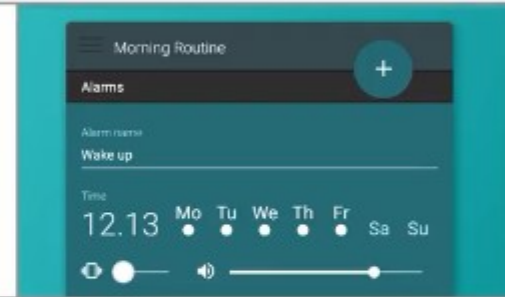
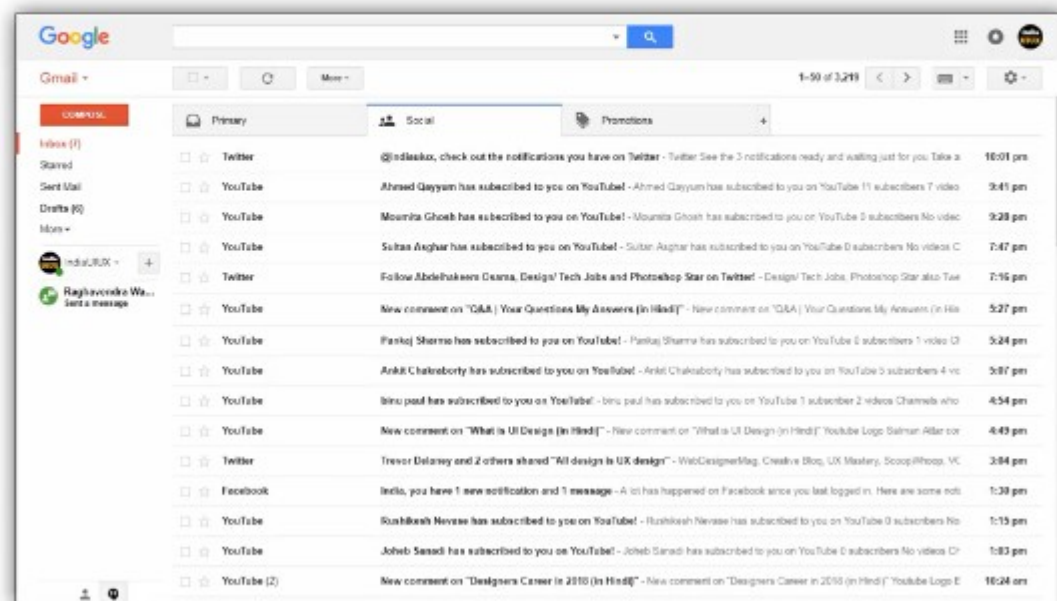


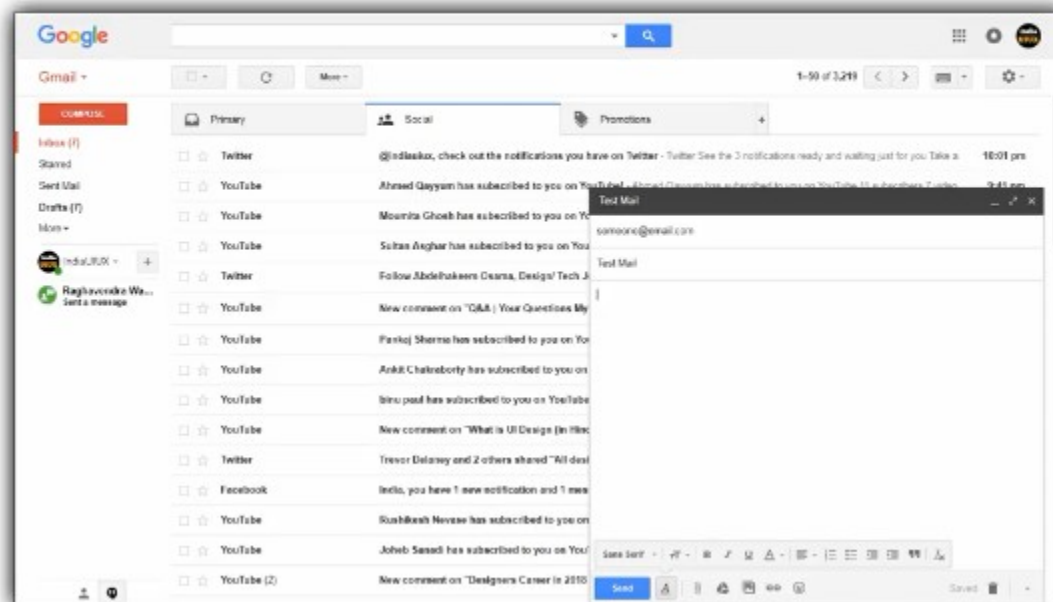
# USER INTERFACE DESIGN | PRINCIPLE & GUIDELINE



