

WHAT IS VISUAL HIERARCHY?

- 👉 Visual hierarchy is about **establishing which elements** of a design **are the most important ones**
- 👉 Visual hierarchy is about **drawing attention** to these most important elements
- 👉 Visual hierarchy is about **defining a “path” for users**, to **guide** them through the page
- 👉 We use a combination of **position, size, colors, spacing, borders, and shadows** to establish a meaningful visual hierarchy between elements/components

Eco-Villa Garden Pool & Sea View (Villa Epicurea)

★ 5.0 (12) · Superhost · Sesimbra, Setubal, Portugal

Share Saved

Show all photos

Tiny house hosted by Eco-Lodge Villa Epicurea

4 guests · 1 bedroom · 3 beds · 1 bath

Entire home
You'll have the tiny house to yourself.

Enhanced Clean
This host committed to Airbnb's 5-step enhanced cleaning process. [Learn more](#)

Eco-Lodge Villa Epicurea is a Superhost
Superhosts are experienced, highly rated hosts who are committed to providing great stays for guests.

Free cancellation until 3:00 PM on Mar 5
After that, cancel before 3:00 PM on Mar 10 and get a 50% refund, minus the first night and service fee. [Get details](#)

House rules
This place isn't suitable for infants (0–2 yrs) and the host doesn't allow parties or smoking. [Get details](#)

€106 / night · ★ 5.0 (12)

CHECK-IN 3/10/2021 · CHECKOUT 3/11/2021

GUESTS 1 guest

Reserve

You won't be charged yet

€106 x 1 night	€106
Service fee	€0
Total	€106

Report this listing

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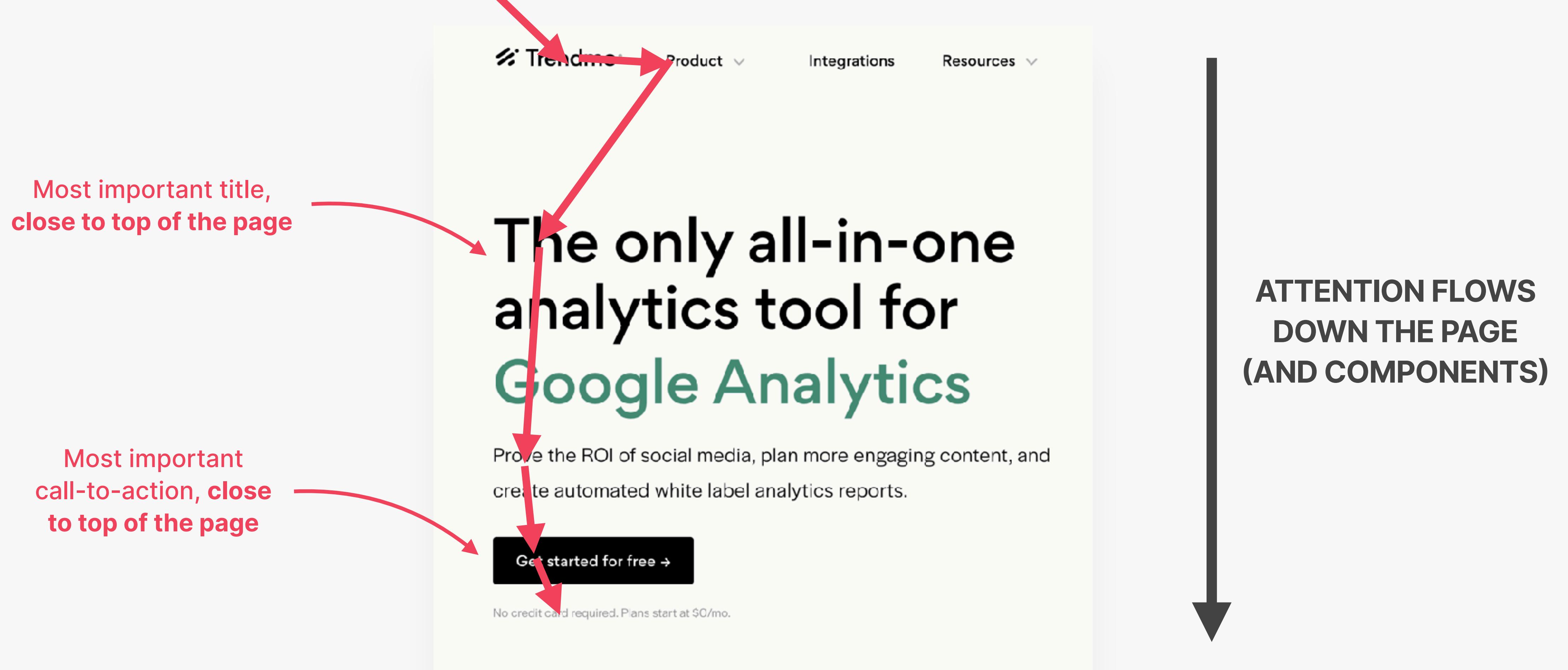
Service fee €0

Total €106

Report this listing

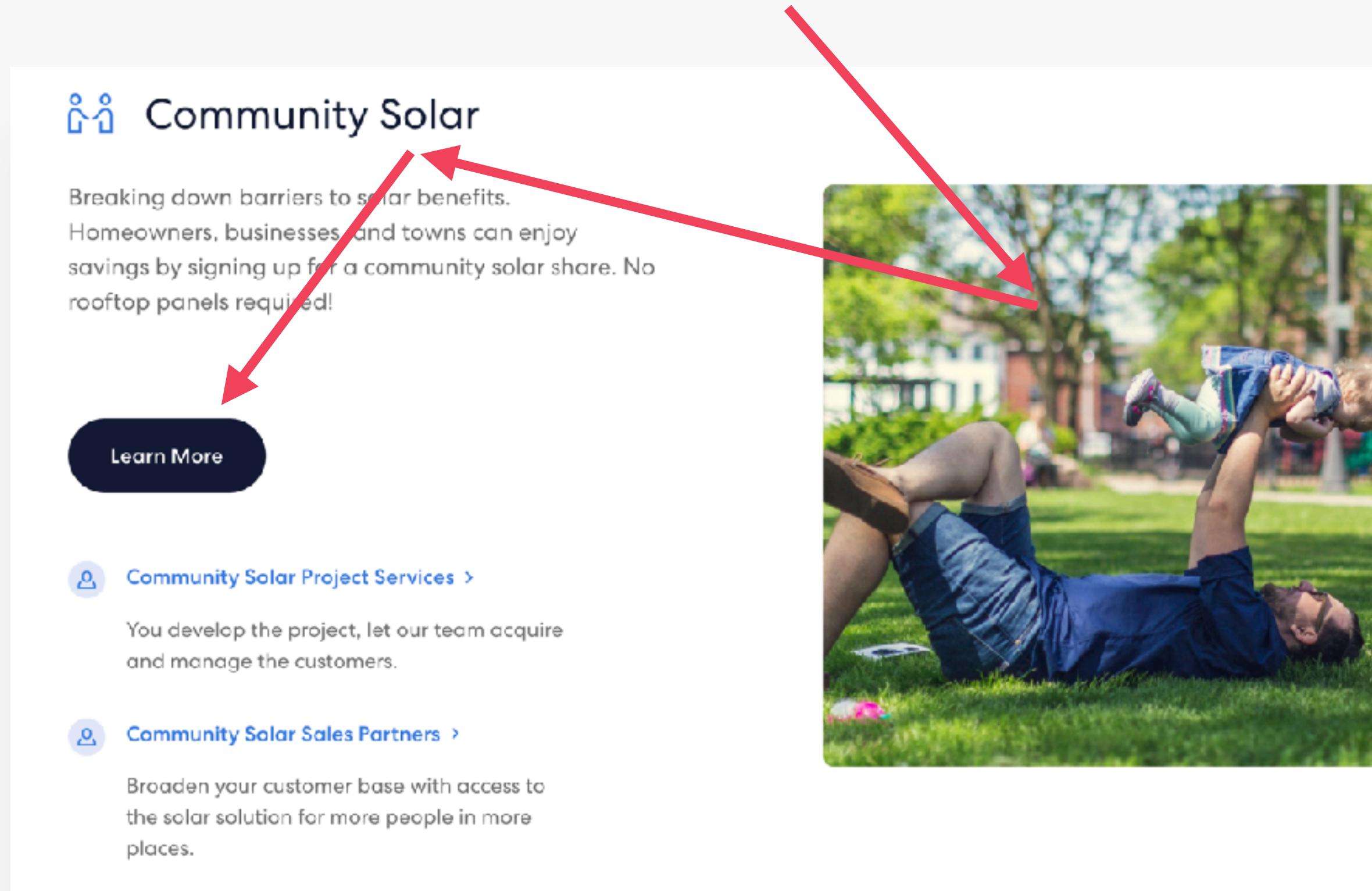
VISUAL HIERARCHY FUNDAMENTALS

- 1 Position important elements **closer to the top the page**, where they get more attention

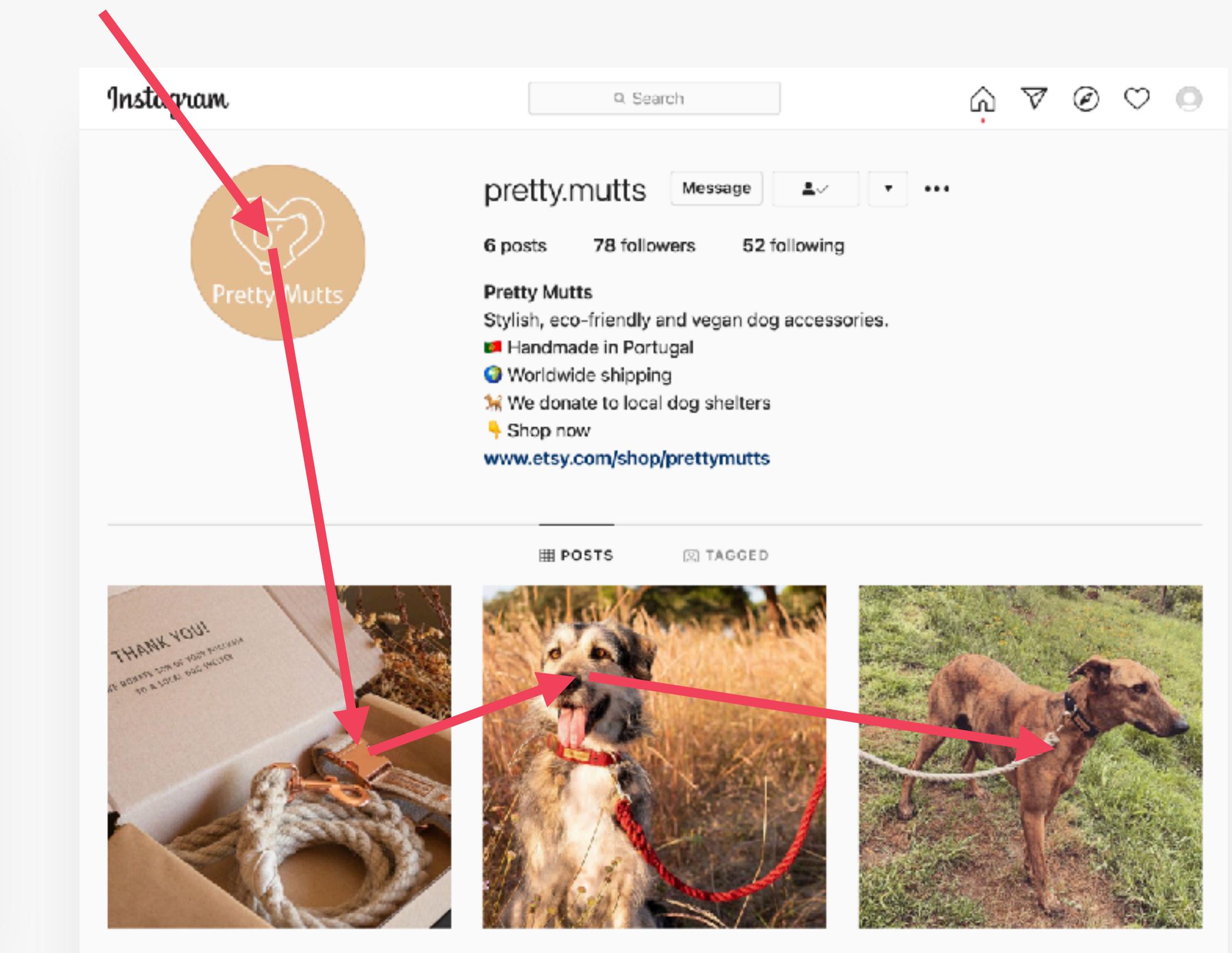


VISUAL HIERARCHY FUNDAMENTALS

- 1 Position important elements **closer to the top the page**, where they get more attention
- 2 Use images mindfully, as they draw **a lot of attention** (larger images get more attention)



