

1. Jerarquía (BBC)

The BBC homepage features a prominent navigation bar with links to Home, News, Sport, Business, Innovation, Culture, Arts, Travel, Earth, Audio, Video, and Live. Below the navigation is a grid of news items. Each item includes a small thumbnail image, a title, a brief description, and a timestamp indicating when it was published. The news items cover various topics such as climate change, politics, and entertainment.

- 'Huge columns of smoke': BBC at the scene of fire at COP30 (Published 2 hrs ago | Climate)
- Ex-federal worker accused of staging own attack with slashes, political slurs on body (Published 6 hrs ago | US & Canada)
- Zelensky to speak to Trump after US proposes Russia-Ukraine peace plan (Published 5 hrs ago | Europe)
- More than 250 arrested in Charlotte as immigration crackdown escalates (Published 9 hrs ago | US & Canada)
- Bush lauds Dick Cheney as a 'thinker and listener' at funeral (Published 5 hrs ago | US & Canada)

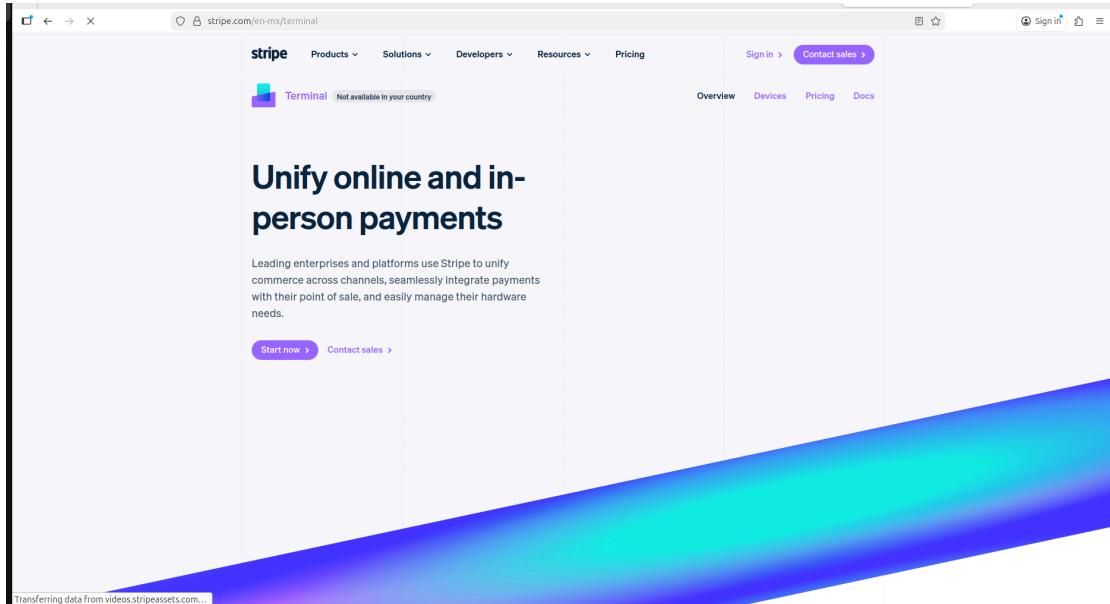
En sus páginas de noticias y contenidos, la estructura de encabezados (H1, H2...), el espaciado entre párrafos y la separación entre secciones (noticias, multimedia, últimas historias) reflejan claramente una jerarquía visual bien pensada. Además, elementos relacionados están agrupados para que visualmente se perciban como conjunto.

2. Divulgación progresiva. (AirBnb)

The Airbnb booking flow is shown, starting with the 'Confirm and pay' step. This step includes three sub-steps: 'Choose when to pay', 'Add a payment method', and 'Review your reservation'. To the right of the steps, a detailed listing summary is displayed for an 'Amazing loft best location/Cowork/Roof garden 023'. The listing includes a photo of the interior, a rating of 4.88 (198 reviews), and a note that it's a guest favorite. It also specifies free cancellation, the dates Mar 6–8, 2026, and 1 adult guest. Price details show 2 nights at \$1,020.00 MXN plus taxes of \$428.40 MXN, totaling \$2,468.40 MXN. A note at the bottom states, 'This is a rare find. Hana175's place is usually booked.'