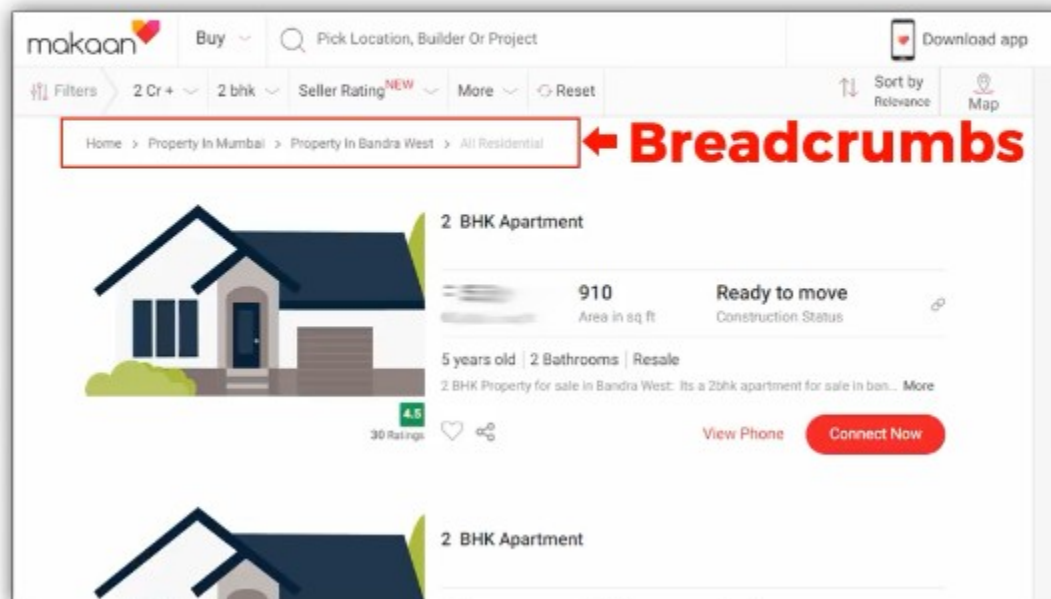
# Clarity



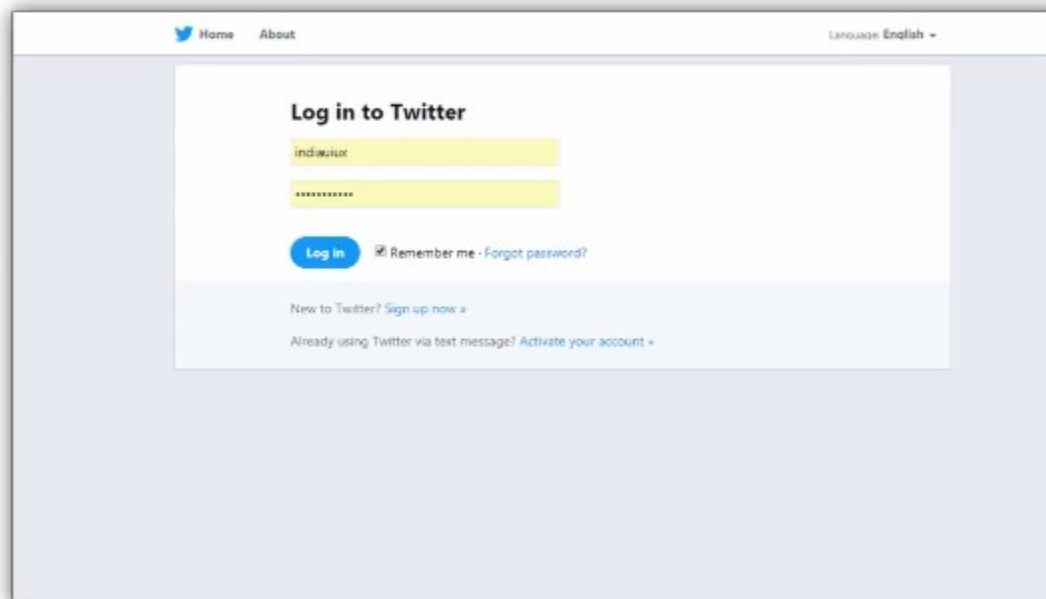
# Clarity



# Clarity



# Clarity



A mockup of the Twitter login page. The page has a light blue background. At the top, there is a navigation bar with a Twitter bird icon, the text "Home", "About", and "Language: English" with a dropdown arrow. The main content area is a white box with a light blue border. Inside this box, the title "Log in to Twitter" is centered. Below the title are two yellow input fields: the first contains the