UI Design Patterns

We use "Gestalt Principles" as these principles highlight the importance of designing attractive interfaces. Within our low-fidelity prototype, the characteristics of said pattern such as similarity, proximity and symmetry are highlighted.

In my opinion, within these concepts there are no strict rules on how they should be followed, but they give you the guidelines so that the interface design is visually pleasing and has an organization within the screen. We must also not lose sight of the fact that this process must be closely related to the user, taking into account their needs and expectations.