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](https://medium.com/@designthinker_97912?source=post_page-----43185d338e8a-----------------------------)

> White space, or negative space, is the 🔲empty space on the website.

White space is an important entity in our design life and its one of the most valuable assets of interactive design.

This article will help you how to use white space in design to improve user experience. However, before that I want you to be clear what actually the white space.

Just look around your living room, it is filled with different items like tables, chairs, cabinets, sofas and other. How are they organized in the room? Are all of them placed just side-by-side, or is there any space between them? If all the items of the room were placed side-by-side without any gap, how would you feel sitting in your room?

Definitely, you will feel mess around you, and this will distract you when you perform your daily routine work in the room.

This is an art to organize and decor your room using the available items by putting them at appropriate locations with reasonable space around them.

UI design also behaves in a similar way. The empty space between UI elements on a screen is called white space. This provides an overall neat and clean look of the design, and it helps the user to perform more effectively.

> "Make an empty space in any corner of your mind, and creativity will instantly fill it" — 🏢Dee Hock

White space is as much important in the design and it provides a breathing space to the user when he/she is using your design.
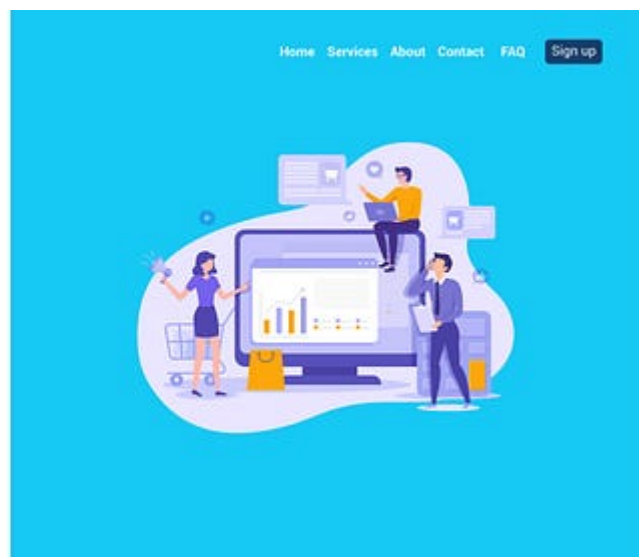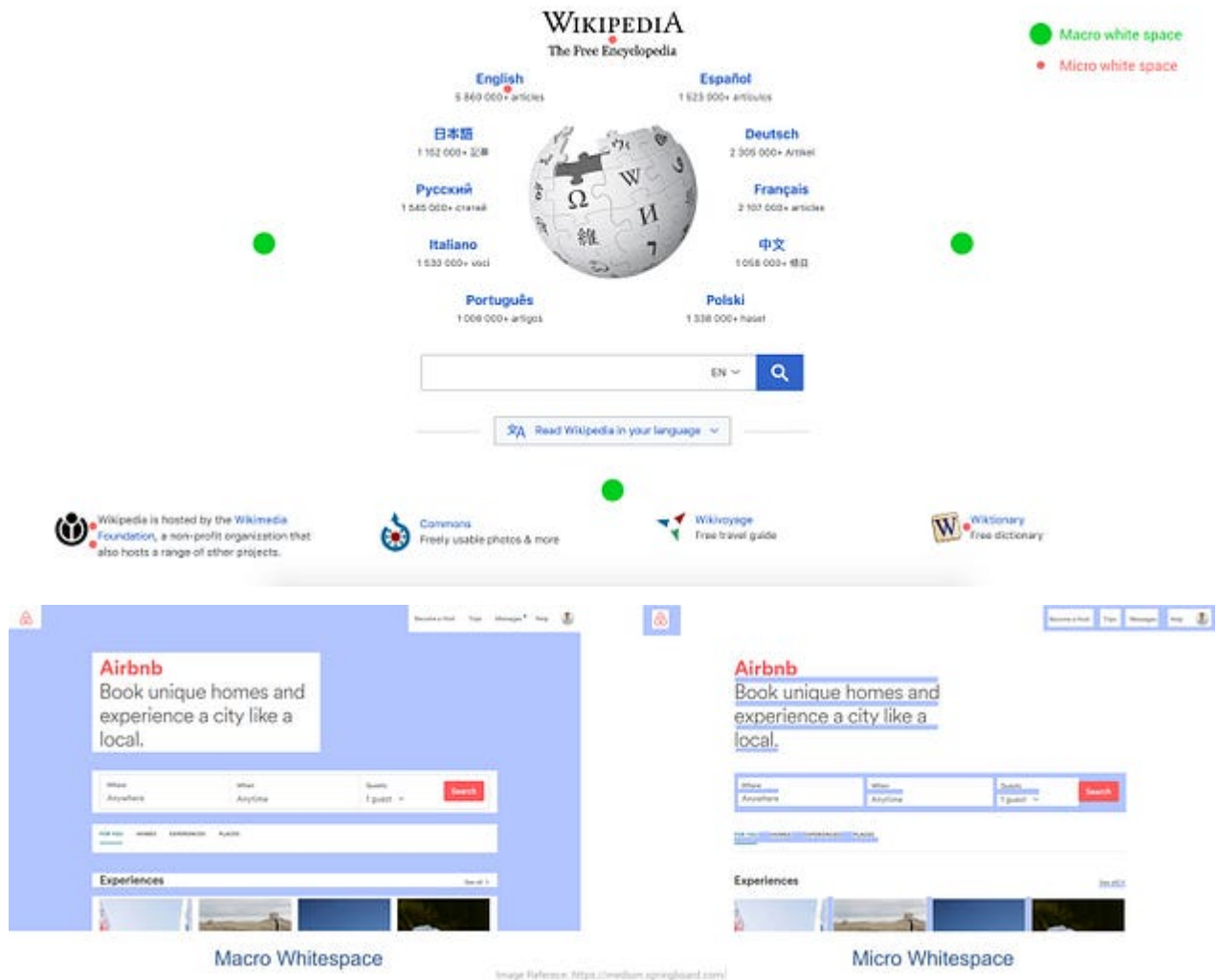
Google