text "indawux" and the second contains a series of dots representing a password. Below the password field is a blue "Log in" button. To the right of the button is a checked checkbox labeled "Remember me" and a link "Forgot password?". Below these elements are two lines of text: "New to Twitter? Sign up now" and "Already using Twitter via text message? Activate your account", both with arrows pointing to the right.

Twitter Home About Language: English

### Log in to Twitter

indawux

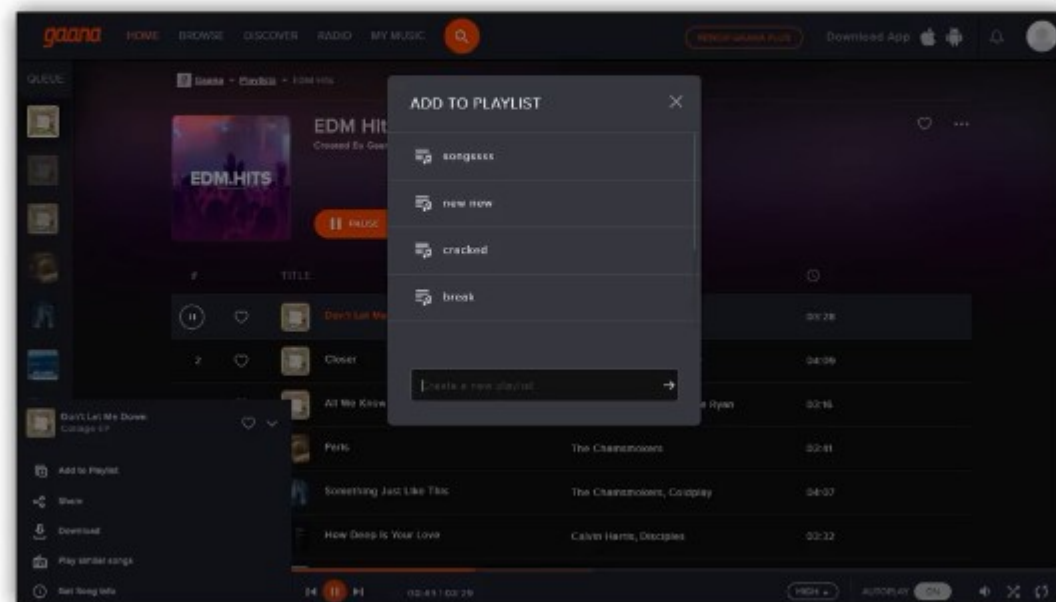
.....