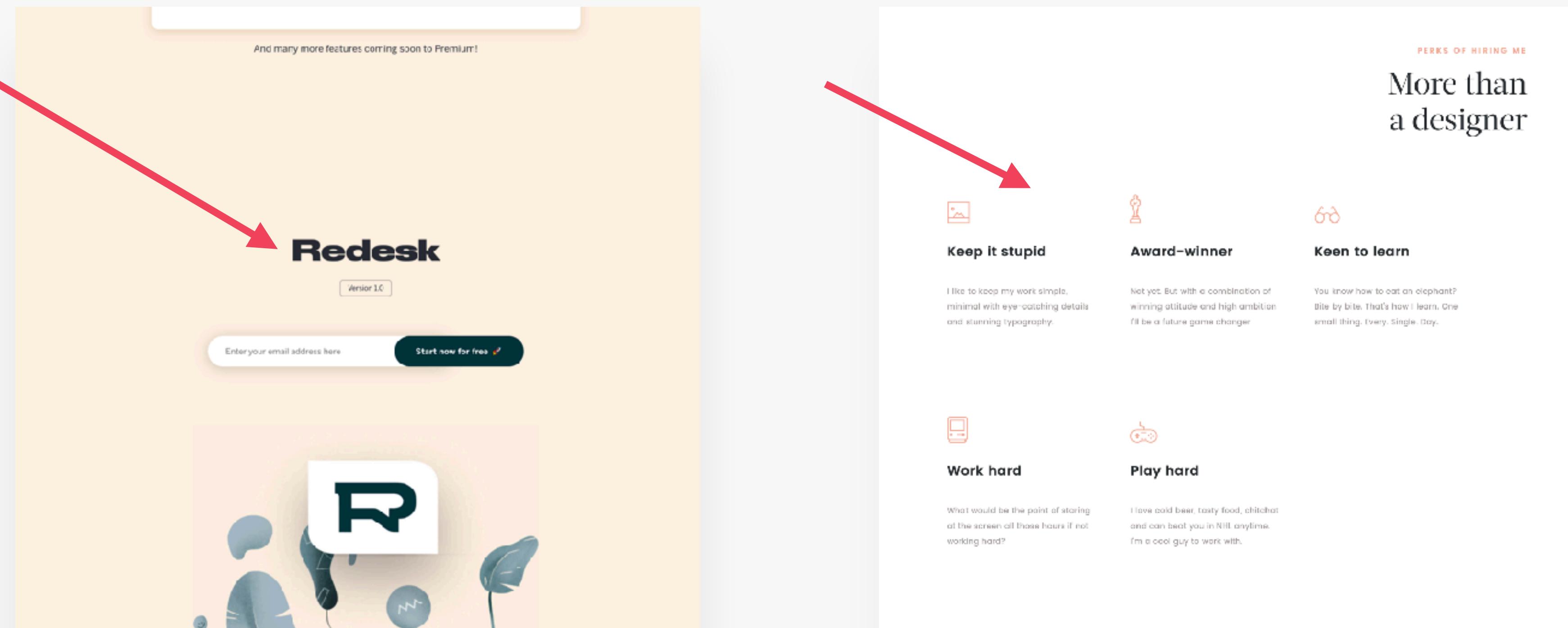
The screenshot shows a website for "Community Solar". At the top left is a blue icon of two people. To its right, the text "Community Solar" is displayed in a large, bold, dark font. Below this, a paragraph of text reads: "Breaking down barriers to solar benefits. Homeowners, businesses and towns can enjoy savings by signing up for a community solar share. No rooftop panels required!" A prominent red arrow points from the top of the slide towards this text. At the bottom left is a dark blue button with the white text "Learn More". A second red arrow points from the top of the slide towards the center of a large photograph of a man lying on his back on a grassy lawn, holding a small child in the air.



The screenshot shows an Instagram profile for "pretty.mutts". The profile picture is a yellow circle containing a white silhouette of a dog's head. The username "pretty.mutts" is written in white. Below it, the bio reads: "Pretty Mutts Stylish, eco-friendly and vegan dog accessories." It also includes icons for "Handmade in Portugal", "Worldwide shipping", "We donate to local dog shelters", and a "Shop now" link. A third red arrow points from the top of the slide towards the profile picture. Below the profile, there are three thumbnail images: one showing a cardboard box with a "THANK YOU!" note and a coiled rope; another showing a brown dog sitting in tall grass; and a third showing a greyhound standing in a field.

VISUAL HIERARCHY FUNDAMENTALS

- 1 Position important elements **closer to the top the page**, where they get more attention
- 2 Use images mindfully, as they draw **a lot of attention** (larger images get more attention)
- 3 Whitespace creates separation, so **use whitespace strategically** to emphasize elements



VISUAL HIERARCHY FOR TEXT ELEMENTS

4

For text elements, use **font size**, **font weight**, **color**, and **whitespace** to convey importance



Confusing! No hierarchy at all

Eco-Villa Garden Pool & Sea View (Villa Epicurea)

★ 5.0 (12) · 🏡 Superhost · [Sesimbra, Setubal, Portugal](#)



Increasing font size

Eco-Villa Garden Pool & Sea View (Villa Epicurea)

★ 5.0 (12) · 🏡 Superhost · [Sesimbra, Setubal, Portugal](#)



Increasing font weights

Eco-Villa Garden Pool & Sea View (Villa Epicurea)

★ 5.0 (12) · 🏡 Superhost · [Sesimbra, Setubal, Portugal](#)



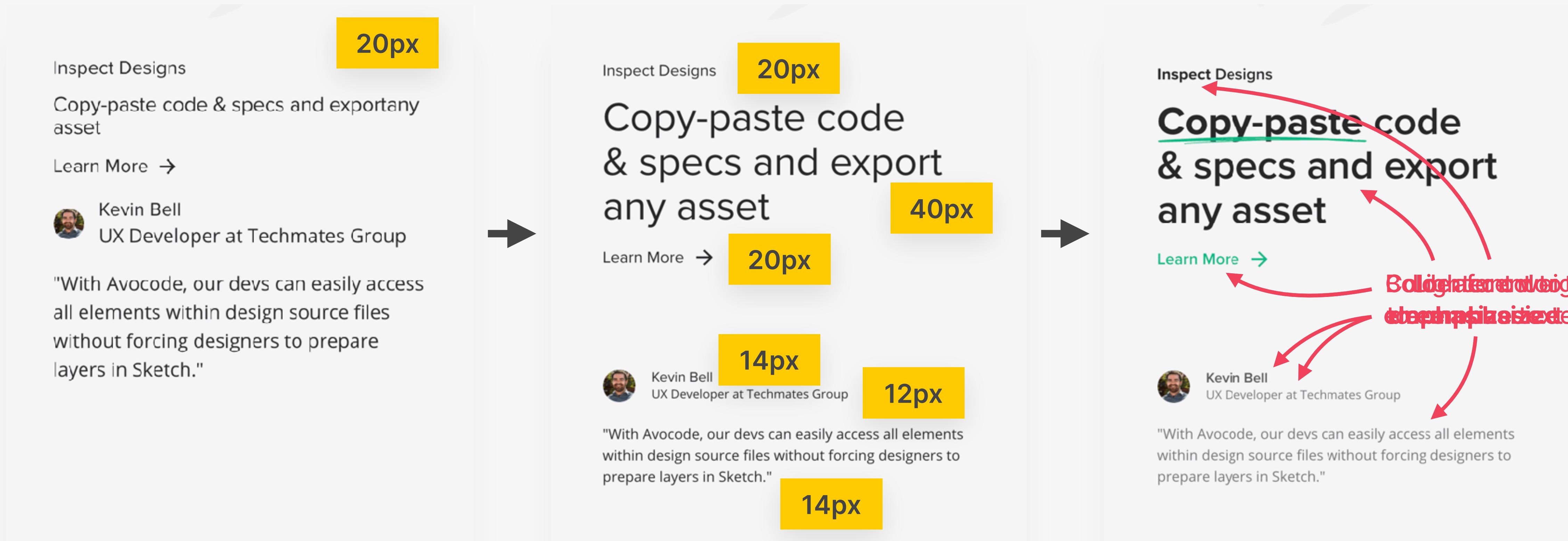
Lightening color of less important text. Perfect!

Eco-Villa Garden Pool & Sea View (Villa Epicurea)

★ 5.0 (12) · 🏡 Superhost · [Sesimbra, Setubal, Portugal](#)

VISUAL HIERARCHY FOR TEXT ELEMENTS

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Confusing! No hierarchy at all



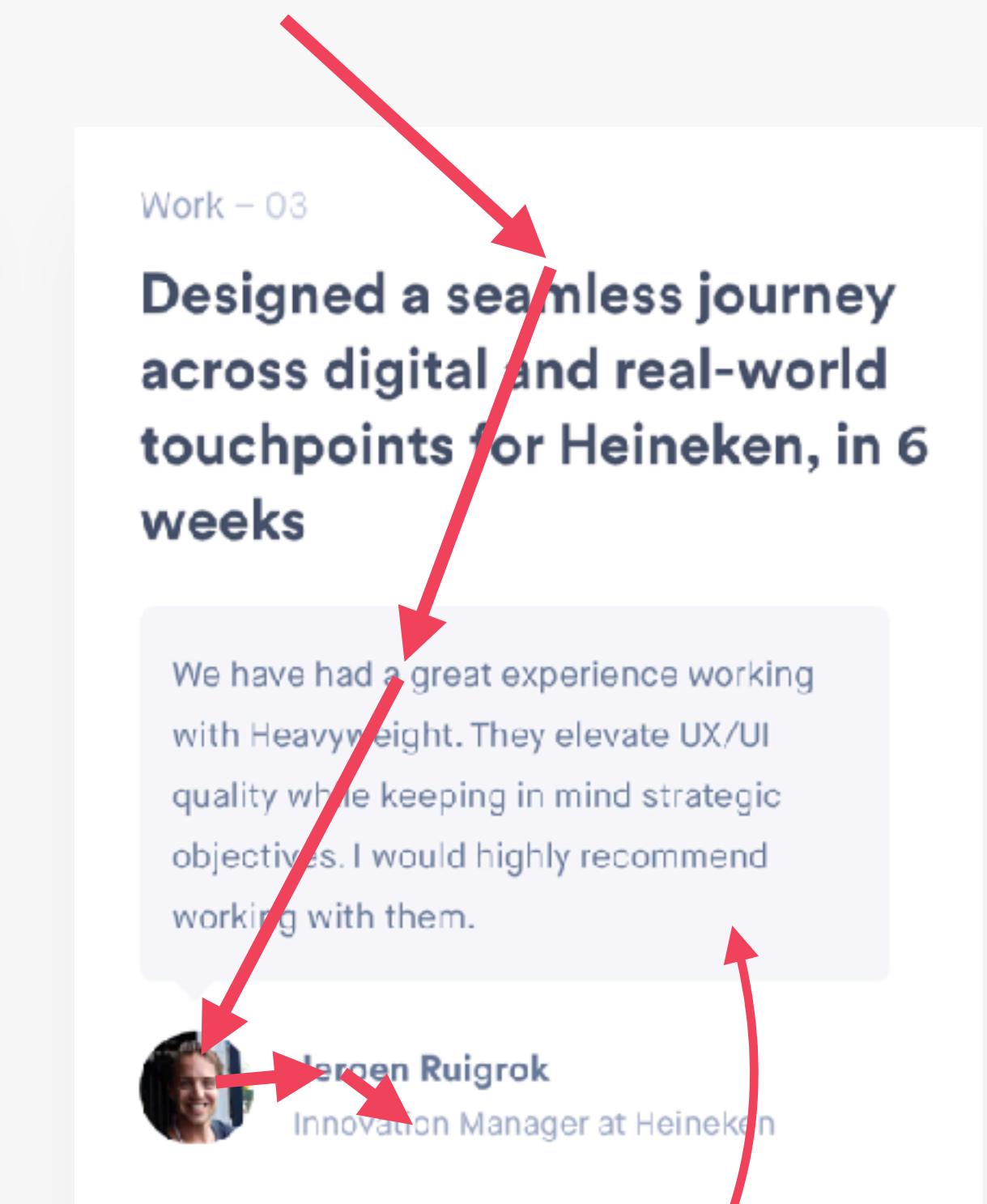
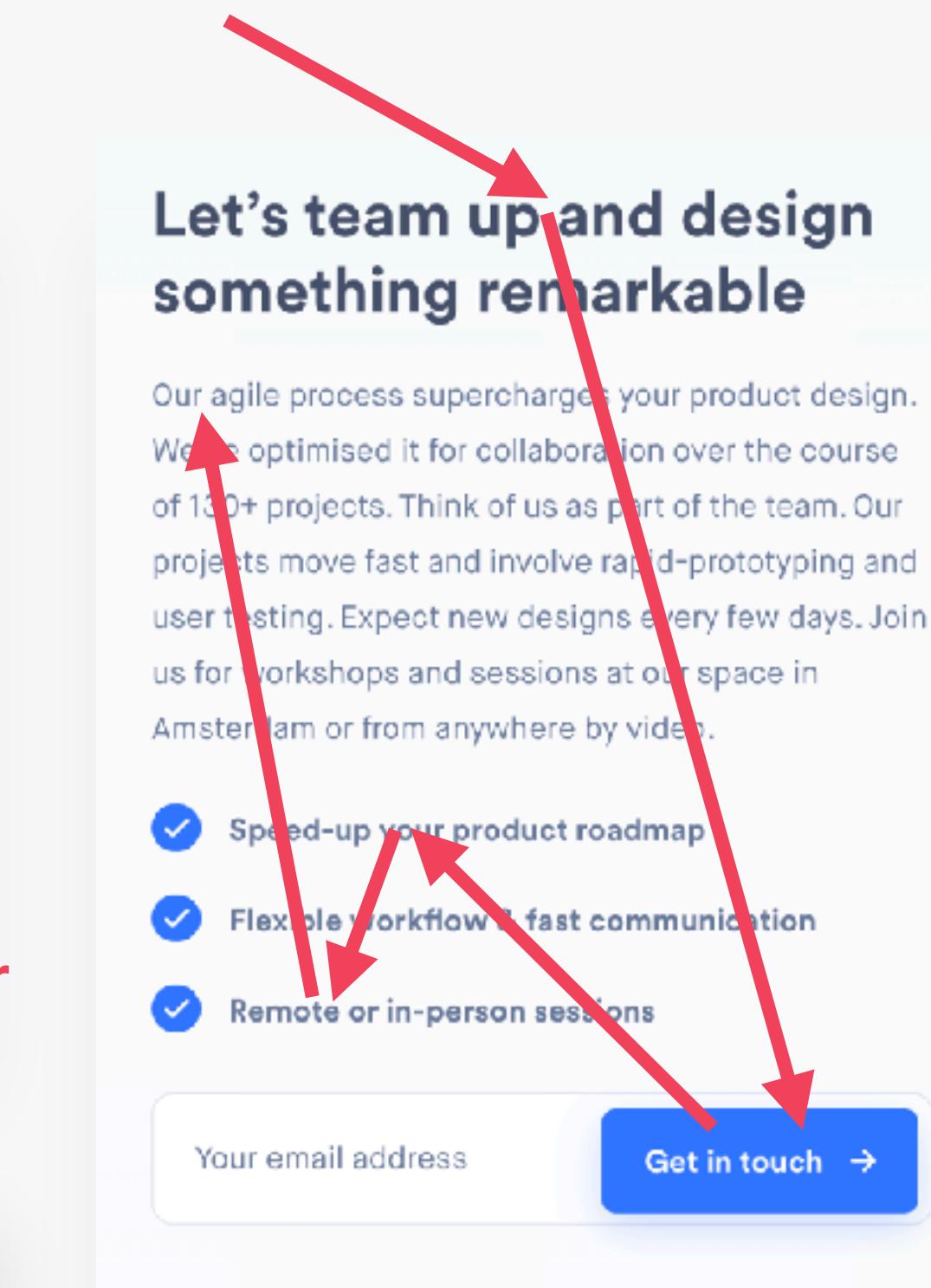
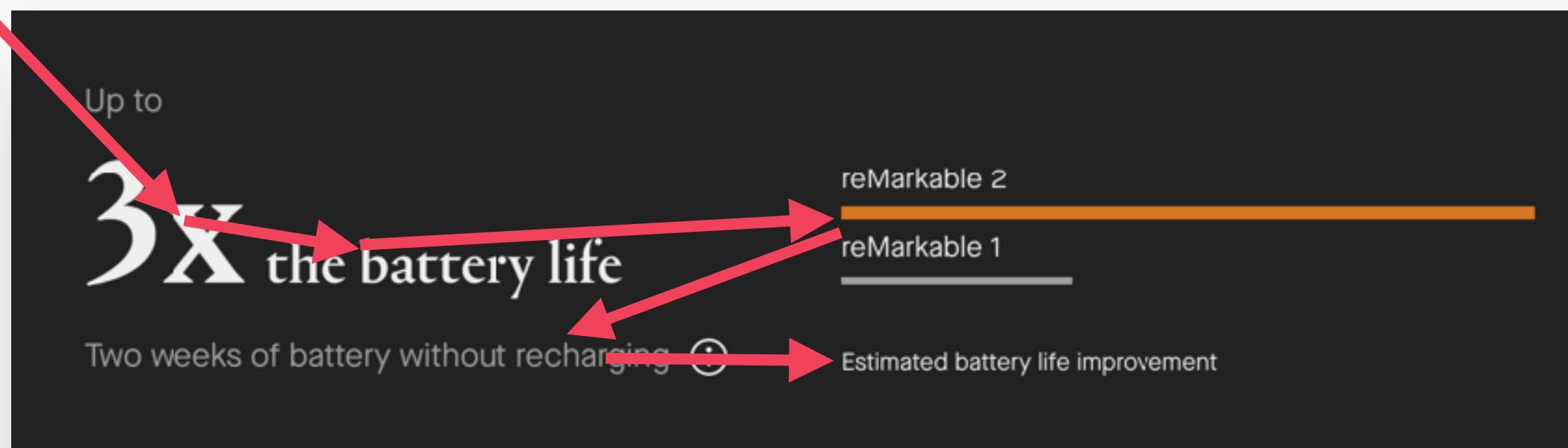
Increasing font sizes and adding whitespace