Even though we call it White space, it doesn't mean the actual space must be white. It is a blank space and may be filled with any color as long as it is free of any elements like text or images.

> *"Designers love it, website owners want to fill it. White space seems to be one of the most controversial aspects of design".* — 🅑 *Paul Boag*

There are two types of white spaces:

Micro white space. The white space between lines of text and within grids, etc. We can use them to improve the clarity, transparency, and readability of content.

Macro white space. The white space between major elements on a page. It helps to build a hierarchy and ensure the proper flow on the site. Unlike micro White space, macro White space acts as a container of the overall design
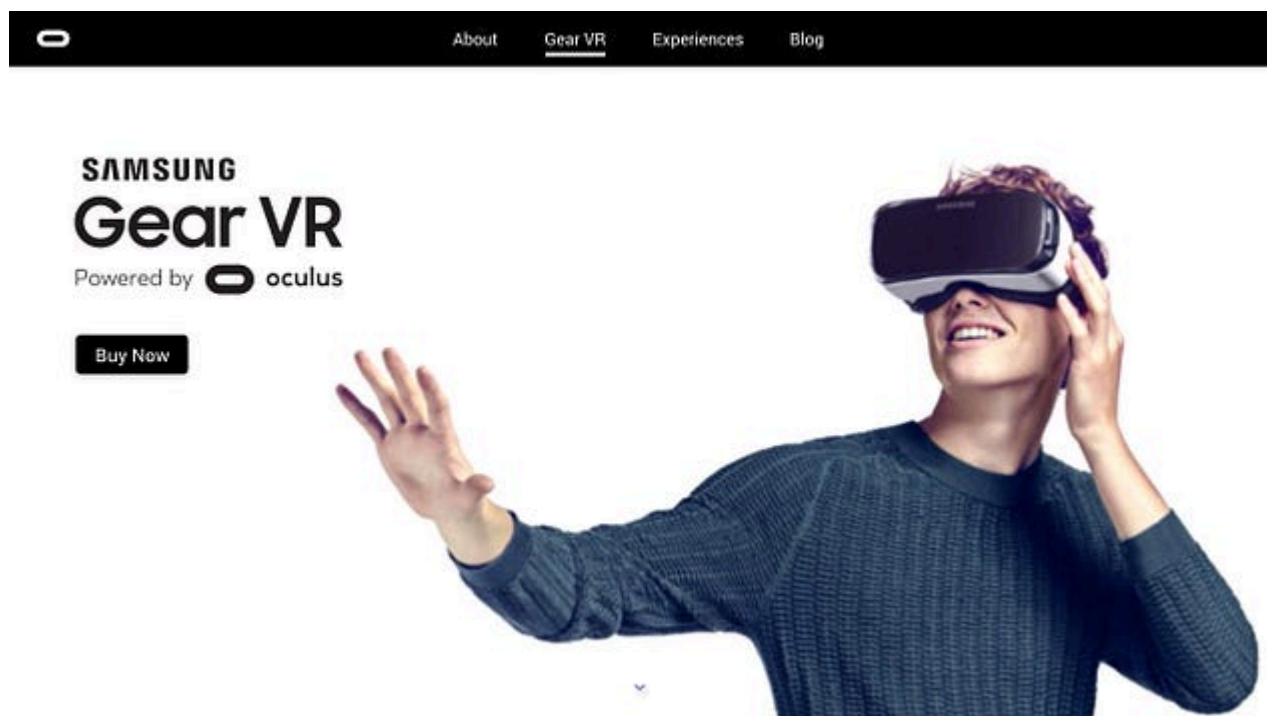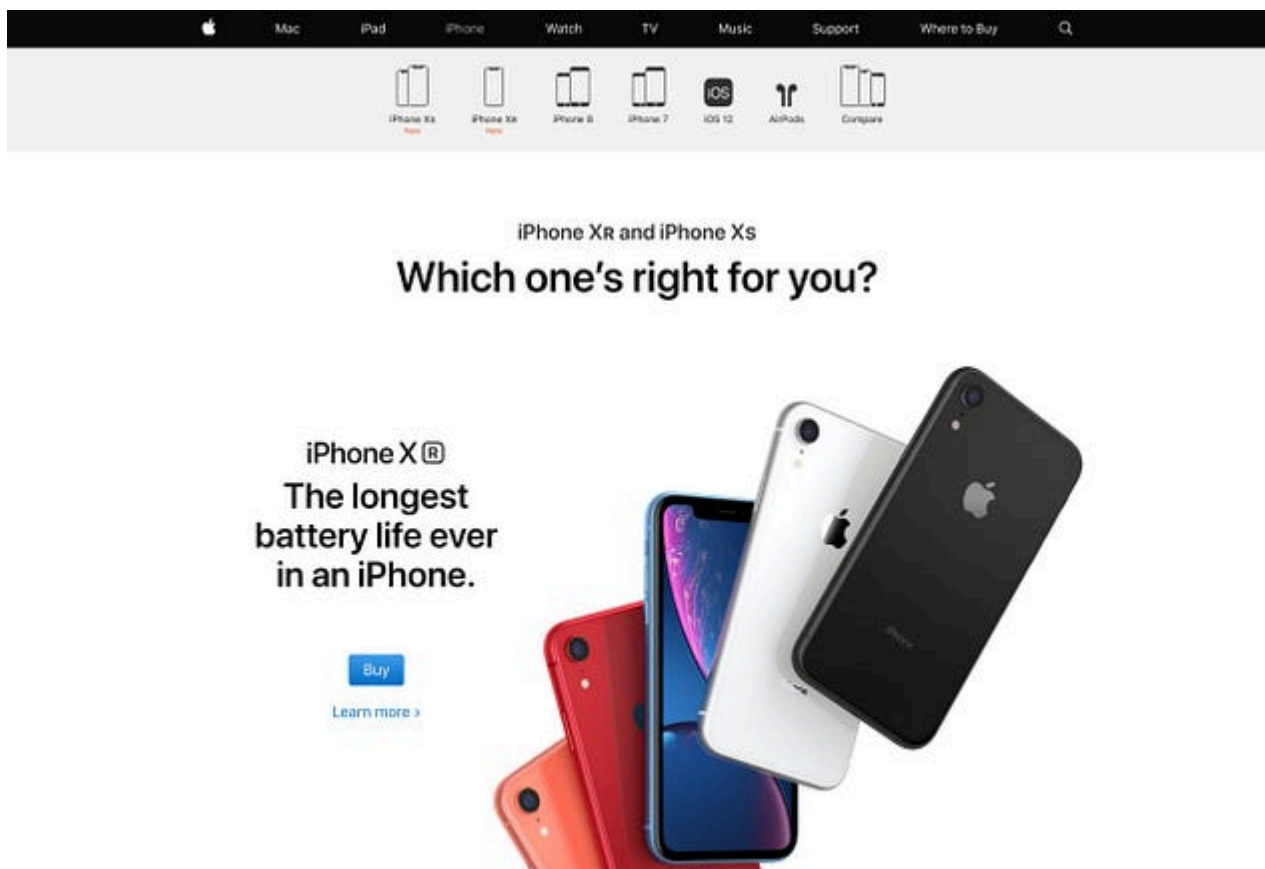
Macro Whitespace   Micro Whitespace