Log in ☒ Remember me [Forgot password?](#)

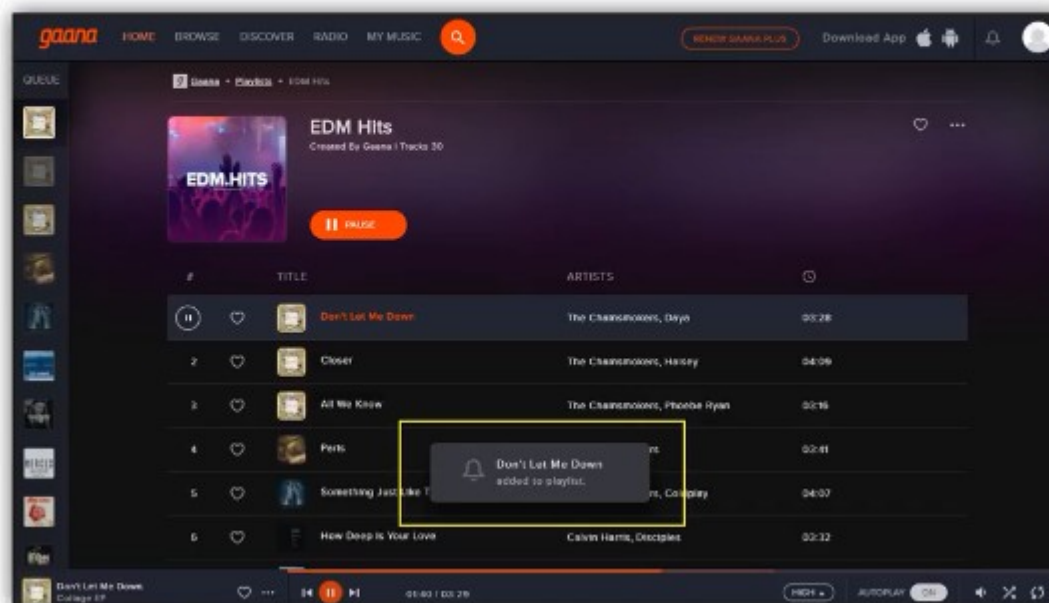
New to Twitter? [Sign up now](#)

Already using Twitter via text message? [Activate your account](#)