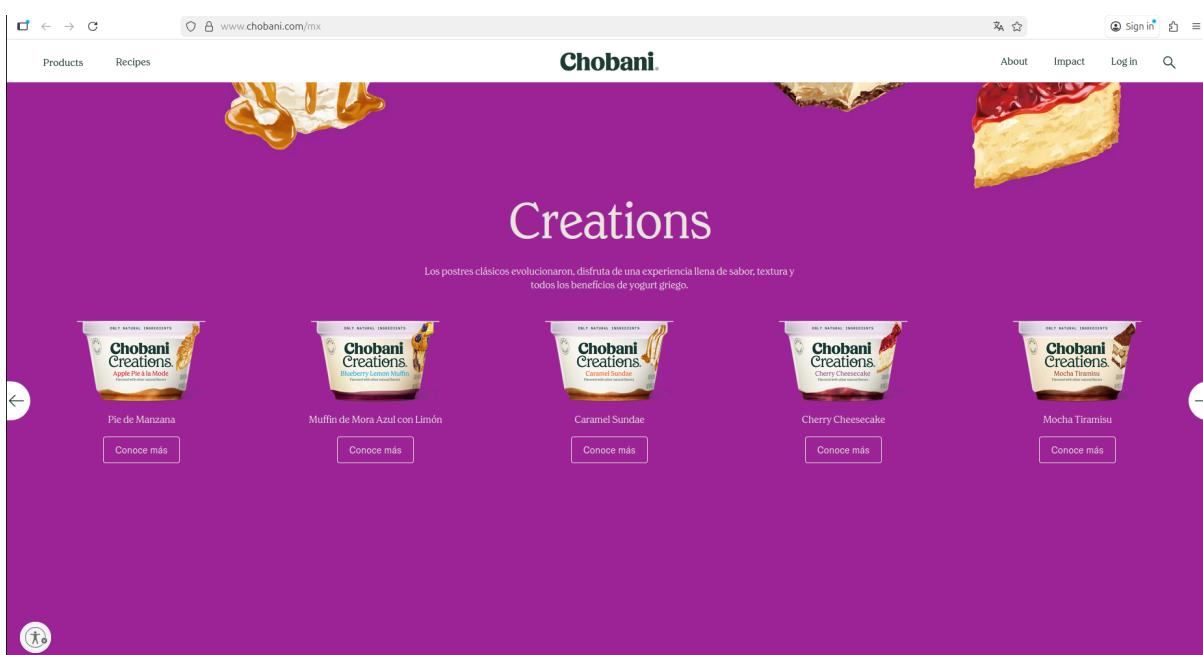
Airbnb es un ejemplo citado frecuentemente: en su proceso de reserva, no te muestran todo en un solo paso, sino que gradualmente vas revelando más campos (fechas, personas, precios, extras) para no abrumar al usuario.

3. Coherencia (Stripe)



Stripe tiene un sistema de diseño muy homogéneo, todo el sitio respeta una paleta de colores establecido y analizado con detenimiento.