Let us focus on how white space can improve the user experience.

1. It helps in maintaining focus on the design

We use white space to create focus points for our users and drawing their attention to certain elements. The greater the padding around a particular element on a page, the greater the prominence on that element. In the example below, the focus is clearly maintained on the call to action.
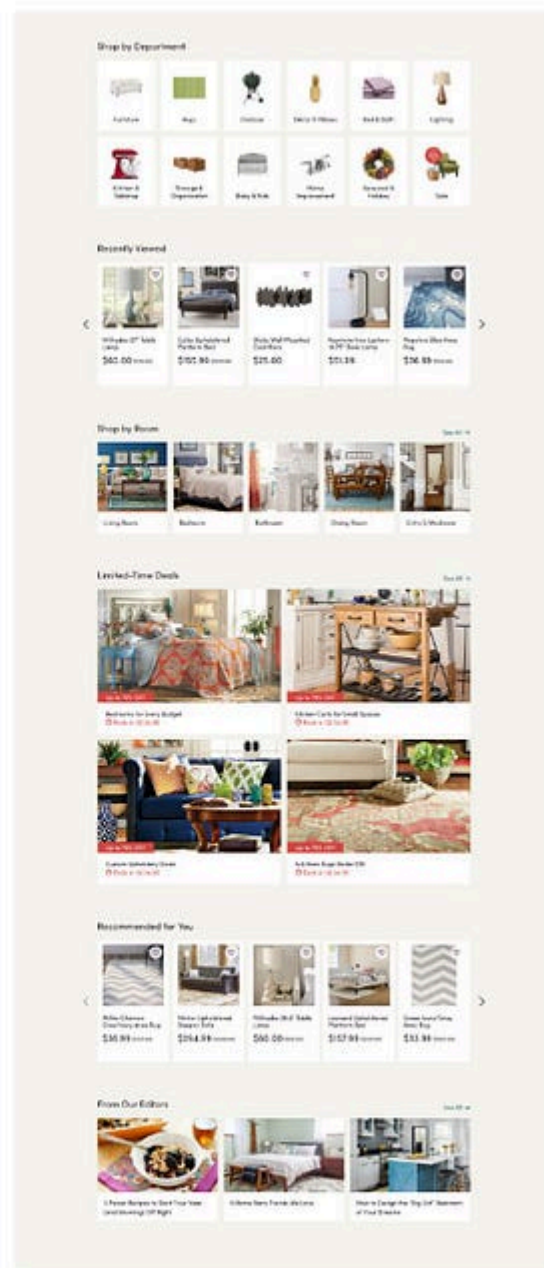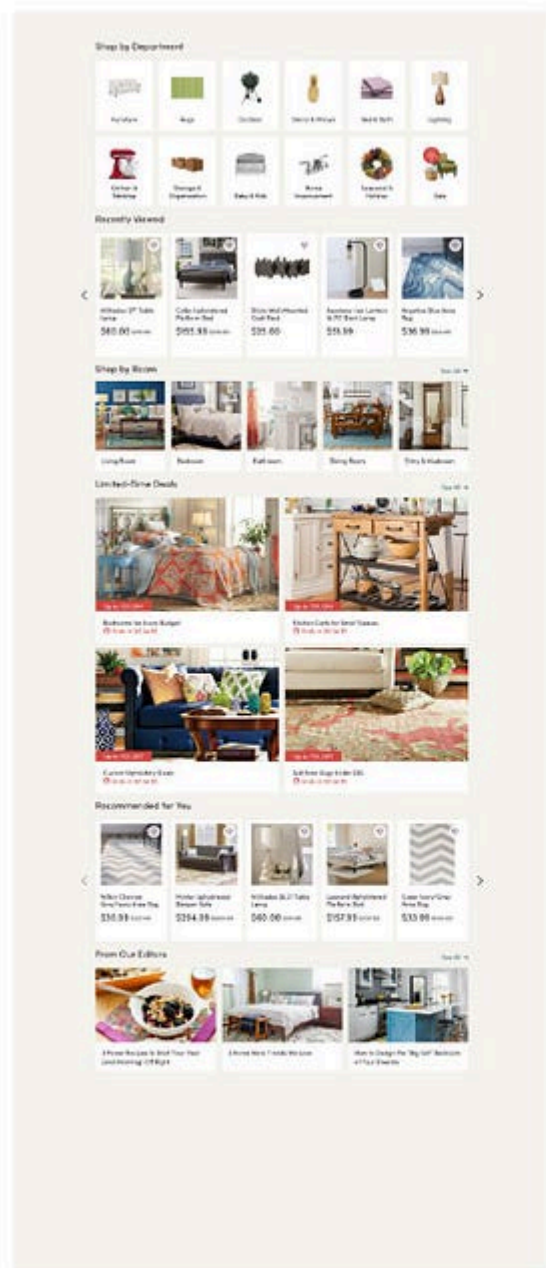
2. It improves the visual organization

