961)

Ball Chair / Eero Aarmio (1963)

iPod 1st gen / Jonathan Ive (2001)

iMac

The company/organisation must collect and process **only the personal data that is necessary to fulfil that purpose** ('data minimisation');

"LESS BUT BETTER"

10 RULES OF GOOD DESIGN

BY DIETER RAMS

1. Good design is innovative
2. Good design makes a product useful
3. Good design is aesthetic
4. Good design makes a product understandable
5. Good design is unobtrusive
6. Good design is honest
7. Good design is long-lasting
8. Good design is thorough down to the last detail
9. Good design is environmentally-friendly
10. Good design is as little design as possible

10 RULES OF GOOD ANALYTICS

WHAT DO YOU THINK?

1. Good analytics is innovative
2. Good analytics makes a product or website useful
3. Good analytics is aesthetic
4. Good analytics is understandable
5. Good analytics is unobtrusive
6. Good analytics is honest
7. Good analytics is long-lasting
8. Good analytics is thorough down to the last detail
9. Good analytics is environmentally-friendly
10. Good analytics is as little data collection as possible

IS RATIONAL, BUSINESS-CENTRIC MINIMALISM POSSIBLE?