

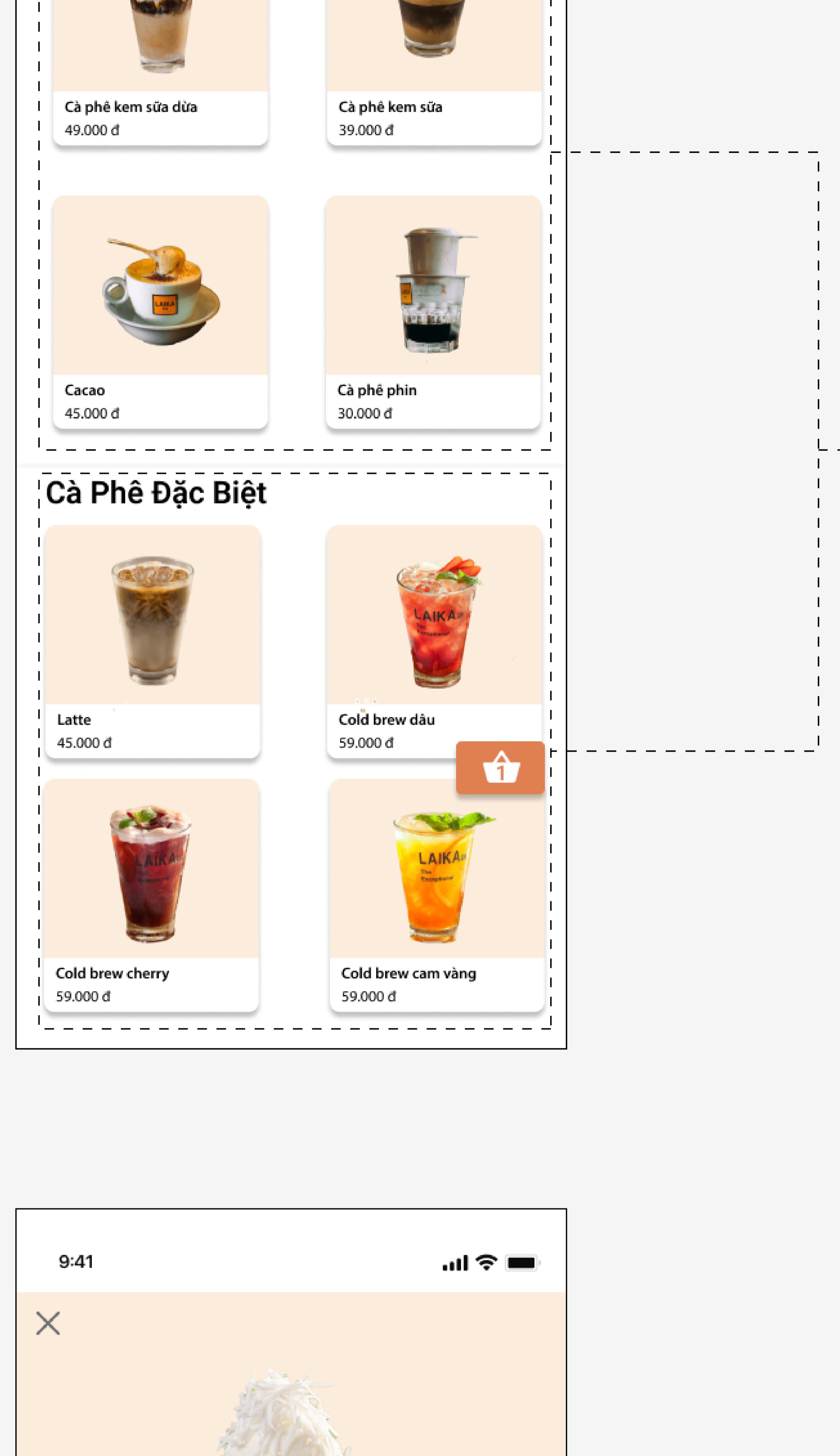
#### EMPHASIS:

The box helps each recommendation stand out. The bright buttons make getting the job done clearly and easily.