Adding font weight and color. Perfect!

VISUAL HIERARCHY FOR TEXT ELEMENTS

4 For text elements, use **font size, font weight, color, and whitespace** to convey importance



Nice and subtle background color to make content stand out

VISUAL HIERARCHY FOR TEXT ELEMENTS

4 For text elements, use **font size, font weight, color, and whitespace** to convey importance

5 What text elements to emphasize? **Titles, sub-titles, links, buttons, data points, icons**

👉 You can also **de-emphasize** less important text, like **labels** or **secondary/additional information**

The screenshot shows a travel listing for "Eco-Villa Garden Pool & Sea View (Villa Epicurea)". The title is "Eco-Villa Garden Pool & Sea View (Villa Epicurea)". Below it is a rating of "★ 5.0 (12) . Superhost . Sesimbra, Setubal, Portugal". A red arrow labeled "Icon" points to the star icon. Another red arrow labeled "Data point" points to the rating text. A red arrow labeled "Link" points to the location link. A red arrow labeled "Title" points to the main title. A red arrow labeled "Sub-title" points to the subtitle "De-emphasizing additional information".

Icon →	Sub-title → Close to the metal	Icon →	Sub-title → Fastest-improving platform	Icon →	Sub-title → Battle-tested reliability
Link → From direct integrations with card networks and banks to checkout flows in the browser, we operate on and optimize at every level of the financial stack.	We release hundreds of features and improvements each year to help you stay ahead of industry shifts. (On average, we deploy our production API 16x per day.)	Our systems operate with 99.9%+ uptime and are highly scalable and redundant. Stripe is certified to the highest compliance standards.			

The screenshot shows a Feals product page. The title is "Love it, or it's on us.". Below it is a subtitle "HAPPINESS GUARANTEE". A red arrow labeled "Icon" points to a hand icon. Another red arrow labeled "Sub-title" points to the subtitle "No fuzzy haze". A red arrow labeled "Title" points to the main title. A red arrow labeled "Link" points to the link "Try Feals risk-free".

Here's why we know you will.

Try Feals risk-free
Free shipping and free returns.

No fuzzy haze
Feel better and keep a clear head.

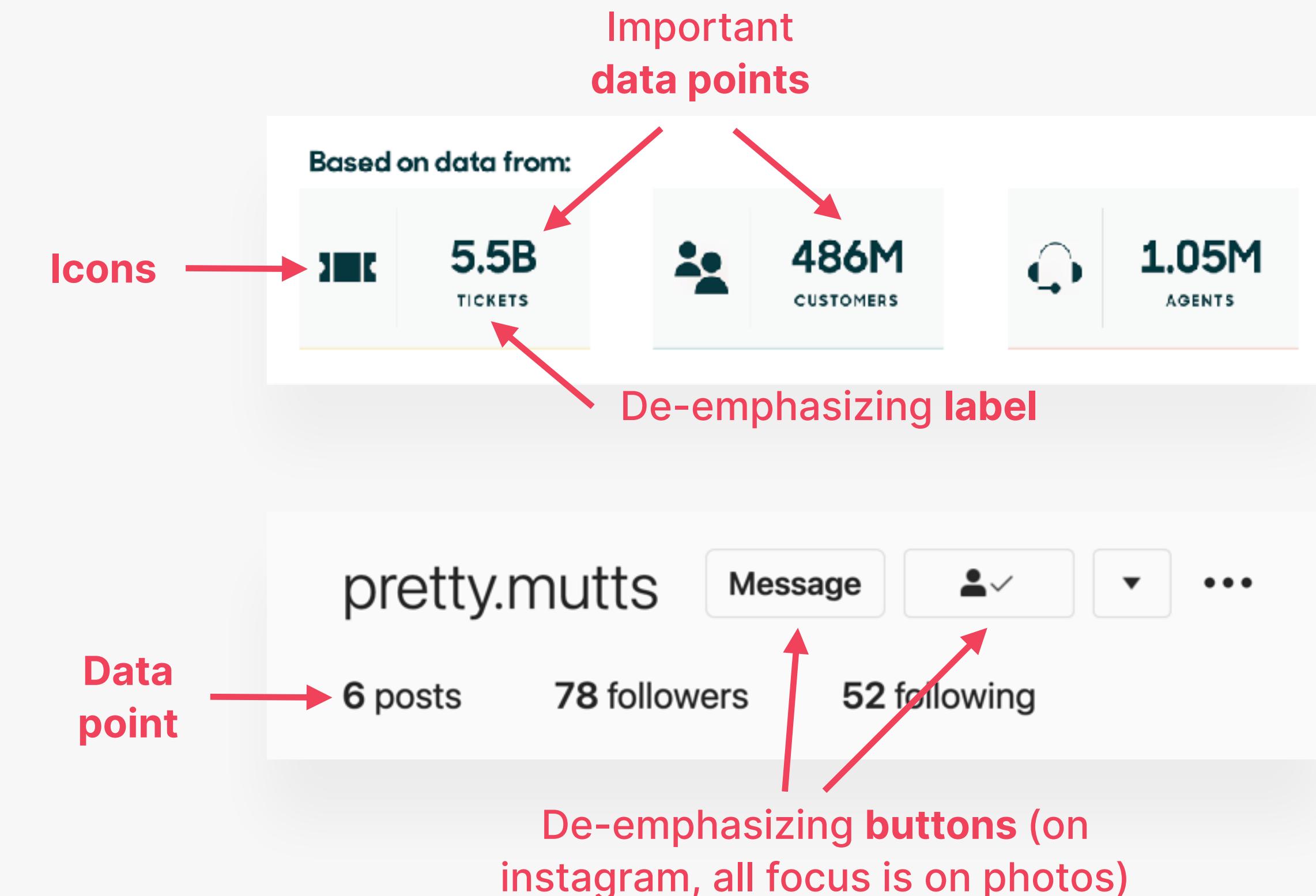
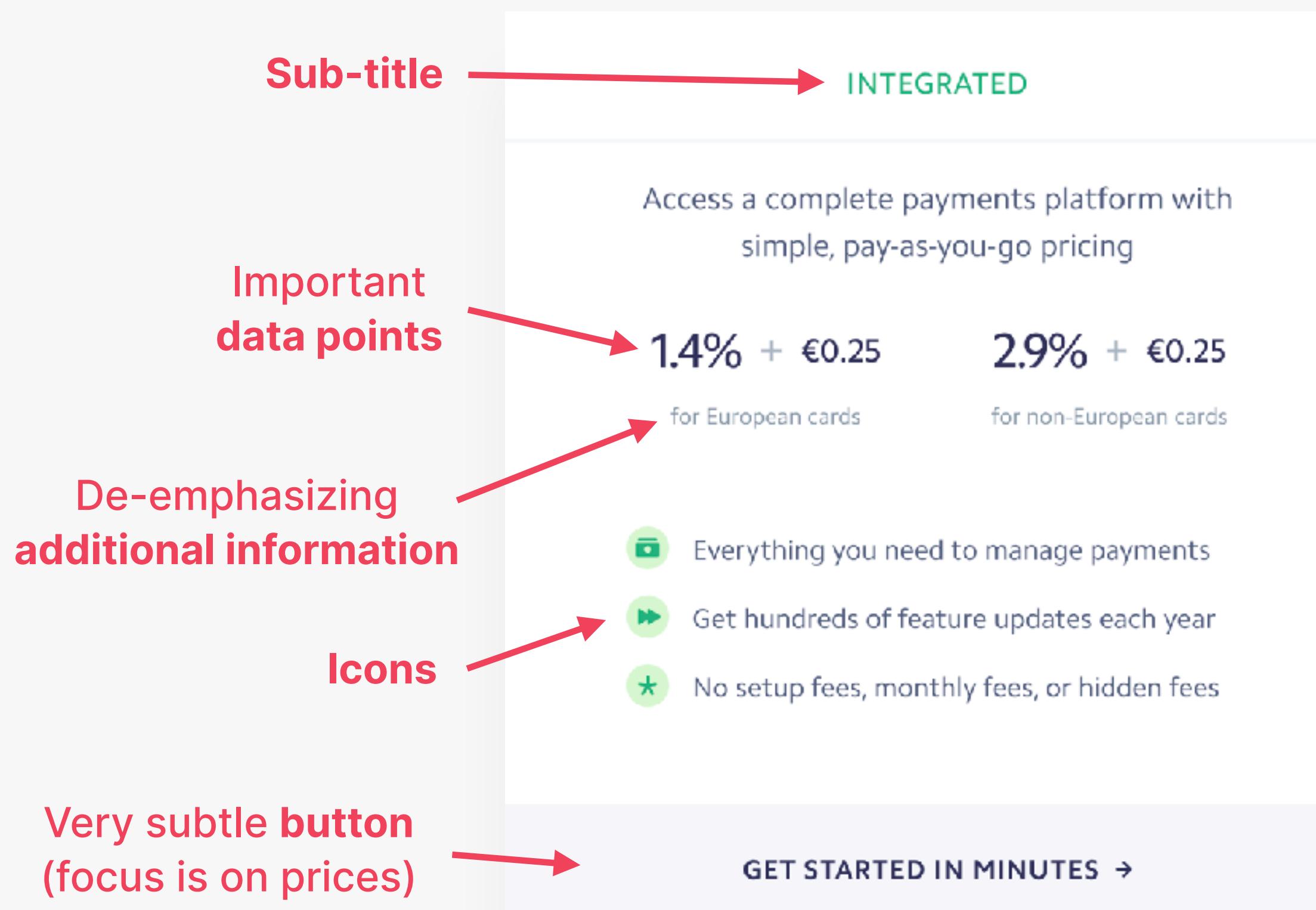
All natural ingredients
Grown with care by US farmers.

