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101 Design Ingredients to Solve Big Tech Problems

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101 Design Ingredients
to Solve Big Tech Problems

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Pragmatic Bookshelf

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*This book is dedicated to the memory
of our beloved son Joseph Christopher
Chen, who had the most perfect heart.*

March 7–April 14, 1997

Ingredient 82

Crowdsource It

Let people help each other.

"We must learn to live together as brothers or perish together as fools."

—Martin Luther King, Jr., clergyman, activist, and leader in the African-American civil-rights movement

The Problem

Companies don't listen to what the majority of customers say or want, so they end up delivering experiences that don't really matter.

The Solution

Let customers define what's right. Act on inputs that make the most sense, and recognize the hard work being done for you.

- Allow collaboration. Wikipedia lets knowledge experts create, input, and evolve encyclopedia definitions. This interactive evolutionary computation, working as a team of global experts, ensures a high level of quality and relevancy.[208,209]

- Highlight similarity. Let people review and rate content to help others with similar needs find useful and interesting content. Amazon was the first online shopping website to recommend what shoppers might like based on what others found interesting.[210]

- Encourage advocacy. Passionate customers who love your products and services will naturally spread the word via their social and professional networks.[211] Reward those who help you reach more customers by letting them test new ideas before anyone else.

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208. http://www.wikipedia.org/
209. http://en.wikipedia.org/wiki/Interactive_evolutionary_computation
210. http://www.amazon.com
211. http://mashable.com/2011/03/18/social-media-consumer-advocacy/