#### UNITY:

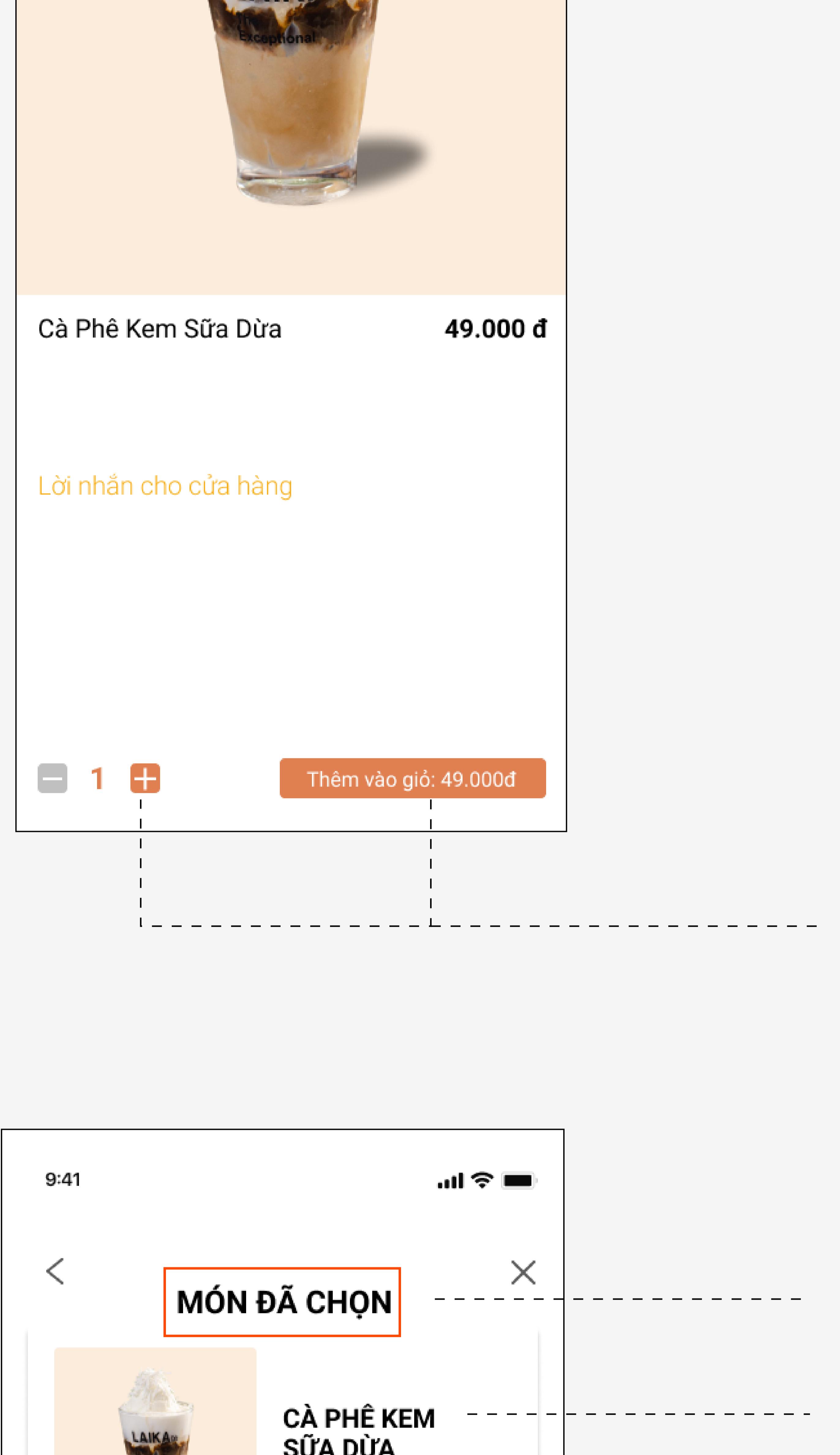
How elements align with each other  
The shape of elements  
Continuity within text elements (**Bold**)

The news boxes have the same scale, proportion, and size. These red squares are all the same size. There are many different principles happening on this screen of the app, but there's no doubt that the design of the boxes makes this design feel clean, organized, and easy to navigate.