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VISUAL HIERARCHY BETWEEN COMPONENTS

6 Emphasize an important component using background color, shadow, or border (or multiple)

The screenshot shows a testimonial from Nicholas Bruno, Talent, Forge, highlighting Dover's success in hiring exceptional staff engineers and senior PMs. The testimonial is set against a teal background with white text. A red arrow points to this teal box from the top-left.

Dover **Lattice** **CLEARBANC** **BRILLIANT**

See what they're saying →

“

We hired an exceptional Staff Engineer and a Senior PM using Dover. The product helped us reach candidates with decades of experience.

Nicholas Bruno
Talent, Forge

Read the case study >

We discover candidates you actually want to talk to.

Dover uses a robust calibration process to deeply understand your requirements.

Then, our system evaluates prospective candidates on 50+ data points so we can find qualified candidates who are the best possible fit.

Product Marketing Manager Leadership skills for a growing team
Former Founder Software Engineer

The screenshot shows a testimonial from Glossier about Stripe's leadership in the Forrester Wave. The testimonial is set against a red background with white text. A red arrow points to this red box from the top-left.

Stripe is the leader in the Forrester Wave™

Stripe was rated the highest scoring out of ten global payments providers—recognized for its feature-rich platform, scale, and speed of innovation.

Read the report >

With Stripe's reliable and developer-friendly tools, Glossier's engineering team is freed up to focus on product and customer experiences.

Learn more about our users >

lyft **slack** **Glossier.** **charity: water**

VISUAL HIERARCHY BETWEEN COMPONENTS

6 Emphasize an important component using background color, shadow, or border (or multiple)

The image displays three distinct user interface snippets used to demonstrate visual hierarchy techniques:

- Example 1 (Left): Airbnb Listing Preview**

A screenshot of an Airbnb listing for "Tiny house hosted by Eco-Lodge Villa Epicurea". A red arrow points to the price box, which is highlighted with a light gray background and a dark border. The box contains the price "€106 / night", the rating "★ 5.0 (12)", and a "Reserve" button.
- Example 2 (Middle): Payment Method Comparison**

A comparison table of payment methods for sending GBP to EUR. The "Wise" row is highlighted with a dark blue background and white text, indicating it is the "Cheapest" option. A red arrow points to the Wise logo.

	Transfer fee	Exchange rate
Wise Cheapest	3.69 GBP	1.16469 Mid-market rate
Remitly Promise Delivered	2.99 GBP	1.15810
xoom	1.99 GBP	1.15170
monese	20.00 GBP	1.16216
BARCLAYS	0.00 GBP	1.13318
HALIFAX	0.00 GBP	1.12326
PayPal	0.00 GBP	1.10894
- Example 3 (Right): Payment Method Comparison (continued)**

A continuation of the payment method comparison table from Example 2. The "Wise" row is again highlighted with a dark blue background and white text, indicating it is the "Cheapest" option. A red arrow points to the Wise logo.

VISUAL HIERARCHY BETWEEN COMPONENTS

- 6 Emphasize an important component using **background color, shadow, or border** (or multiple)
- 7 Try emphasizing some component A over component B by **de-emphasizing component B**

Start saving time on your next design project

Creating UI design takes time and effort, so get the most out of your design by handing off screens at the right time to the right people.

Sign up for web app
Easily sync frames via our Figma plugin and import any Sketch, Adobe XD, Photoshop, or Illustrator design file by drag & drop. *free*

Download desktop app
Auto-installs Sketch, XD, Photoshop, and Illustrator plugins to sync whole files or particular screens for hand-off.

Component A

Component B

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Component A has been made more prominent simply by de-emphasizing B

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For you

Hobby
Free, forever

Deploy from

- GitHub personal accounts
- GitLab personal accounts
- Bitbucket personal accounts

Command-Line Interface

For your team

Pro
\$20/mo per member

Enterprise
Suited to your needs

Deploy from

- GitHub Organizations
- GitLab Groups
- Bitbucket Teams

Command-Line Interface

Additional Features

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- Advanced Invoice Settings
- Multiple Concurrent Builds
- Preview Deployment Suffix
- Password Protection

Additional Features

- SLA for 99.99% Uptime
- Multi-Region Serverless Functions
- Enterprise Support
- Next.js Application Audit
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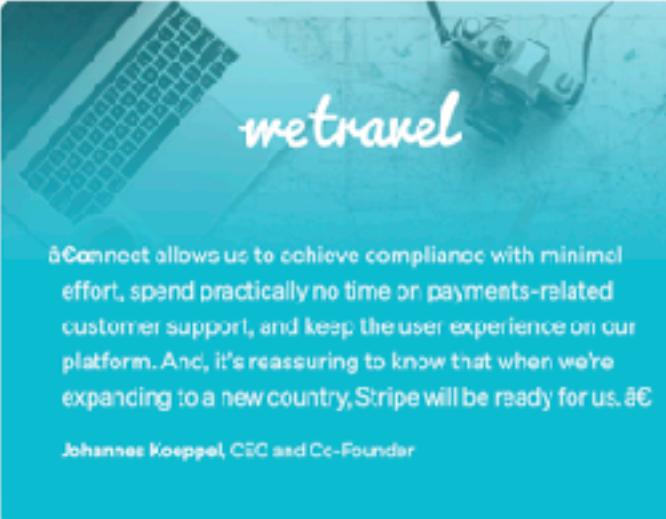
Security and compliance

Compliance built for platforms and marketplaces

Paying out money is complicated by stringent regulations that vary by country. Connect shifts payments compliance obligations from you to Stripe. Under the hood, Connect offers card data tokenization to help with PCI compliance, provides verification systems to manage KYC checks, leverages Stripe's licenses around the world, and more.

- Optimized identity verification requirements
- KYC and AML checks for individuals and businesses
- OFAC and sanctions screening
- MATCH list checks
- Secure credit card data tokenization for PCI compliance
- Compliance with global regulations, including PSD2/SCA
- Money Transmitter Licenses (MTL) in the US
- E-money (EMI) License in the EU

[See all features >](#)



wettravel

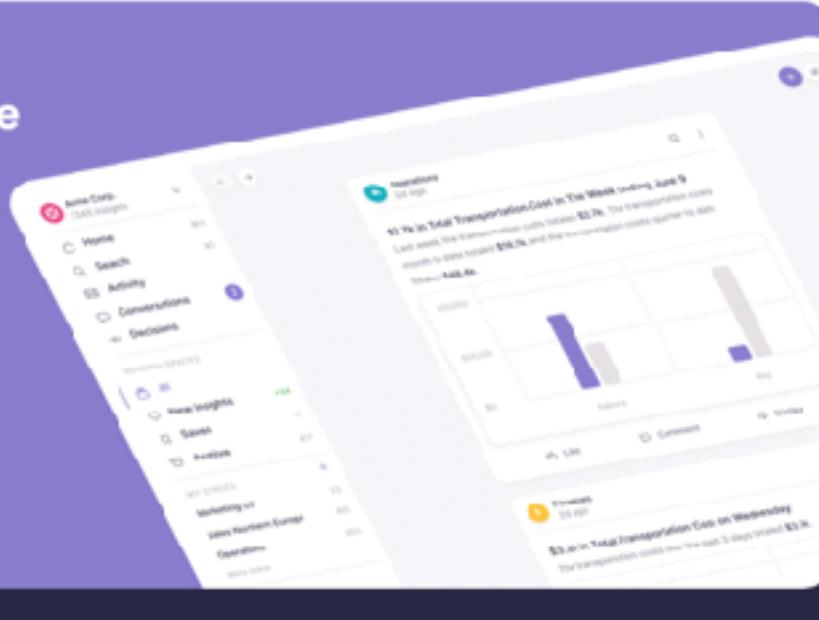
Connect allows us to achieve compliance with minimal effort, spend practically no time on payments-related customer support, and keep the user experience on our platform. And, it's reassuring to know that when we're expanding to a new country, Stripe will be ready for us. — Johannes Koeppe, CEO and Co-Founder

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You don't have to play all the parts.

Sales, accounting, HR... we got you covered! We bring it all together.



We partner with the best

stripe Google nation gusto aircall

HR Production of the Highest Quality

- Educate & Inform Employee Expectations
- Protect Your Business from Risk
- Manage & Store Important Documents
- Create a Healthy Work Environment

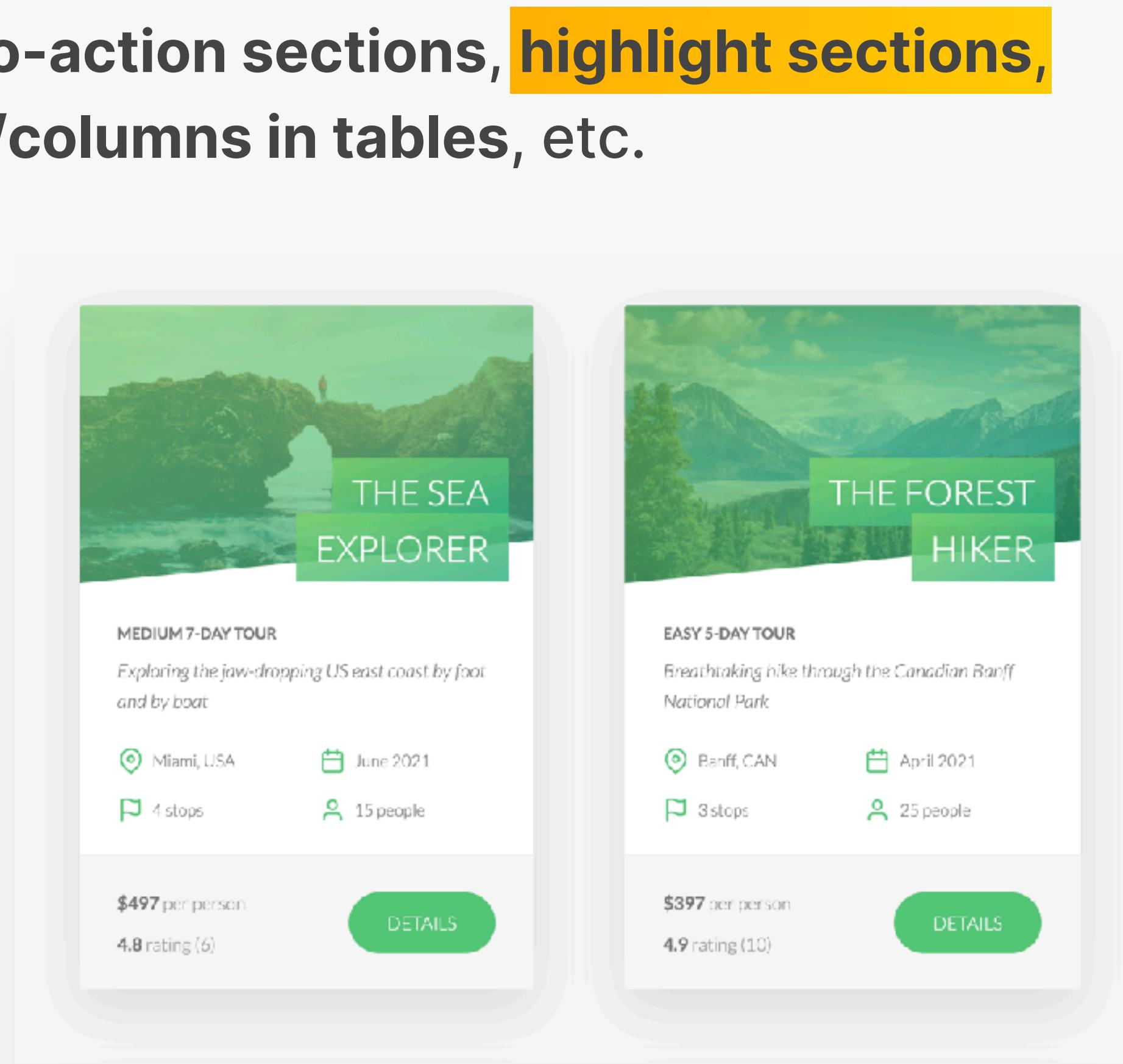
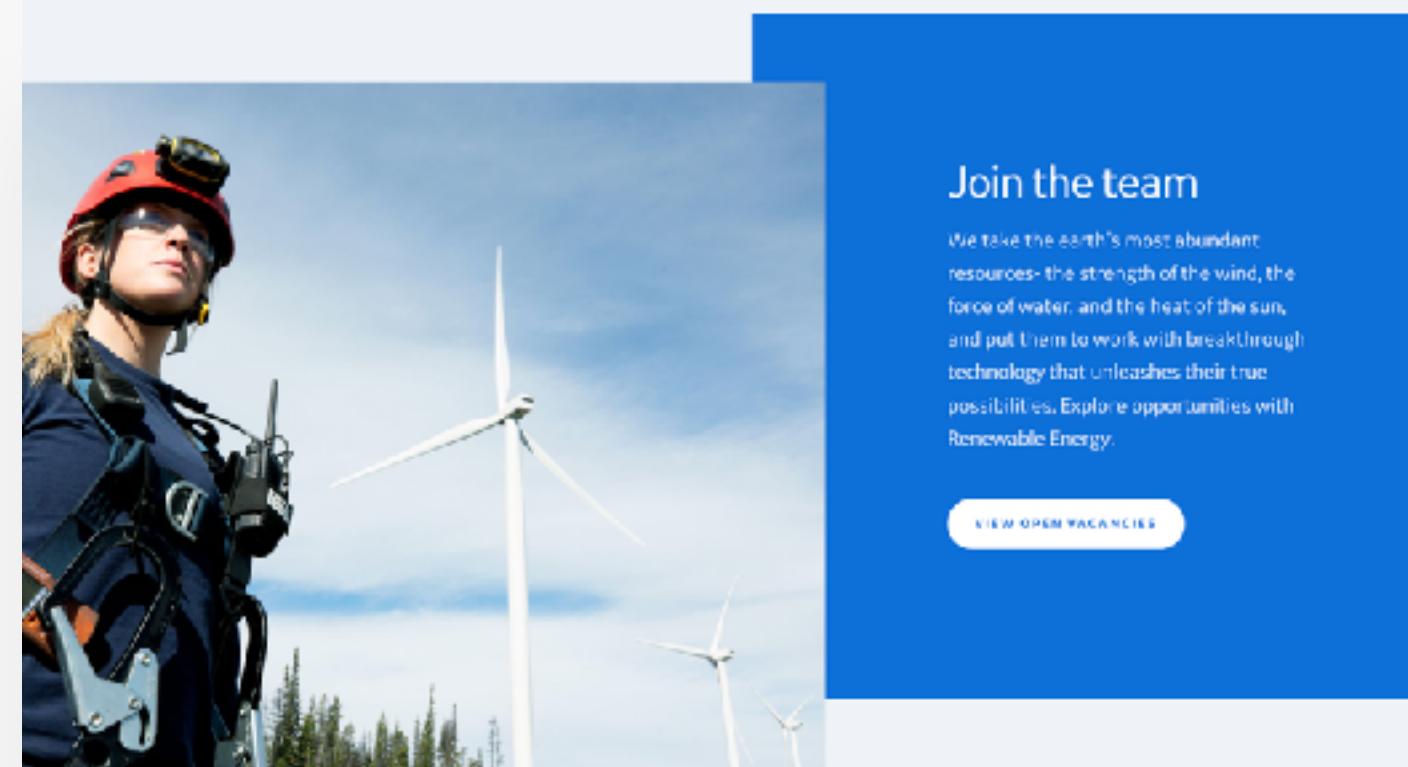
Employees come in all shapes and sizes. Find the right fit.