In addition to focus, White space plays a huge role in the *visual organization* of a page. White space is essential in separating sections and to simplify relationships. It provides an implicit way to group *related and un-related* elements logically by placing them at one place with clear empty space around the group. It also highlights important elements on the screen. The user's eye quickly catches the important action items on the screen when they are made prominent using space.

The following example showcases a homepage that could easily appear great if white space was used properly. Image reference

3. It increases readability

In addition to the focus and organization of a page, White space can greatly improve the readability of a page. *More spacing is generally better, but too much could potentially make user disconnected.* It's all about finding the right balance.

A balanced arrangement of the blank space enhances the ease of scanning the website and avoids clutter on UI. Users can easily go through the content, so it is easier for them to find what they're searching for.

Research states that even though it takes longer to read through the content, it increases overall comprehension.

4. Luxury and Aesthetically pleasing

It gives a feeling of luxury to the user as the breathing space between UI elements behaves like fresh air in life. Usually, we neglect the importance of white space while designing the UI. White space should be given as much importance as other visual elements on a page.

It's known that white space adds elegance to a design, it's often used by luxury brands to convey professionalism which is seen more and more frequently. *Regardless of what brand you're representing, white space helps to allow the design to breathe, making it seem more pleasing to the eye which in turn increases brand recall.*

Conclusion

A good approach to using white space is to think about what you would like to see on a page. Thinking about improving user experience and focusing on content is always a good way to go when designing. White space can certainly help you deliver the experience that your clients will enjoy, which usually leaves your client happy with the work you've done.

> Truly understanding how much white space should be used to create a good layout requires practice. The more you design, the more you'll learn.

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