

**Abstract**

**Tangible**



Startup ————— Enterprise

Efficiency ↔ Consistency      Optimization      Sophistication

“What”  
(Colors, fonts)

**X**

**X**

**X**

**X**

“Where”  
(buttons, type)

**X**

**X**

**X**

**X**

“When”  
(Interaction patterns)

**X**

**X**

**X**

“Why”  
(Principles)

**X**