Focus on casting and screening. Let Denby handle contracts resolution on all conflicts and make sure you are compliant with workers' safety laws.



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Get a demo of Workable

Workable offers a full suite of features and tools to help at every stage of your hiring process.

Book a call now to:

- ① Receive an overview of Workable's platform from a product expert
- ② Discuss your hiring goals and explore tools to advance them
- ③ Get pricing based on your needs

for Sketch
\$48

- ✓ Personal license
- ✓ Sketch files
- ✓ Auto-updatable Style Guide
- ✓ 200 Components
- ✓ 120 Wireframe layouts
- ✓ Free Updates

Buy for Sketch

for Figma
\$48

- ✓ Personal license
- ✓ Figma files
- ✓ Auto-updatable Style Guide
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- ✓ 120 Wireframe layouts
- ✓ Free Updates

Buy for Figma

for Teams
from \$78

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- ✓ Sketch & Figma files
- ✓ Auto-updatable Style Guide
- ✓ 200 Components
- ✓ 120 Wireframe layouts
- ✓ Free Updates

Choose Your License

level	Wells Fargo Preferred Checking	Chase Premier Plus Checking	Bank of America Advantage Relationship
Unlimited Cash Back ¹	1.5%	0.0%	0.0%
APY on Deposits	0.50%	0.01%	0.01%
Free ATMs	2,300,000 ¹	13,000	16,000
Free Cash Advance ²	✓	✗	✗
Merchant Perks ¹	✓	✗	✗
Get Paid Early ³	✓	✗	✗
No Overdraft Fees	✓	✗	✗



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

WEB DESIGN RULES AND
FRAMEWORK

LECTURE

WEB DESIGN RULES #9: USER
EXPERIENCE (UX)

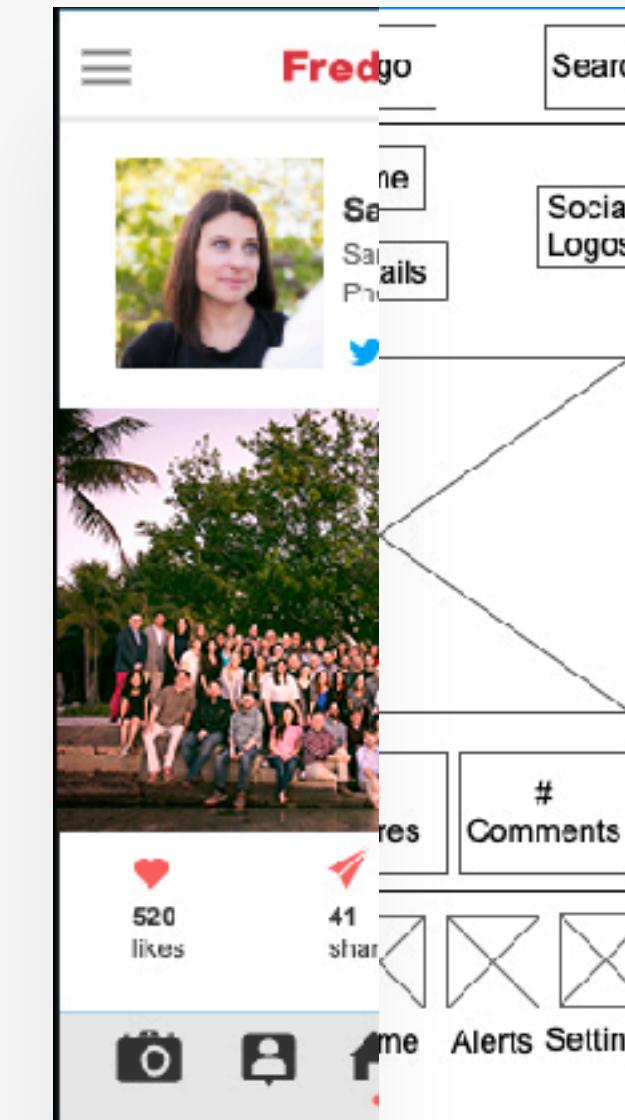
WHAT IS USER EXPERIENCE (UX)?

“ *Design is not just what it looks like and feels like. Design is how it works*”

– Steve Jobs

User Interface (UI) is the visual presentation of a product. It's how the graphical interface looks and feels like

- 👉 Layout
- 👉 “Personality”
- 👉 Typography, colors, icons, etc.



User Experience (UX) is the overall experience the user has while interacting with the product

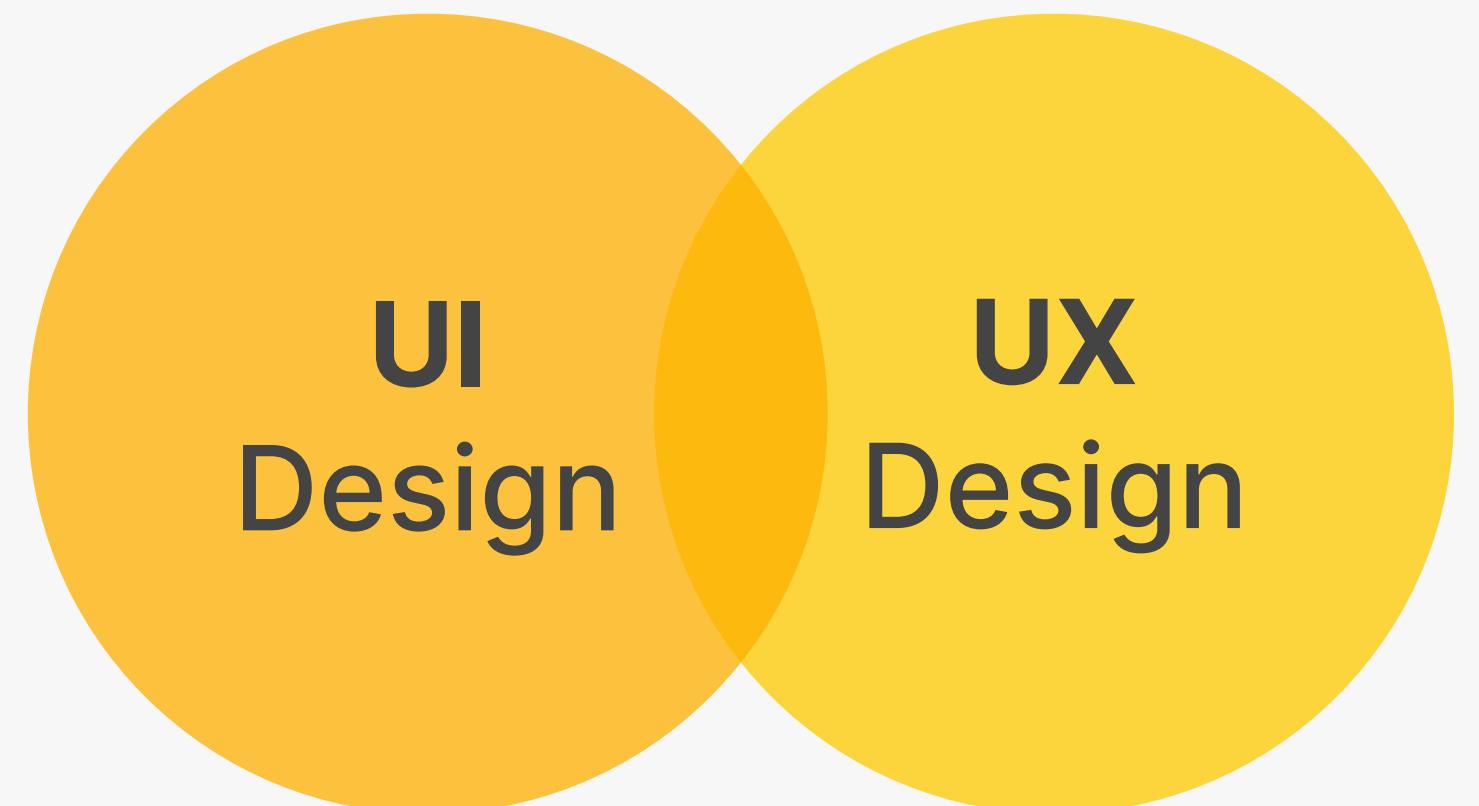
- 👉 Does the app feel **logical** and well thought out?
- 👉 Does the navigation work **intuitively**?
- 👉 Are users **reaching their goals**?

UI AND UX DESIGN

UI is graphical interface 🤝 UI Design is what makes an interface **beautiful**

UX is experience with interface 🤝 UX Design is what makes an interface **useful and functional**

👉 UX Design can not exist without UI Design!



