A PUBLIC METHOD / JULY 2026

the methodology.

experience before transaction.

A field guide for protecting the first look, making feeling testable, and carrying one truthful promise all the way through release.

PUBLIC RECORD / V2.0

LIVE

METHOD / 01

experience first.

implementation serves it. transaction follows it.

The first design input is the person and what should become clearer, safer, more useful, and more alive. Revenue supports the promise; it does not define the promise.

ARTIFACT TEST

If the price disappeared, would the experience still explain why the work needs to exist?

METHOD / 02

protect the first look.

not knowing is an asset.

Meet the experience with its maker before an audit, deck, or category story tells you what to notice. Preserve perception, then let evidence correct certainty.

ARTIFACT TEST

Did inherited explanation arrive before the actual encounter?

METHOD / 03

taste is the bottleneck.

tools multiply execution. judgment decides what remains.

The scarce act is noticing that the artifact is not yet true, naming the smallest gap, and refusing to turn uncertainty into confidence.

ARTIFACT TEST

If the tool became infinitely fast, what judgment would still be scarce?

METHOD / 04

one true seam at a time.

receive loosely. build tightly.

Change the smallest correct seam, render it, measure it, and keep the learning. The screenshot, live response, smallest screen, and deployed route are the model.

ARTIFACT TEST

What did the rendered experience answer that the plan could not?

METHOD / 05

private, always.

collect nothing quietly.

Keep data on device first, then in the user's own storage, then only through a plainly disclosed stateless service. The surface must tell the same truth as the code.

ARTIFACT TEST

What leaves the device, who can connect it to a person, and how long can it survive?

METHOD / 06

open to everyone.

access is architecture.

Assistive technology, larger text, keyboard paths, reduced motion, and measured WCAG AA contrast in both appearances belong to the first surface.

ARTIFACT TEST

Did we measure the smallest supported screen in both appearances?

METHOD / 07

the nearest truthful yes.

a fallback is a door, not an apology.

Always yes does not mean promising what is unsafe or false. When one route closes, name the constraint, preserve agency, and open the next reachable path.

ARTIFACT TEST

What is the nearest truthful yes?

METHOD / 08

precedent, not opponents.

we do not compete; we clarify.

Study the field for learned constraints, familiar conventions, privacy risks, access failures, and unloved moments. Another good product expands the field.

ARTIFACT TEST

What is still unloved inside the experience?

METHOD / 09

design is essence.

the hidden state is still the product.

Privacy architecture, screen-reader semantics, loading behavior, legal language, recovery, deployment, and the shared card are outer layers of the same essence.

ARTIFACT TEST

Does every visible layer tell the same truth as the implementation?

METHOD / 10

proof over performance.

taste leads. evidence retains veto power.

Show the product, source, live seam, and real constraint. A beautiful idea stops when privacy, access, safety, physics, or measured behavior says it must.

ARTIFACT TEST

What measured fact is allowed to stop this from shipping?

SOURCE DISCIPLINE

inherit the rigor.
never the costume.

This method does not imitate Apple. It carries forward an operating inversion: make the product and experience great, then let implementation and transaction serve that center.

WALTER ISAACSON

Steve Jobs, chapter 26, pp. 340-347, 2011 Simon & Schuster hardcover.

LEANDER KAHNEY

Jony Ive: The Genius Behind Apple's Greatest Products. Page references in the source research remain edition-dependent.

STEVE JOBS

1995 Triumph of the Nerds interview: product people, sales power, and what companies forget.

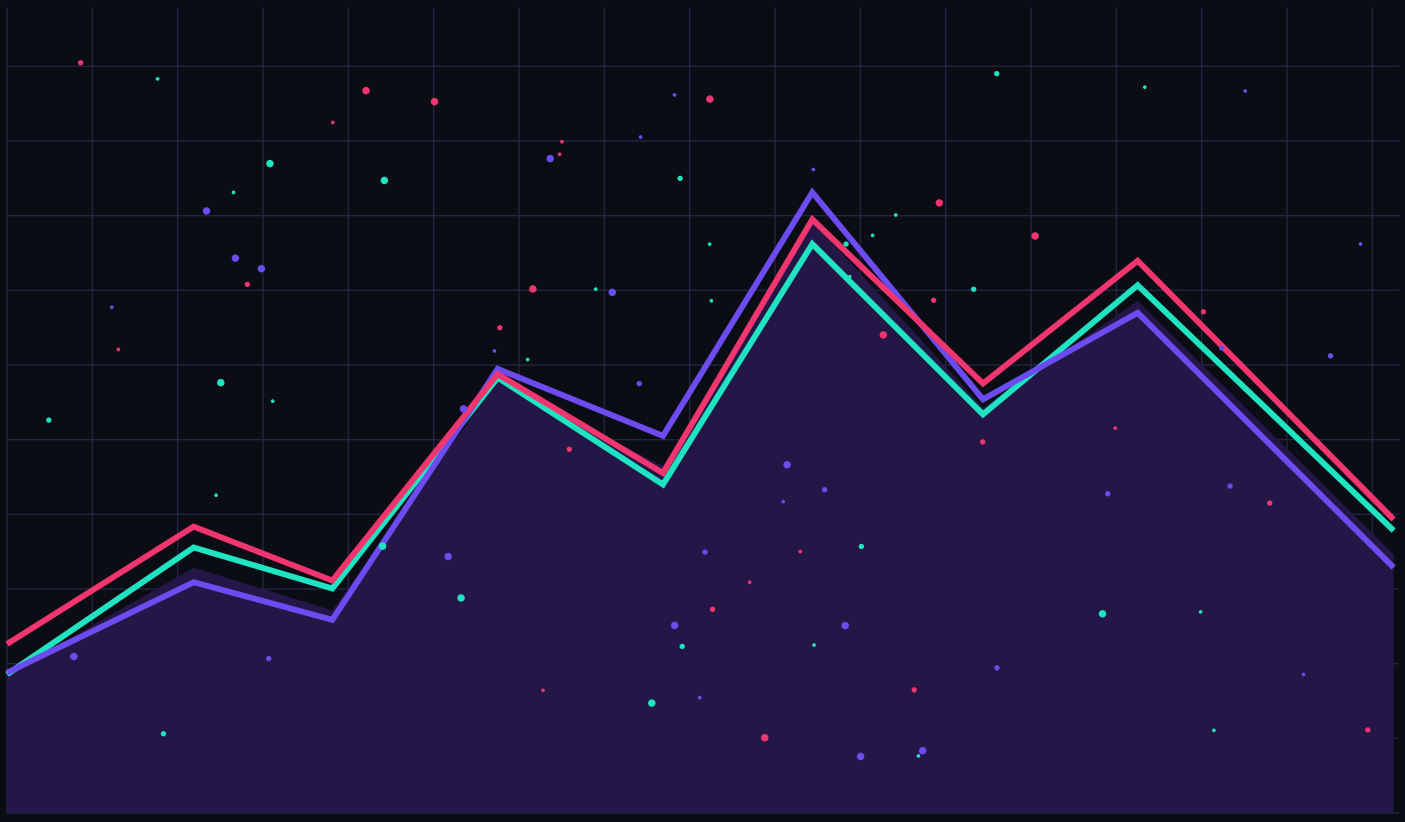
MATT GENNINGS

The Method to the Madness and Matt Day synthesis, July 2026.

THE NEXT REACHABLE DOOR

bring the real question.

No performance. No conversion theater. Just the person, the promise, the smallest honest container, and the proof required to make it real.

contact matt ->

read the trust record ->