Empathising with the users

Hierarchy refers to a group of elements that are organized in order of importance.
Emphasis is about making one element stand out from the other elements surrounding it.

Proportion

The balance or harmony between elements that are scaled

Unity

Measures how well elements of your design work together to communicate an idea

Variety

Varying the elements in your design to break up monotony

Design review checklist

- Detail view

- Page-level view

- Function-level view

- App-level view