UI →

Both are interfaces to get ketchup



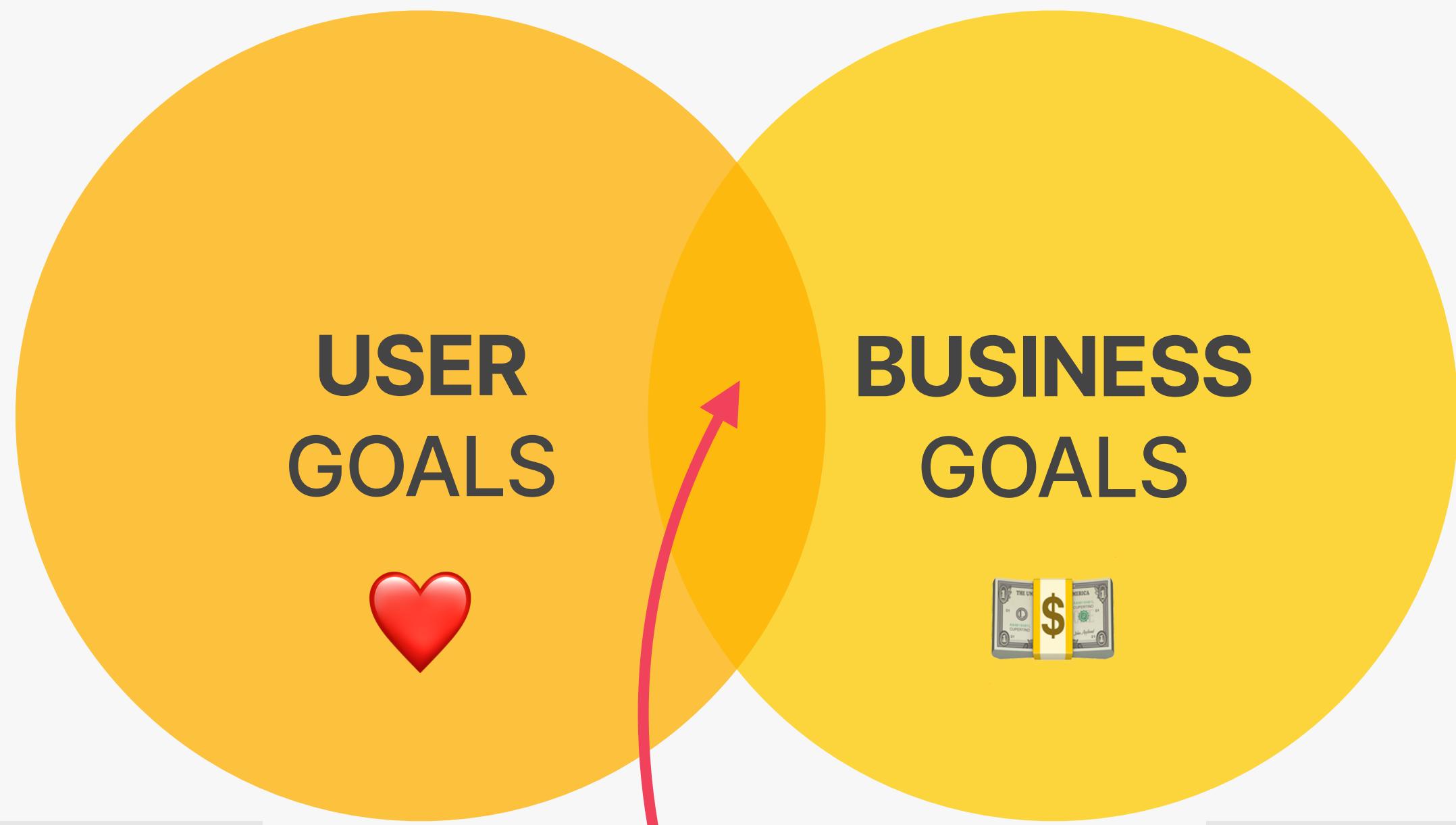
UX →

Each creates a different experience



UX DESIGN GUIDING PRINCIPLE: GOALS

👉 A website or application **exists for a reason**: a **user** has a goal for visiting it, and a **business** has a goal for creating it



EXAMPLE: Designing websites faster

Good UX design **aligns** the **user's goals** with the **business' goals**

EXAMPLE: Selling design kits for design tools

👉 **UX Example:**

for Sketch	for Figma	for Teams
\$48	\$48	from \$78
Personal license	Personal license	Team license
Sketch files	Figma files	Sketch & Figma files
Auto-updatable Style Guide	Auto-updatable Style Guide	Auto-updatable Style Guide
200 Components	200 Components	200 Components
120 Wireframe layouts	120 Wireframe layouts	120 Wireframe layouts
Free Updates	Free Updates	Free Updates
Buy for Sketch	Buy for Figma	Choose Your License

Highlighting an option in the product pricing table:

👉 Helps the **user** decide faster what is the best option ❤️

👉 Helps the **business** maximize revenue 💰

UX RULES FOR USABILITY

1 Don't design complicated layouts. Don't reinvent the wheel. Use patterns that users know



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Teknologi & Gadgets

23 Butikker

Index

Akvarium

Alarm

Alkoholtester

ATV (el)

Bildefilter

Bil el-bil-barn, Gas

Bilbane

Conrad-elektronikk

Digital-Hikvision

Disko-Lys

Dummy-Kamera

DVD-Spiller

Elektronikk x oss

EL-Scooter & BIL

Figurer

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Hobby & RC

Hoverpad

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Kamera (Innledet)

Kino (barbar)

Kompass (Bil)

Laser-Jemer (BIL)

Luft-jekk

Lykt (oppdelbar)

Mobil-telatlon-1, 2

Motorsykkel-Mini

Omformer (110V)

Oversetter (el)

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Rakett-Fly

RC Produkter

Robot-lund

Robot-Sløveuger

Roboter

Solcelle-Byggesak

Star Wars

Sykkel-PC s.h.

Togbana (II PC)

Traktor (elektrisk)

TV-Ut & Amb. Ur

Walkie Talk

Elektronikk

Search

Bil-elektronikk

Båt-elektronikk

el-ATV med Skilt (16 år)

Gressklipper kr. 3998,-

6,7hk

Link

Oppladbar Lykt (30ml.)

Stort- Ute/inne G-skala Tag

JOHN DEERE

link

Oppladbar Lykt (30ml.)

3-hjul el-sykkel

Elektrisk-Fat-bike (250w)

Sno-kjøring kr. 13.998,-

el-biler til barn Index

(fra 07.11.2004)

< Fritkjørt i alle Fly-Bil

Search

el-retur

Slik Betaler du

- Elektriske-Kjøretøy

- Elektrisk-ATV

- Roboter

- el-biler til barn/ungdom

- Solcelle-produkter

- Forbruker Elektronikk

- Batterier & Ladere, etc

- Fjernstyrte produkter

- Disko-Lys

- Rakett

3-Hjuls el-sykkel

elykkel

Fatbike-1600w

el-bil kr. 89.998,-

el-jeep 9998,-

100km/

Elektrisk-ATV 6000 watt kr. 69.998,-

EL-Scooter 5000 watt kr. 29.998,-

20 - 144x

Kikkert-lengste & kraftigste kr. 1998,-

Hus-Alarm m/nr. sender kr. 599,-

RC Produkter

Norsk Sciens Fiction Film

Mål Internet hastighet 1...2

RC Tiger & Leopard-Tank 53 cm leng. Skyter Kuler 30m

el-ATV

Kjapslove Angreskjær

Dron Leftac kr. 19



The Amazon homepage features a large banner at the top with a background image of a man wearing over-ear headphones. The text "Block distractions" is prominently displayed in large, bold letters. Below the banner, the text "WH-1000XM4 noise-cancelling headphones" is shown, followed by a "SHOP NOW" button. To the left of the banner, the Sony logo is visible. The main navigation bar includes links for "All", "Today's Deals", "Customer Service", "Buy Again", "Browsing History", "Gift Cards", "Sell", and "Registry". The top right corner shows the user's name "Hello, Jonas" and account information.

Block distractions

WH-1000XM4 noise-cancelling
headphones

[SHOP NOW ►](#)

SONY

Department

- [Electronics](#)
 - [Accessories & Supplies](#)
 - [Camera & Photo](#)
 - [Car & Vehicle Electronics](#)
 - [Cell Phones & Accessories](#)
 - [Computers & Accessories](#)
 - [Electronics Warranties](#)
 - [GPS, Finders & Accessories](#)
 - [Headphones](#)
 - [Home Audio](#)
 - [Office Electronics](#)
 - [Portable Audio & Video](#)
 - [Security & Surveillance](#)
 - [Service Plans](#)
 - [Television & Video](#)
 - [Video Game Consoles & Accessories](#)
 - [Video Projectors](#)
 - [Wearable Technology](#)
 - [eBook Readers & Accessories](#)
 - [Household Batteries, Chargers & Accessories](#)
 - [Power Accessories](#)

Shop by Category

Computers & Accessories

TV & Video

Cell Phones & Accessories

Photography & Videography

Home Audio

Headphones

Office Electronics

Office Supplies

Smart Home

Musical Instruments

UX RULES FOR USABILITY

1 Don't design complicated layouts. Don't reinvent the wheel. **Use patterns that users know**

2 Make your call-to-action the most prominent element, and make the text descriptive



€106 / night **Reserve**

CHECK-IN 3/10/2021	CHECKOUT 3/11/2021
GUESTS 1 guest	

€106 x 1 night €106
Service fee €0

Total **€106**

[Report this listing](#)



€106 / night **★ 5.0 (12)**

CHECK-IN 3/10/2021	CHECKOUT 3/11/2021
GUESTS 1 guest	

Reserve

You won't be charged yet

€106 x 1 night €106
Service fee €0

Total **€106**

[Report this listing](#)

UX RULES FOR USABILITY

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- 3 Use **blue text** and **underlined text** only for **links**!



Inaugural Address by
President Joseph R.
Biden, Jr.

JANUARY 20, 2021 • SPEECHES AND REMARKS



The Inaugural Address of the 46th President of
the United States, as delivered at the United
States Capitol.



Inaugural Address by
President Joseph R.
Biden, Jr.

JANUARY 20, 2021 • SPEECHES AND REMARKS

The Inaugural Address of the 46th President of
the United States, as delivered at the United
States Capitol.

Looks 100% like a
link, but isn't one!

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- 4 Animations should have a **purpose** and be **fast**: between 200 and 500 ms

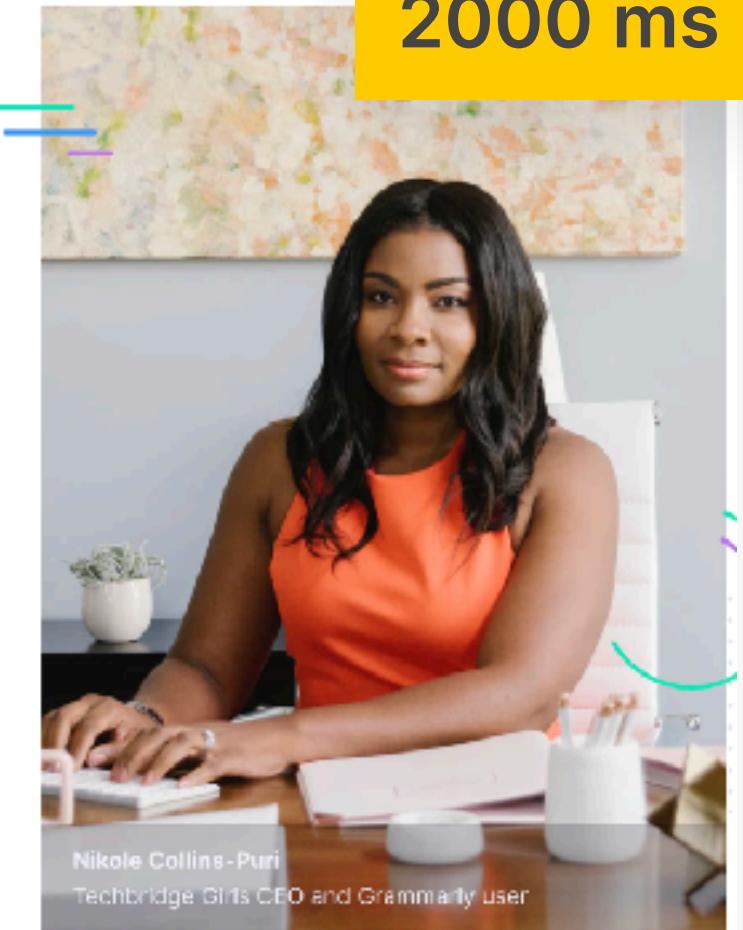


Professional Communication For Your Team

With Grammarly Business, every member of your team can compose credible, mistake-free writing that makes your business look good.

[Get Grammarly Business](#)

[Have questions? Contact sales >](#)

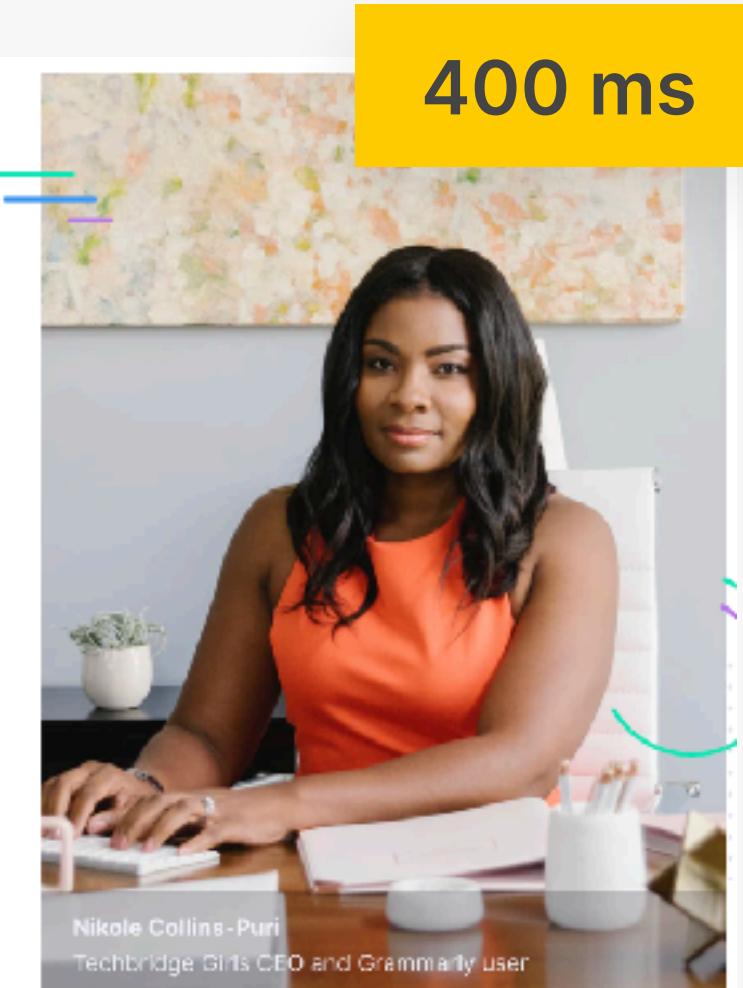


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5 In forms, align labels and fields in a **single vertical line**, to make the form **easier to scan**

Contact support

Question

Select your question...

