**Similarity**

The principle of similarity simply states that when items share some visual characteristic, they are assumed to be related in some way.

We use this principle by uniformly placing the user's main requirements operations in the left column of the web page, and collected similar operations in an approximate part of position.

At the same time, the text with the same functional attributes have the same font and size, which make the user understand different functions more easily.

**Proximity**

The principle of proximity suggests that designers should visually group similar or related items together to emphasize their relationship.

The registration and login pages place the information that users need to fill in at similar positions, so that users can understand the correlation between the information more clearly.

**Common Region**

The principle of common region says that items within a boundary are perceived as a group and assumed to share some common characteristic or functionality. We divided the area of the website clearly. For example, the function bar of the page, the input and output bar, as well as the graph and table area. Similar functions share common areas, thus fulfilling the common region design principle.

**Continuity**

The principle of continuity states that elements that are arranged on a line or curve are perceived to be more related than elements not on the line or curve. We design websites and functions by listing the factors that users will consider when trading stocks step by step, and list the operations they need in order to ensure the continuity and consistency of design and user habits.