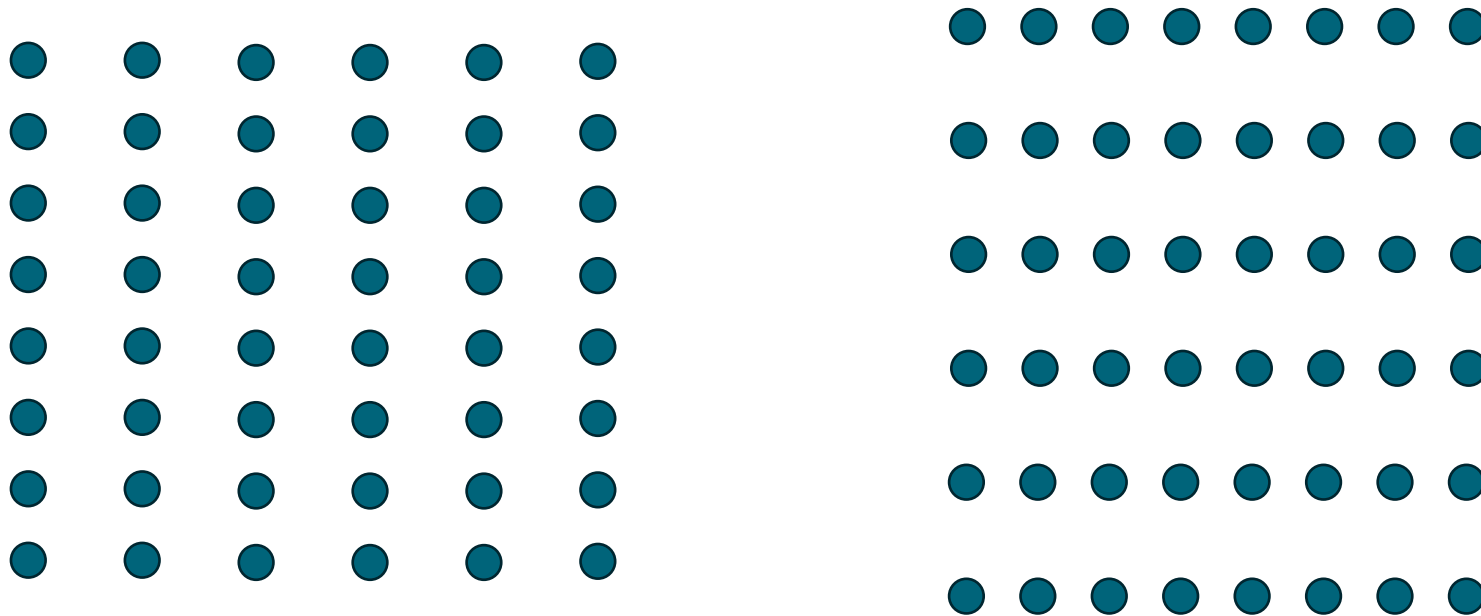


Principle of Proximity

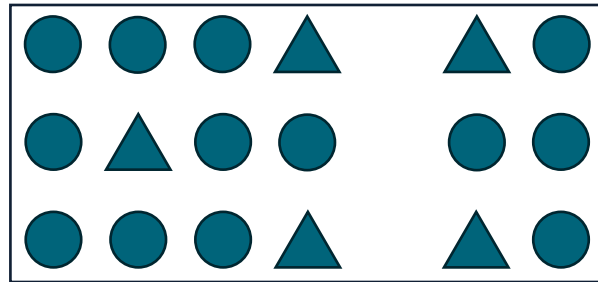
What pattern are you seeing in this image?



- Chances are you saw **six columns** on the left, and **six rows** on the right!