Tell us more—how can we help?

Your email address i

Send email

A screenshot of a contact support form. It includes fields for selecting a question, providing additional information, entering an email address, and a large blue 'Send email' button at the bottom. A thick red arrow points from the text 'In forms, align labels and fields in a single vertical line, to make the form easier to scan' down to the 'Send email' button, illustrating the rule of alignment.

UX RULES FOR USABILITY

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- 5 In forms, align labels and fields in a **single vertical line**, to make the form **easier to scan**
- 6 Offer users **good feedback** for all actions: form errors, form success, etc. **[web apps]**



Contact support

Question

Select your question...

⚠ Please choose a question to help us better assist you.

Tell us more—how can we help?

⚠ Please tell us more about your question.

Your email address i

⚠ Please enter a valid email address for us to contact you.

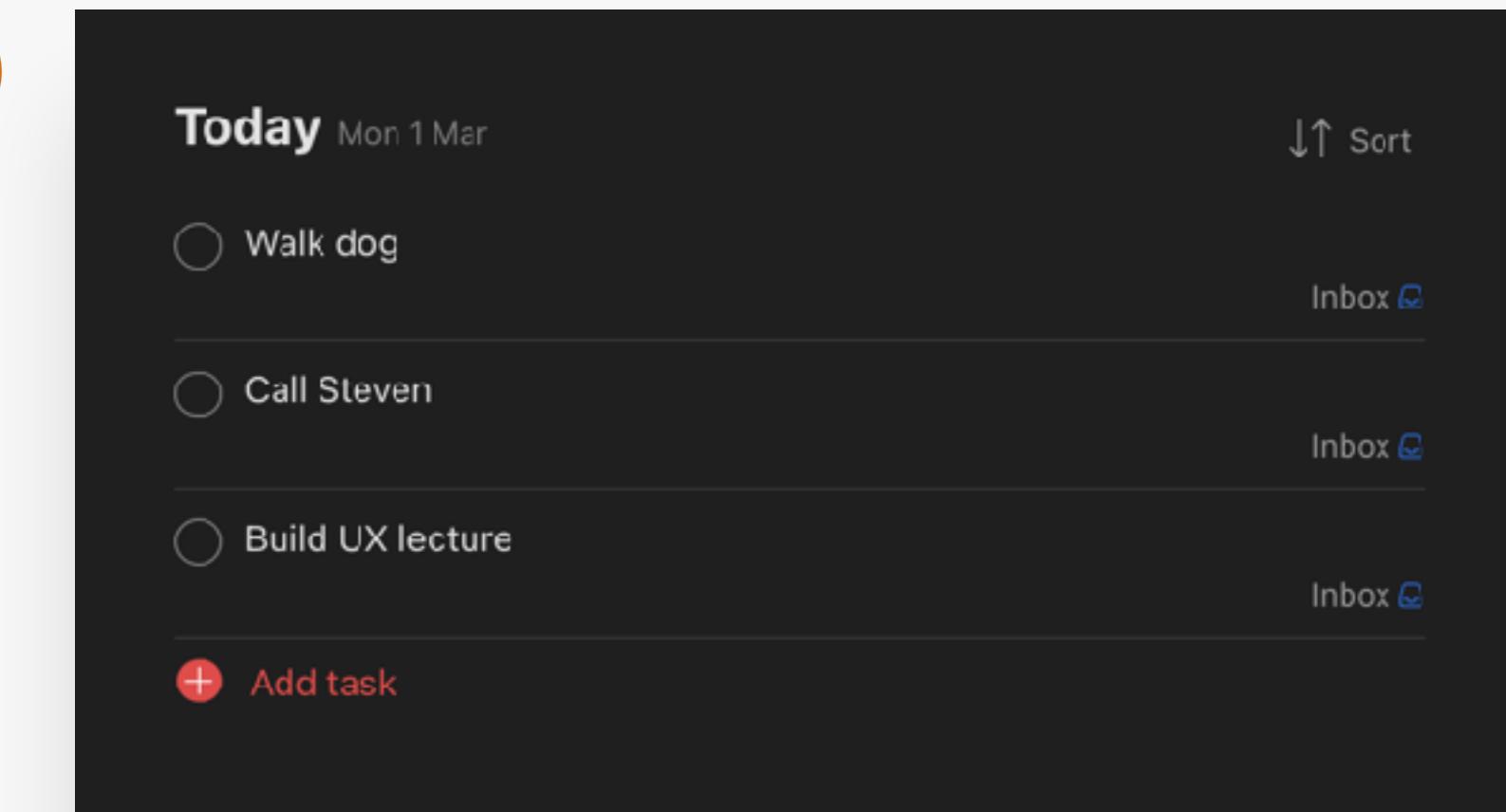
Send email

UX RULES FOR USABILITY

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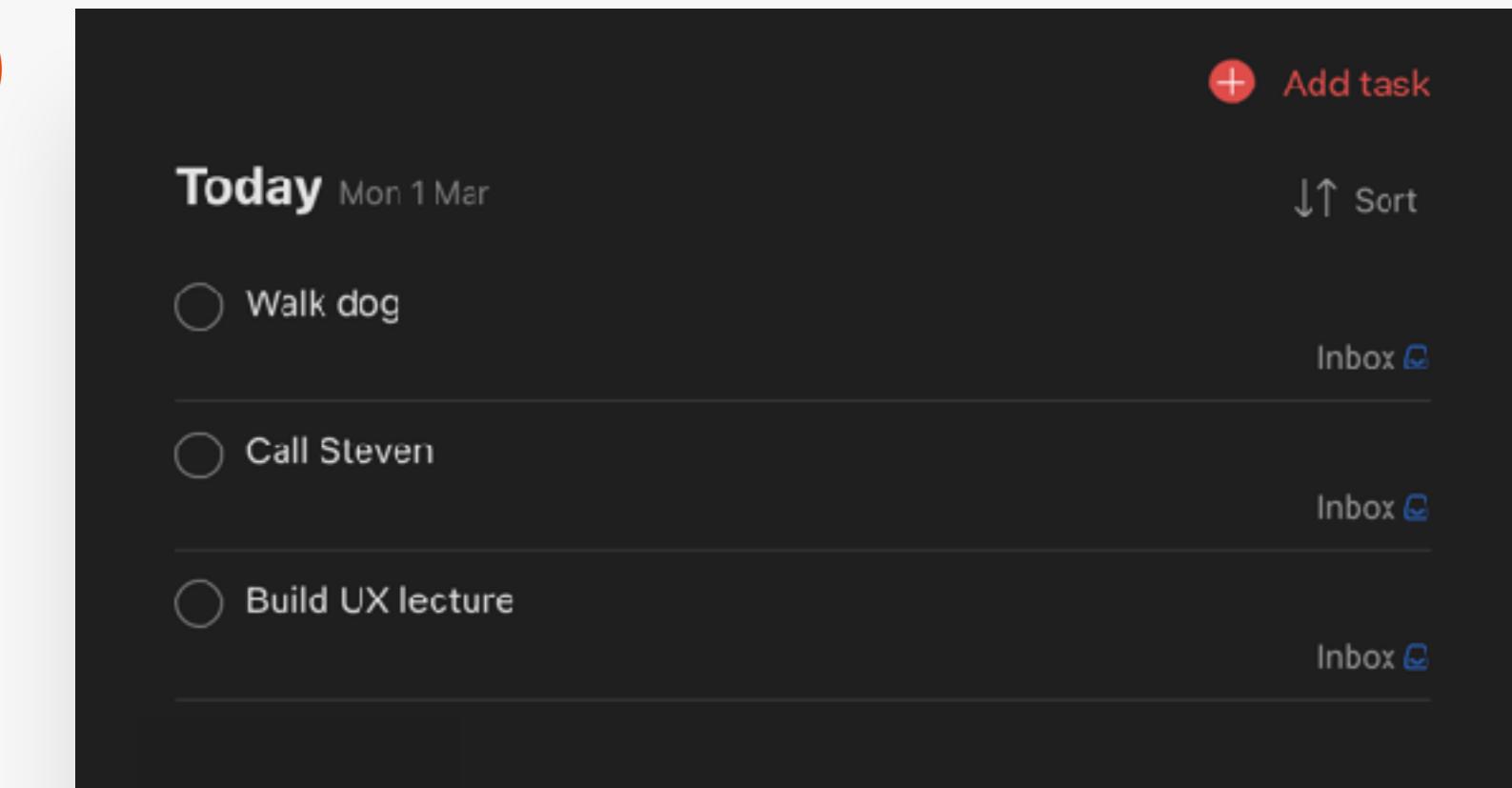
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6 Offer users **good feedback** for all actions: form errors, form success, etc. [web apps]



7 Place action buttons where they will **create an effect** (law of locality) [web apps]

UX RULES FOR WEBSITE CONTENT

- 8 Use a descriptive, keyword-focused headline on your main page. Don't be vague or fancy!



The AI assistant that grows your money.

Automate banner production in minutes

Greenlight makes it easy to leave feedback on any website.

The All-In-One Toolkit for Working Remotely.



Join the solar energy revolution

The way you work is evolving. Is your hiring software?

Meaningful Insights Without the Click of a Button.

Is design growing your product?

UX RULES FOR WEBSITE CONTENT

- 8 Use a descriptive, keyword-focused headline on your main page. Don't be vague or fancy!
- 9 Only include relevant information, efficiently! Cut out fluff and make the content 100% clear



The All-In-One Toolkit for Working Remotely.

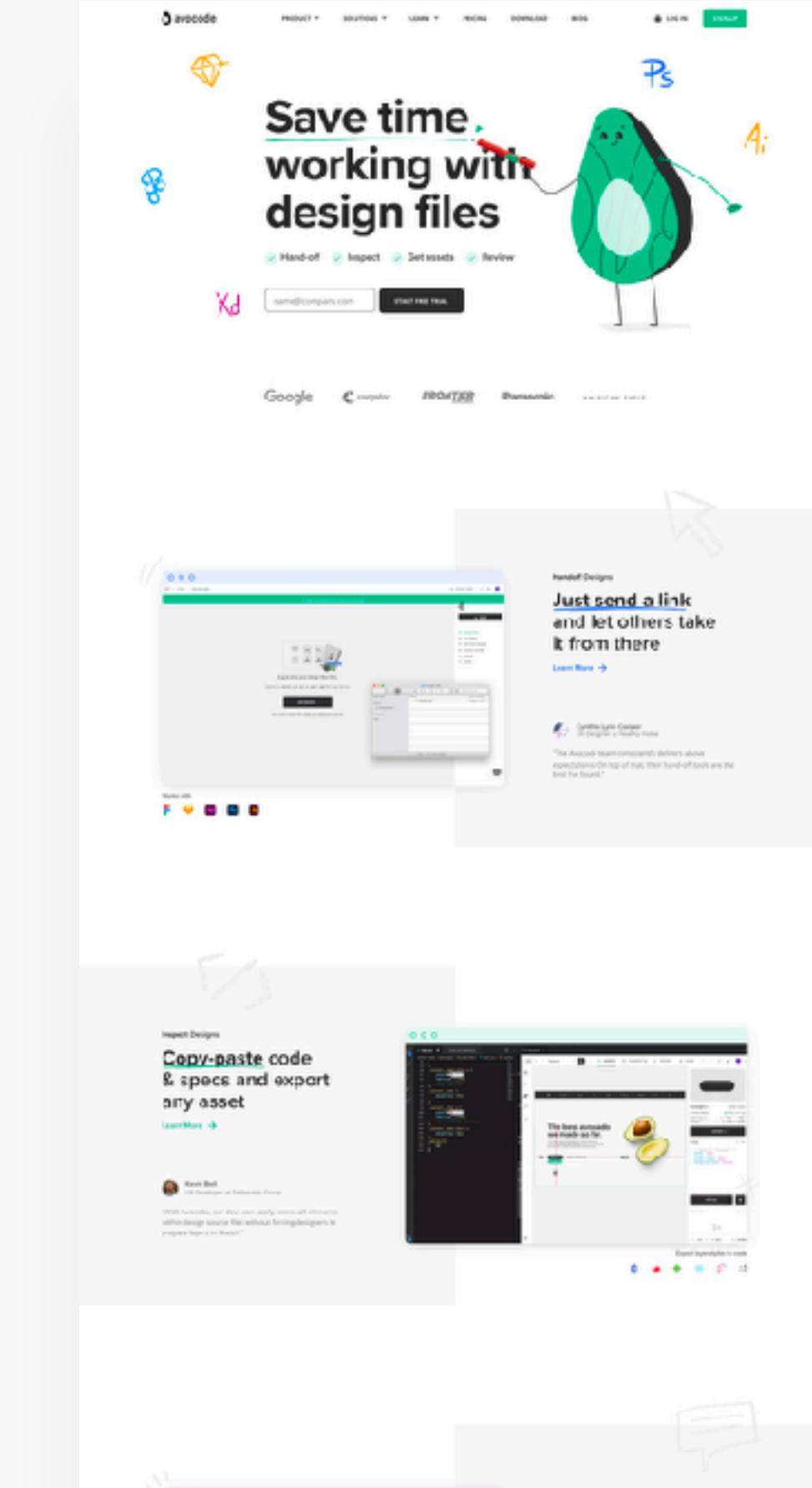
Imagine Basecamp... You're wondering how you'll quickly transition your team to remote work... People are stressed, work deadlines, projects are slipping, and it's tough to see + manage everything. After Basecamp, soon you'll be feeling like "Hey, we got this". Everything will be organized in one place: your team will be working together (even though they're apart), you'll be on top of things, and a sense of calm will set in.