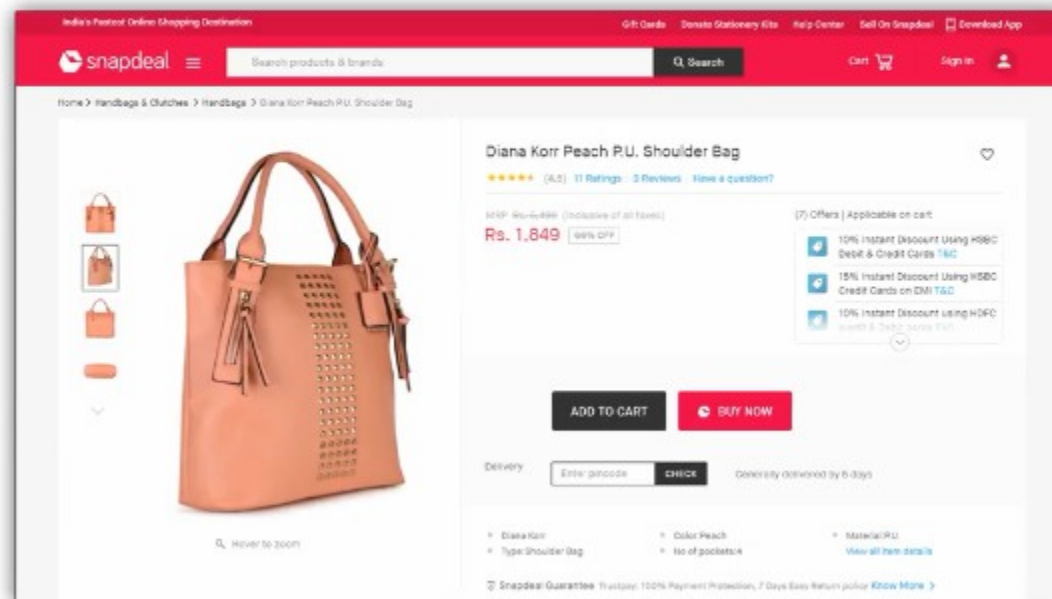
# Confirmation



# Confirmation

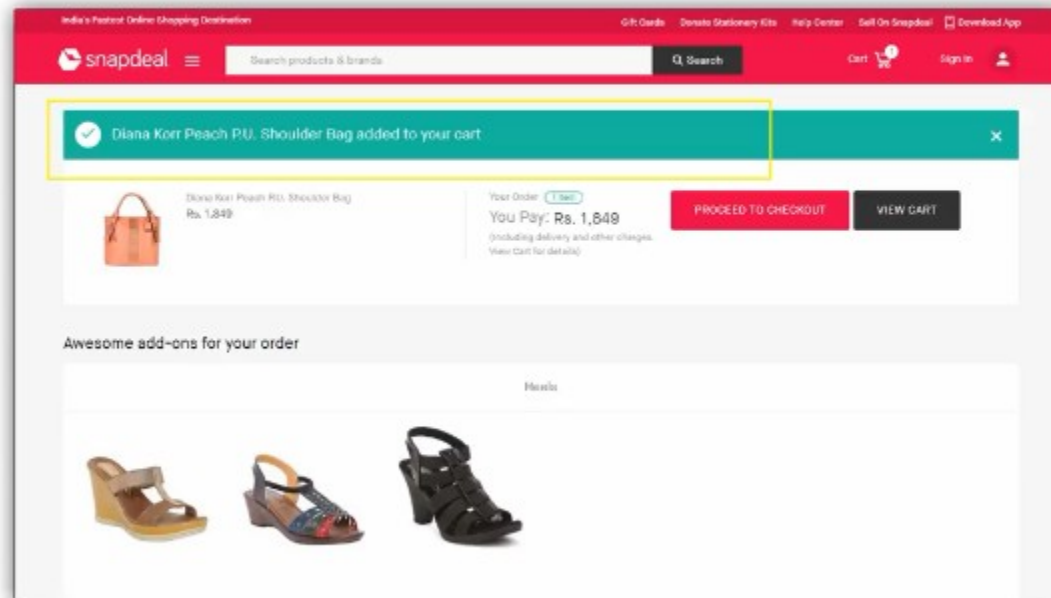


# Confirmation

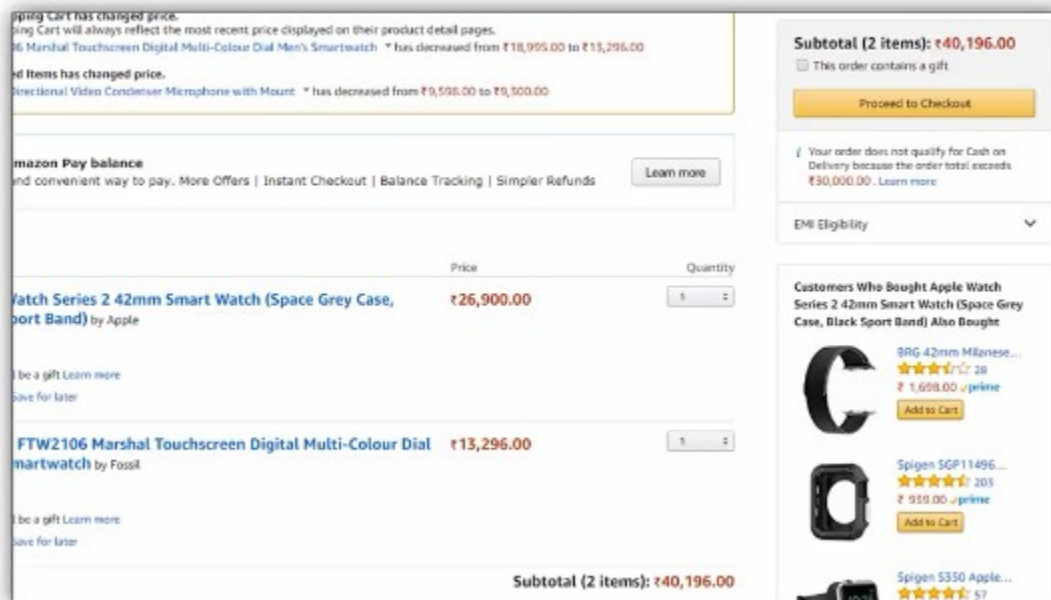




# Confirmation



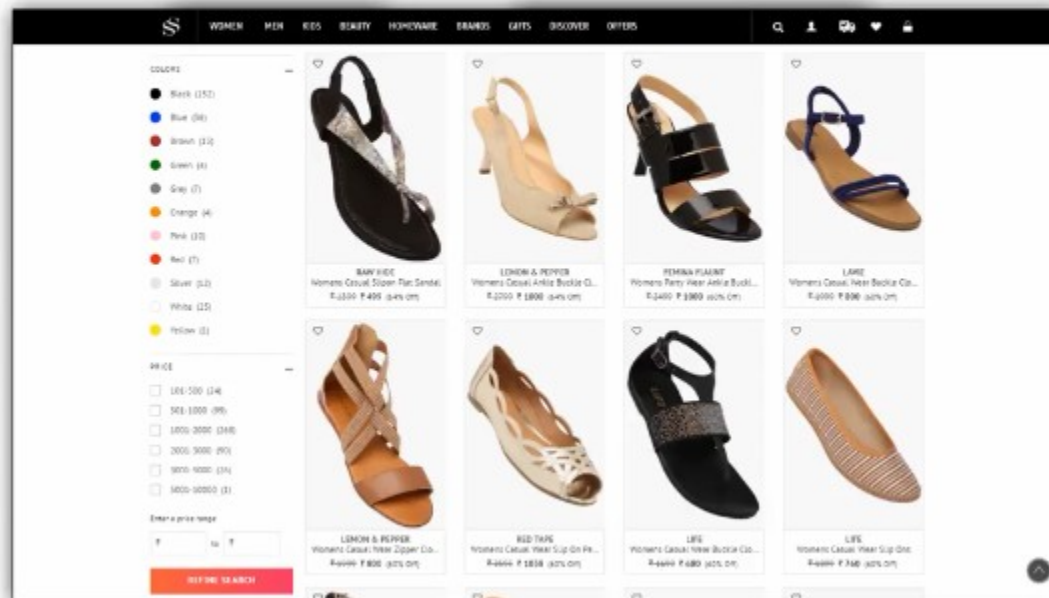
## Consistency



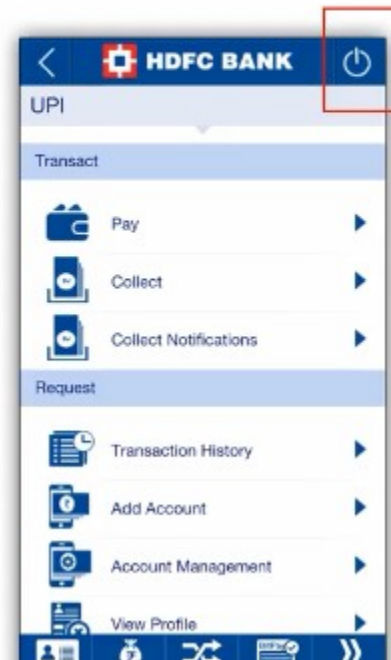
# Consistency



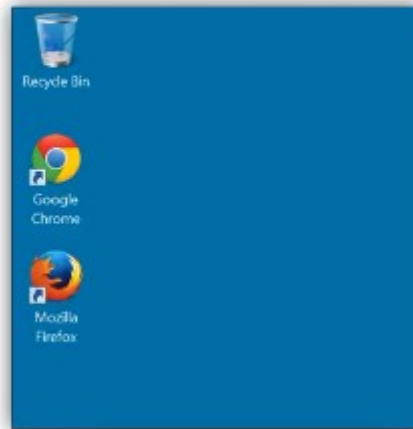
# Consistency



# Familiarity



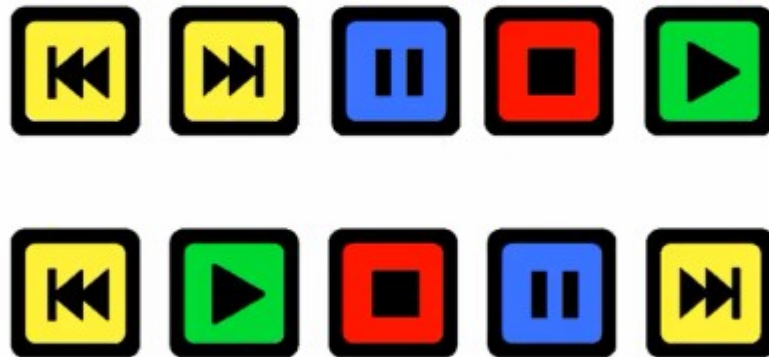
# Familiarity



# Familiarity



# Familiarity





# No Complication



# No Complication

The screenshot displays a flight booking website with a clean, user-friendly interface. At the top, navigation tabs for 'Flights', 'Hotels', 'Cars', and 'Vacations' are visible. The 'Flights' tab is active, leading to a search section titled 'Find Cheap Tickets - Save Big!'