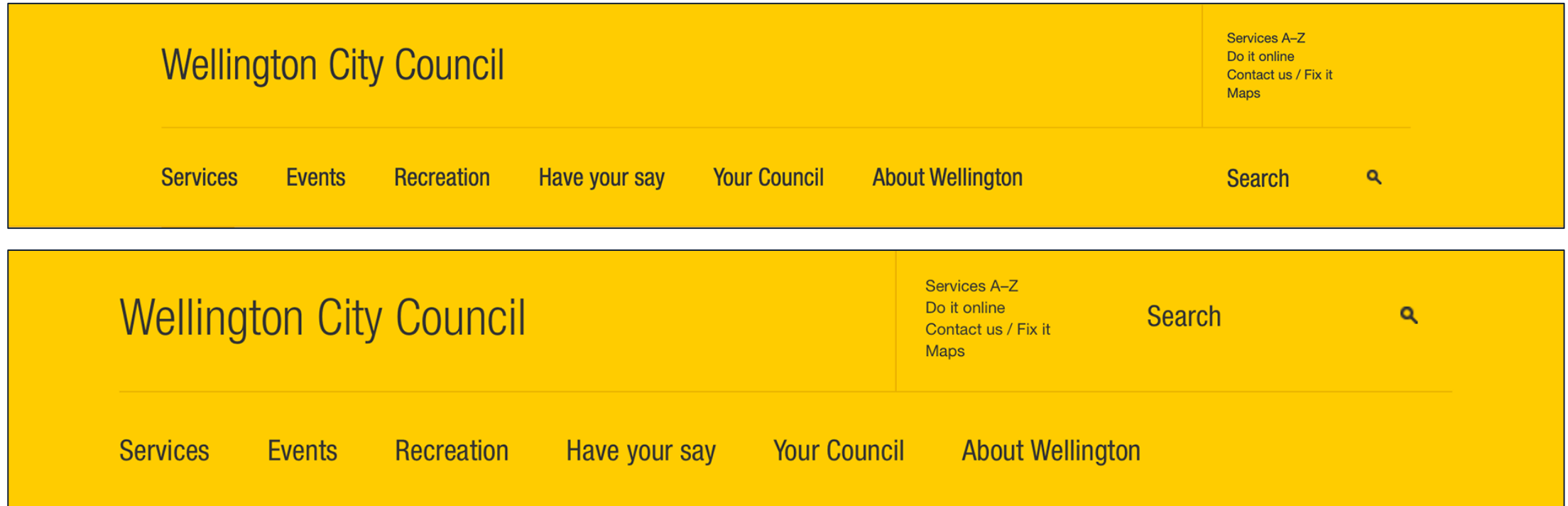
Proximity

What about in this picture?



- You probably see **two groups** of shapes (even though we included different shapes in them!)
- Whitespace is a powerful tool for making some elements appear to be related or unrelated
- When designing a UI, the spacing between elements is used in a way that helps users achieve their goals, and not misguides them

Proximity: example



Wellington City Council website, as seen on a desktop monitor (top) and tablet (bottom): The “Search control” is separated from the rest of the main navigation, which suggest it’s a different type of functionality.

Pics from <https://www.nngroup.com/>

Proximity: text

Clingy Cat Solutions

All cats young and old can exhibit clingy behavior. The good news is that we can change needy behavior through the use of positive reinforcement training. You will find that, in very simple ways, you can change your cat's mind and redirect unwanted neediness. Plus, training can be both mentally and physically stimulating for your cat. You may be hesitant to start because you're worried about the time involved. While it's true that some training goals can take some time to achieve, training sessions with a cat should always be short and sweet. Why not get started? All you need is 10 minutes a day. Here are three common needy behaviors and methods for resolving them.

1. Laptop Lover

My 17-year-old cat, Bob, has his own subtle (yet hugely irritating) way of bothering. One minute I'm typing away and Bob is nowhere to be seen. I'm deep in concentration, writing about cat behavior, when I notice a letter on the screen that I didn't put there. It came from a sneaky paw attached to a striped body that just seemed to materialize in the form of a giant cat blob lying flat next to the computer. Does this sound familiar?

If you want things to change, you'll need to be a bit more observant and consistent than I've been with Bob. You'll need to catch him in the act of sneakiness.

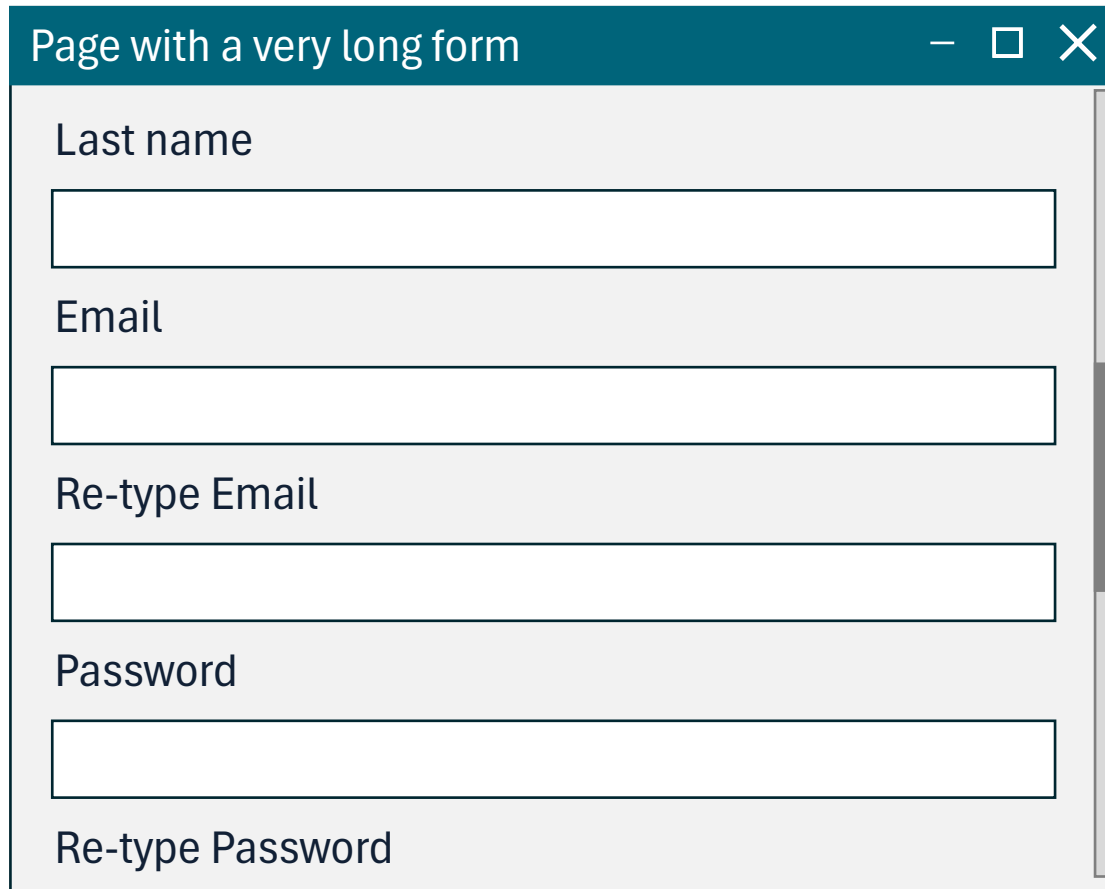
As you're typing away, watch him out of the corner of your eye. As he approaches the table and looks up to jump, stomp your foot, then, as he hesitates, say "Good" and pet his head. Toss a cat treat away from the