4. Contraste (Chobani)



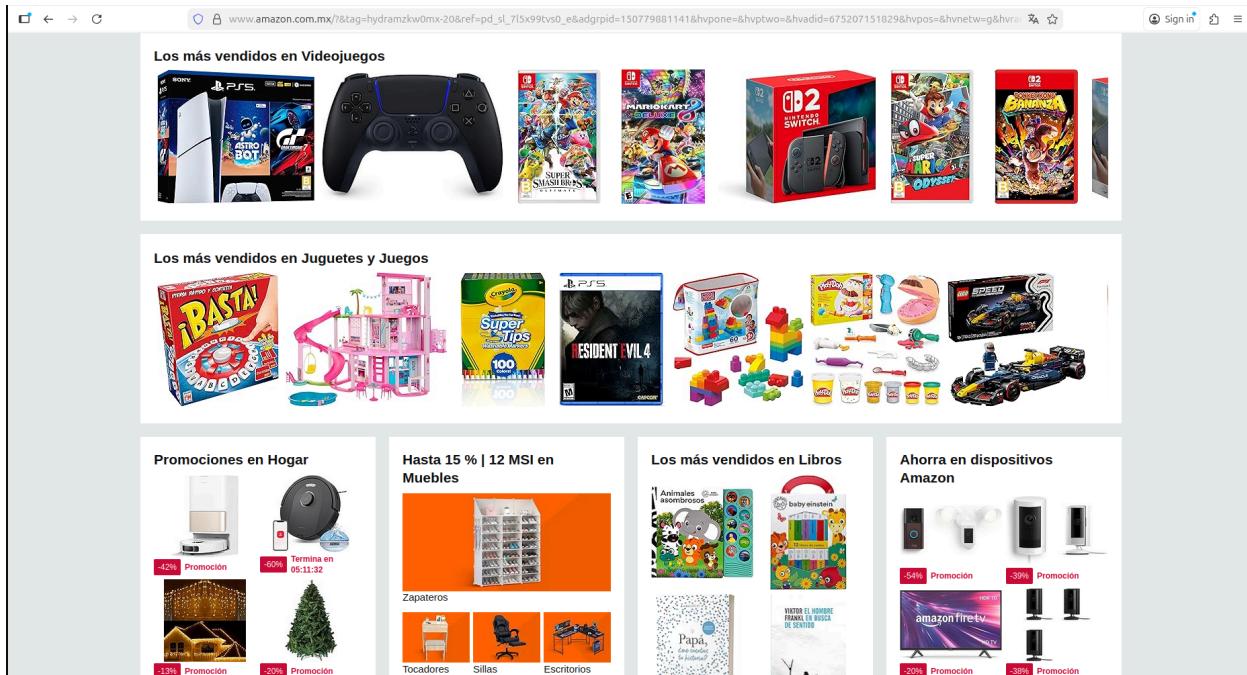
El sitio web de Chobani (se abre en una pestaña nueva) utiliza colores de fondo intensos y saturados combinados con texto limpio, blanco u oscuro, creando una experiencia de alto contraste que no solo es visualmente impactante, sino también muy legible. El texto destaca claramente sobre los fondos, lo que facilita su lectura a usuarios con baja visión, daltonismo o sensibilidad al contraste.

5. Accesibilidad (<https://www.gov.uk/>)

The screenshot shows the GOV.UK homepage. At the top, there's a navigation bar with links for 'Sign in' and a search icon. Below the navigation, a section titled 'Popular on GOV.UK' lists several services with icons and links: HMRC account, eVisas, Universal Credit account, Personal tax account, Childcare account, and Check your State Pension forecast. The main content area is divided into two columns: 'Services and information' on the left and 'Featured' on the right. The 'Services and information' column contains links for Benefits, Births, deaths, marriages and care, Business and self-employed, Childcare and parenting, and Citizenship and living in the UK. The 'Featured' column contains links for Find a job, National Insurance, and Cost of living support, each with a small icon. At the bottom right, there's a 'GOV.UK Get the GOV.UK app' button.

El sitio del gobierno del Reino Unido es ampliamente citado como un referente de accesibilidad: tiene una navegación muy clara, buen contraste, y está diseñado para ser usado mediante teclado y con lectores de pantalla.

6. Proximidad (Amazon)



En Amazon los distintos productos se presentan en cajas que contienen elementos de la misma categoría, lo que ayuda a mantener un orden y a asociar diferentes grupos según la categoría a la que pertenezca.

7. Coordinación (Apple)

The screenshot shows the Apple Store website with a clean, modern design. Key features include:

- Header**: Features the word "Store" in a large, bold, blue font, and a promotional message "Give something special this holiday." with a "Find an Apple Store" link.
- Product Categories**: A horizontal row of icons representing various Apple products: Mac, iPhone, iPad, Apple Watch, Apple Vision Pro, AirPods, AirTag, Apple TV 4K, HomePod, Accessories, and Apple Gift Card.
- Hero Section**: A large banner with the heading "The latest. Truly awe-inspired gifts." followed by four product cards:
 - iPhone 17 Pro**: Shows the phone with its camera system and a yellow gradient background.
 - MacBook Pro 14" with M5**: Shows the laptop with a dark background and a large, stylized "F1" graphic.
 - iPad Pro**: Shows the tablet with a black background and a colorful, abstract graphic.
 - Apple Watch S**: Shows the watch with a dark background and a red gradient background.

Todo está coreografiado: iconos, sombras, profundidad, animaciones, tamaños, tipografía. macOS, iOS, watchOS y iPadOS tienen un estilo consistente que se reconoce al instante. Los desarrolladores siguen estas guías para mantener coordinación visual y funcional. Coordinación extrema que da a Apple una identidad visual única.

