

RUDYARD KIPLING AND UX?

The "Just So Stories" published in 1902 by Rudyard Kipling were intended to be bedtime stories. One story "The Elephant's Child/ How the Elephant got his Trunk" included the poem "I keep six honest serving men". After recently re-reading this poem it made me think that it could be applied to UX. Imagine you are starting a new project, naturally you have many questions. Have a read of the first verse of the poem (below) and see how I've applied it to UX. I hope you find it useful (and it doesn't send you to sleep).



"I keep six honest serving men
(They taught me all I knew);
Their names are WHAT and WHY and WHEN
And HOW and WHERE and WHO ..."
- Rudyard Kipling, "Just So Stories".

"MEN" REPRESENT QUESTIONS