. This section includes radio buttons for 'Round Trip' (selected), 'One Way', and 'Multiple Cities'. Below these are input fields for 'From' (pre-filled with 'BOM - Mumbai') and 'To' (placeholder 'Enter a city or airport'). There are also 'Depart' and 'Return' date pickers. A row of dropdown menus allows selection of 'Adults' (1), 'Seniors' (0), 'Children' (0), and 'Class' (Coach). A '+ More Options' link is present. A prominent orange 'Search Now' button is at the bottom of the form. To the right, a large banner features a photo of the Golden Gate Bridge and the text 'Unbelievably Low Domestic Flights Book now & save!'. Below the banner, a promotion for a 'Get Proxic Code' offers '\$25 OFF our fees' with terms and conditions. The footer contains four icons with text: 'Price Match Promise', 'Easy Booking', '24/7 Customer Care', and a 'Like' button with a count of 1.7k. The page is titled 'Domestic Airfare Deals' at the bottom.

Flights Hotels Cars Vacations

**Find Cheap Tickets - Save Big!**

☒ Round Trip ☐ One Way ☐ Multiple Cities

From: BOM - Mumbai

To: Enter a city or airport

Depart: Pick a date Return: Pick a date

Adults: 1 Seniors: 0 Children: 0 Class: Coach

+ More Options

**Search Now**

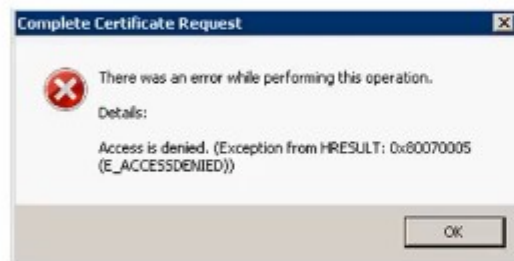
Unbelievably Low Domestic Flights Book now & save!

Get Proxic Code Get up to \$25 OFF our fees! Applies to bookings for air travel. Book by Feb 28, 2018. Learn more

Price Match Promise Easy Booking 24/7 Customer Care Like 1.7k

Domestic Airfare Deals

# Understandable Content



# Understandable Content





# Understandable Content



# Not to Surprise/Confuse

Sign in to start your session







[Log in](#) [Cancel](#)

# Not to Surprise/Confuse


Sign in to start your session


Email 

Password 

[Log in](#) [Cancel](#)

Sign in to start your session

Email 

Password 

[Log In](#) [Cancel](#)