

PRINCIPLES OF DESIGN

There are 6 principles of design :

- Clarity
- Hierarchy
- Consistency
- Feedback
- Accessibility
- Emotion

Example : A product that we use in day today life - Toothpaste tube

Design analysis of toothpaste tube :

1. Clarity

Benefits :

- Product type is immediately clear (toothpaste).
- The front label usually states the main function like *whitening*, *sensitive*, or *cavity protection*.
- Instructions are provided on the packaging.

Cons :

- Too many marketing terms create confusion.
- Similar-looking variants make it hard to choose the right one quickly.
- Important info (age suitability, fluoride level) is not clear at first glance

2. Hierarchy

Benefits :

- The brand name is clearly visible and easy to recognize.

Cons :

- Brand often dominates over functional information.
- Warnings and key details are in very small text.
- All features are emphasized equally, reducing focus.

3. Consistency

Benefits :

- Same tube shape and cap style make usage familiar.
- Brand identity remains consistent across products.

Cons :

- Variants look too similar, leading to wrong purchases.

4. Feedback

Benefits :

- Squeezing the tube gives immediate control over the amount.
- Visual feedback when paste comes out of the nozzle.

Cons :

- No clear indication of how much toothpaste is left.
- The tube stays deformed after squeezing.

5. Accessibility

Benefits :

- Lightweight and portable.

Cons :

- Small text is difficult to read.
- Hard for elderly or children to squeeze when nearly empty.

6. Emotion

Benefits :

- Daily use builds a routine and sense of cleanliness.

Cons :

- Strong flavors may feel uncomfortable.