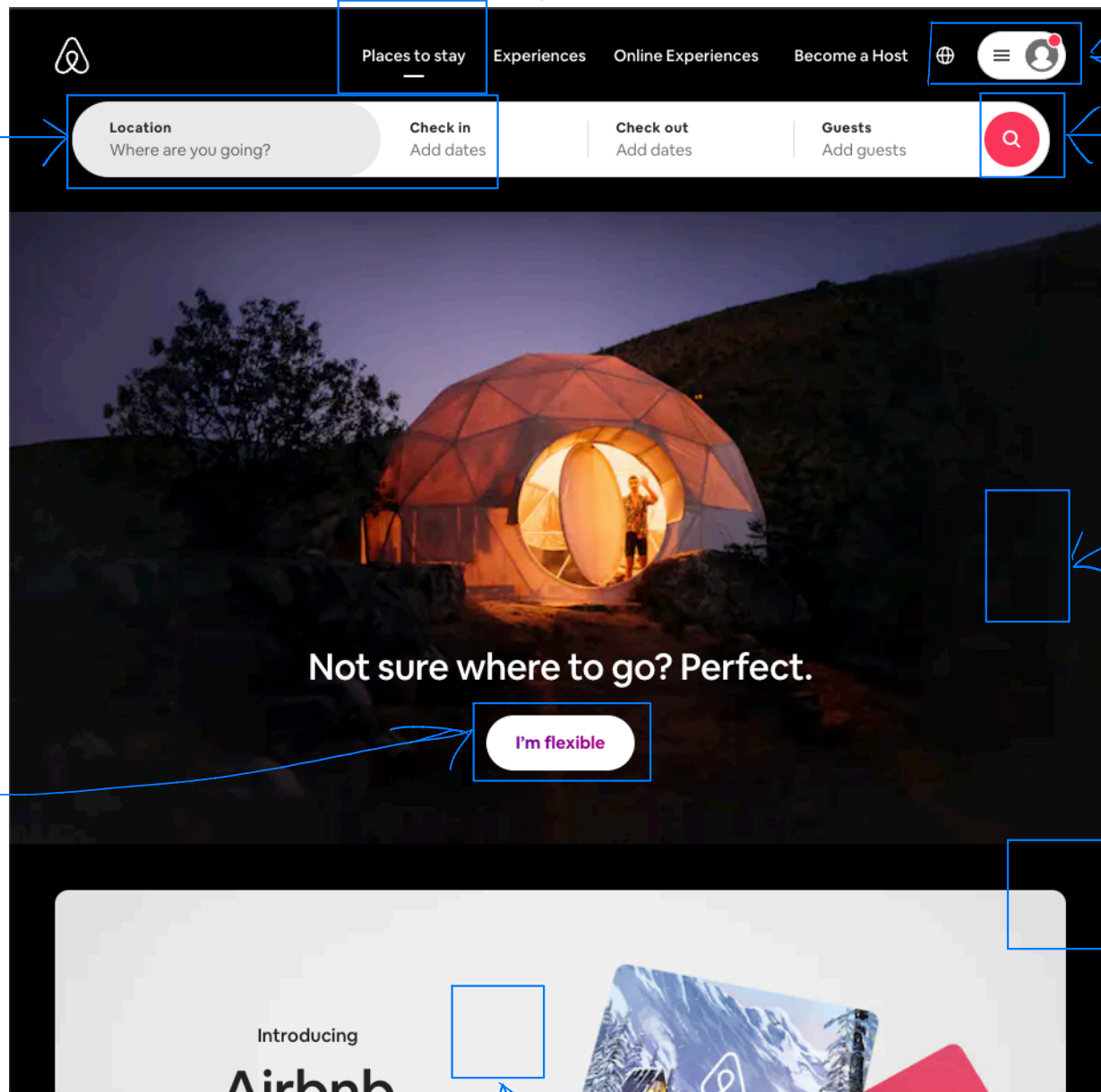


using
whitespace
effectively here



Colours used are
mostly black for the background and white
for other
ui elements

all ui
buttons are
flat to
look more
minimalistic

pop of colour
to distinguish
between everything
else

lots of white
space around
main heading

subtle gradient
on button to
differentiate
itself for user

maintains simple
colour palette of
blacks, white, and light
gray

Example is Airbnb's website (<https://www.airbnb.ca/>)

Another example
of good whitespace

7 Rules for Creating Gorgeous UI (Part 1) (Updated for 2022) by Erik D. Kennedy

- Light Comes From the Sky (counter)
 - Search bar buttons are flat and do not portray any 3D elements - conveys a simple design
 - We see more and more websites and apps use flat-like design elements which looks more minimalistic rather than elements with lots of shadows, 3D elements, and texture
 - All navigation buttons are also flat without any light-related details
 - “I’m Flexible” button is flat and does not cast any shadows of any sort
- Black and White first (example)
 - Outer borders are black and all other UI elements use white colours
 - Subtle hints of colour in “I’m Flexible” button - used purple->pink gradient to add some pop
 - Search button has a flat red colour to distinguish between other elements for the user
 - Overall palette consists of black and white with most other colours coming from the images
- Doubling white-space (example)
 - Search bar applies whitespace on the left and right to create breathing room
 - Main title is surrounded by a lot of whitespaces to show separation between background image and title as well as button
 - “Introducing Airbnb gift cards” card has good use of whitespace in order to showcase the image aesthetically

Maneesh Wijewardhana

mkandage@uoguelph.ca

1125828