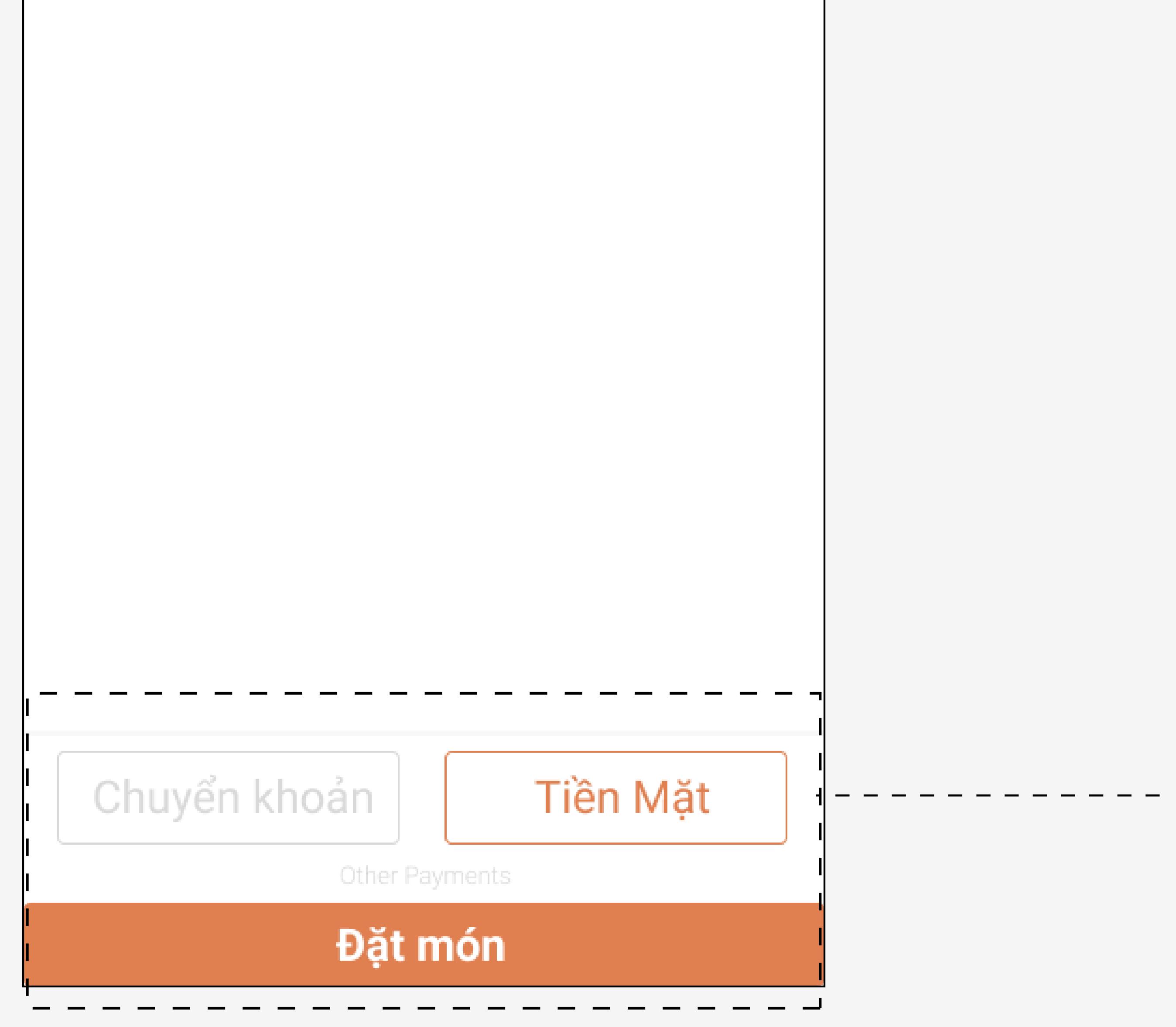
#### SCALE & PROPORTION:

This approach focuses the user's attention on a certain content (focal point) while ensuring ease of scanning, recognizability and overview flow. And in this app the focal point is type of drinks.



#### SIMILARITY:

Similar items are clearly grouped together in a carousel for browsing.



#### HIERARCHY:

Large font sizes make the information easy to scan and direct attention to important elements. The smaller font size used for the body text also helps define content hierarchy.

#### COMMON REGION

increased decentralization, scanability, and payment support.