(Left) Proximity defines groups of related text (paragraphs and sections) and helps scanning. (Right) These groupings are discernible even without viewing the actual text
Pics from <https://www.nngroup.com/>

Proximity: forms

The principle of proximity is especially useful in forms



Page with a very long form

Last name

Email

Re-type Email

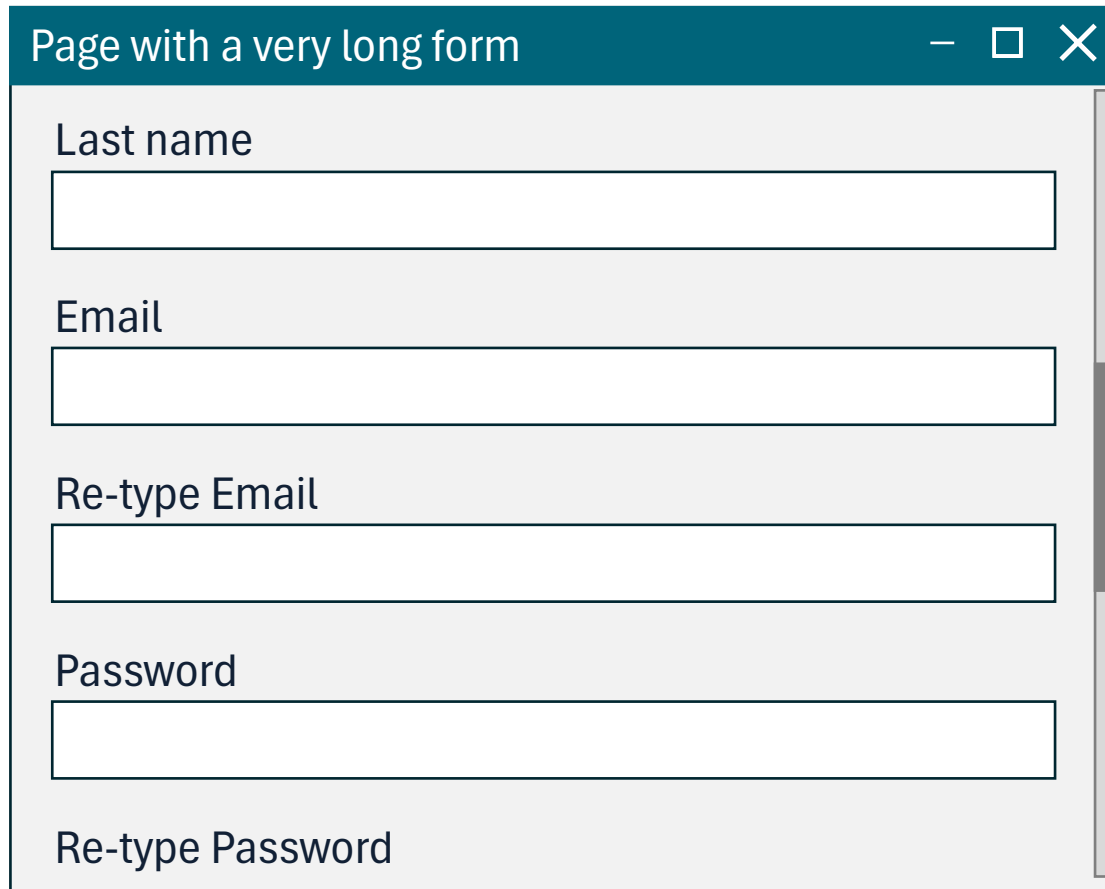
Password

Re-type Password

- In the example on the left, it's not entirely clear to which field each label corresponds
- Labels are equi-distant from fields

Proximity: forms

The principle of proximity is especially useful in forms



Page with a very long form

Last name

Email

Re-type Email

Password

Re-type Password

- Using spacing better can help us make a more intuitive form!