Get started in 30 seconds

One place, not all over the place.

We literally wrote the book on working remotely.

REMOTELY



Save time working with design files

Hand-off Inspect Set assets Review

Hand-off Designs Just send a link and let others take it from there

Inspect Designs Copy-paste code & assets and export any asset

UX RULES FOR WEBSITE CONTENT

- 8 Use a **descriptive, keyword-focused headline** on your main page. Don't be vague or fancy!
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- 10 Use **simple words!** Avoid technical jargon and “smart-sounding” words



**Everything you need
to grow online.**

Simple tools for your big ideas. Start your free website trial today, no credit card required.

The only VPN you'll ever need

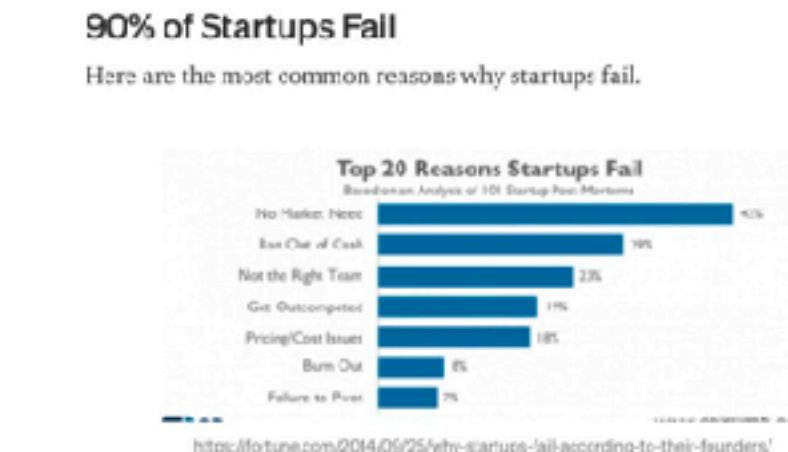
ClearVPN helps you access any content, secure your online interactions and bring your internet life to a whole new level with just one tap.

The modern way to build for the web

Webflow empowers designers to build professional, custom websites in a completely visual canvas with no code.

UX RULES FOR WEBSITE CONTENT

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- 11 Break up long text with **sub-headings, images, block quotes, bullet points, etc.**



I'd like to attract your attention on the top 2 reasons.

| “**No Market Need**” and “**Ran Out of Cash**”.

Those are actually closely related! If a startup is building a product nobody wants they will not get sales and thus will run out of cash.

So to put it bluntly, most of startups fail because they build something nobody wants. Wow!

But still, a lot of startups raise money from investors. Isn't it a sign that they're on the right track? Well, no...

There seems to be an over-emphasis on **money-raising** in the startup industry. But **raising money does not guarantee success**. There are tons of unprofitable startups that raised millions of dollars.

Conclusion

If you have to remember one thing out of this article, it is: **TALK TO USERS!**

- Talk to users before building
- Talk to users while you're building
- Talk to users after you've built





BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

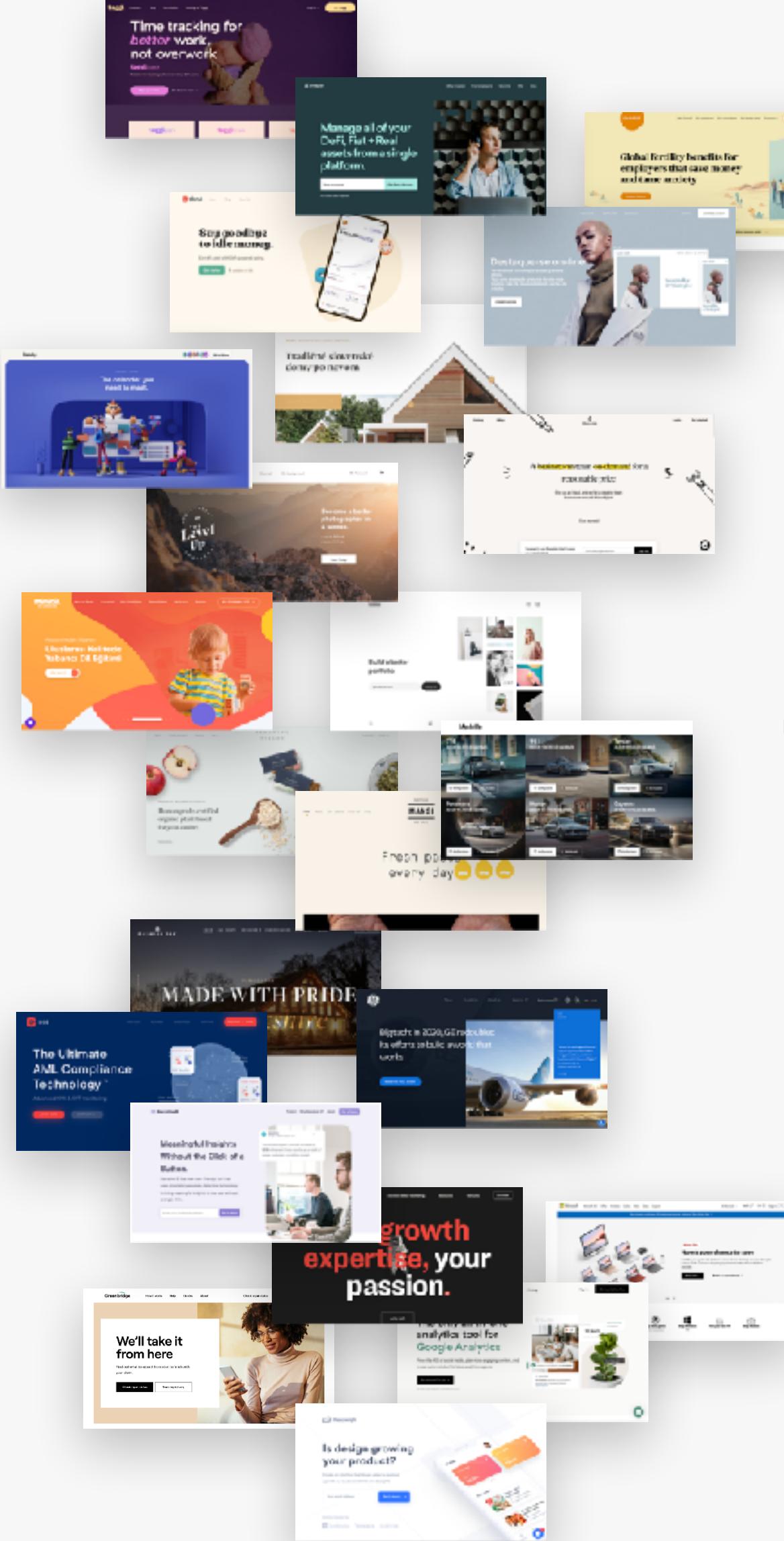
SECTION

WEB DESIGN RULES AND
FRAMEWORK

LECTURE

THE WEBSITE-PERSONALITIES-
FRAMEWORK

THE WEBSITE-PERSONALITIES-FRAMEWORK



100s of well-designed
sites **deconstructed**

Distilled into **countless**
web design rules that
we just learned

RULES SHOULD BE APPLIED ACCORDING
TO SELECTED WEBSITE PERSONALITY

Distilled into
7 website personalities

THE WEBSITE-PERSONALITIES-FRAMEWORK

THE 7 PERSONALITIES

- 1 Serious/Elegant
- 2 Minimalist/Simple
- 3 Plain/Neutral
- 4 Bold/Confident
- 5 Calm/Peaceful
- 6 Startup/Upbeat
- 7 Playful/Fun

How do you want website to appear to users? What “vibe” do you want to transmit?

Choose one of the website personalities accordingly

Apply personality traits to each design ingredient

Typography

Colors

Images

Icons

Shadows

Border-radius

Layout

PERSONALITY 01 – SERIOUS/ELEGANT



DETAILED CRAFTSMANSHIP

OVERVIEW

Design for luxury and elegance, based on **thin serif typefaces**, **golden or pastel colors**, and big high-quality images

INDUSTRIES

Real estate, high fashion, jewelry, luxury products or services

Web design ingredients we learned about

TYPOGRAPHY

Serif typefaces (especially in headings), light font weight, small body font size

COLORS

Gold, pastel colors, black, dark blue or grey

IMAGES

Big, high-quality images are used to feature elegant and expensive products

ICONS

Usually no icons, but thin icons and lines may be used

SHADOWS

Usually no shadows

BORDER-RADIUS

Usually no border-radius

LAYOUT

A creative and experimental layout is quite common



SLOVENSKÝ DOM

XOXO BÝVANIE V SÚLADU S PRIRODZU

Tradičné slovenské domy po novom

ZOBRAZIŤ PROJEKTY →

Pravý sedlový dom

Dokonalosť slovenského dizajnu

Modernizácia typických tvarov

XOXO ČO SLOVENSKÝ DOM ZNAMENÁT

Tradičná ľudová architektúra so sedlohou strechou v modernom prevedení

Tradičné a zároveň moderné

Cistý a prírodný interiér

Industriál i retro v jednom

Moderné slovenské domy s odkazom minulosti

Z úcty k predkom, ich intuitívnemu a múdrejmu prístupu výstavby, ale i spôsobe života, hodrát a lásky

TICKETING Shop Donate You are EN

CHÂTEAU DE VERSAILLES

WELCOME TO VERSAILLES

Opening hours Choose a ticket

DISCOVER PLAN YOUR VISIT WHAT'S ON

02/07/2021 9°C - 13°C

THE PALACE From the seat of power to a museum of the history of France

Closed

THE ESTATE OF TRIANON A place of intimacy

Closed

THE GARDENS The art of perspective

Closed

THE PARK A haven of greenery

Open from 8:00 am to 6:00 pm
Attendance: low

THE ROYAL TENNIS COURT

LIFE ON THE ESTATE

LIFE ON THE ESTATE

THE ROYAL TENNIS COURT

On 20 June 1789, the Royal Tennis Court of Versailles played a major part in French history. From being a royal sports hall during the reign of Louis XIV, it became synonymous with the foundation of French democracy and will be forever linked to a key episode in the French Revolution.

GAMES AND SPORT AT VERSAILLES

A "green lung" just 16 kilometres from Paris, the estate managed by the Public Institution of the Palace of Versailles draws a great many nature lovers and sports enthusiasts every day. Make the most of this exceptional natural heritage on your own or with friends, as a family or a club.

ACQUISITIONS

Discover the latest acquisitions by the Palace of Versailles.

22,000 ARTWORKS TO DISCOVER ONLINE

With 60,000 artworks, collections of Versailles illustrate 5 centuries of French History. This set reflects the dual vocation of the Palace once inhabited by the sovereigns and then a museum dedicated "to all the glories of France" inaugurated by Louis-Philippe in 1837.

BUY 3 OF ANY TREATS & SAVE \$5 | DISCOUNT IN CART

FETCHING FIELDS

SHOP SAMPLES TRIAL ABOUT HELP

ACCOUNT CART (0)

MODERN PET WELLNESS & LIFESTYLE

Human grade, certified organic, plant-based for your canine.

SHOP NOW

OUR PRODUCTS

Dig through our human-grade wellness and activity-based treat products to keep your pup happy and healthy.

SHOP NOW

Trekking Tails - Canine Treats \$10.50

On Vacay - Canine Treats \$10.50

ETHOS

From one dog lover to another

Fetching Fields began when our founder noticed a clear lack in healthful and socially responsible canine products.

READ MORE

INGREDIENTS THAT MATTER

Organic, Plant-Based

PERSONALITY 02 – MINIMALIST/SIMPLE

OVERVIEW

Focusses on the essential text content, using small or medium-sized sans-serif black text, lines, and few images and icons

INDUSTRIES

Fashion, portfolios, minimalism companies, software startups

TYPOGRAPHY

Boxy/squared sans-serif typefaces, small body font sizes

COLORS

Usually black or dark grey, on pure white background. Usually just one color throughout the design

IMAGES

Few images, which can be used to add some color to the design. Usually no illustrations, but if, than just black

ICONS

Usually no icons, but small simple black icons may be used

SHADOWS

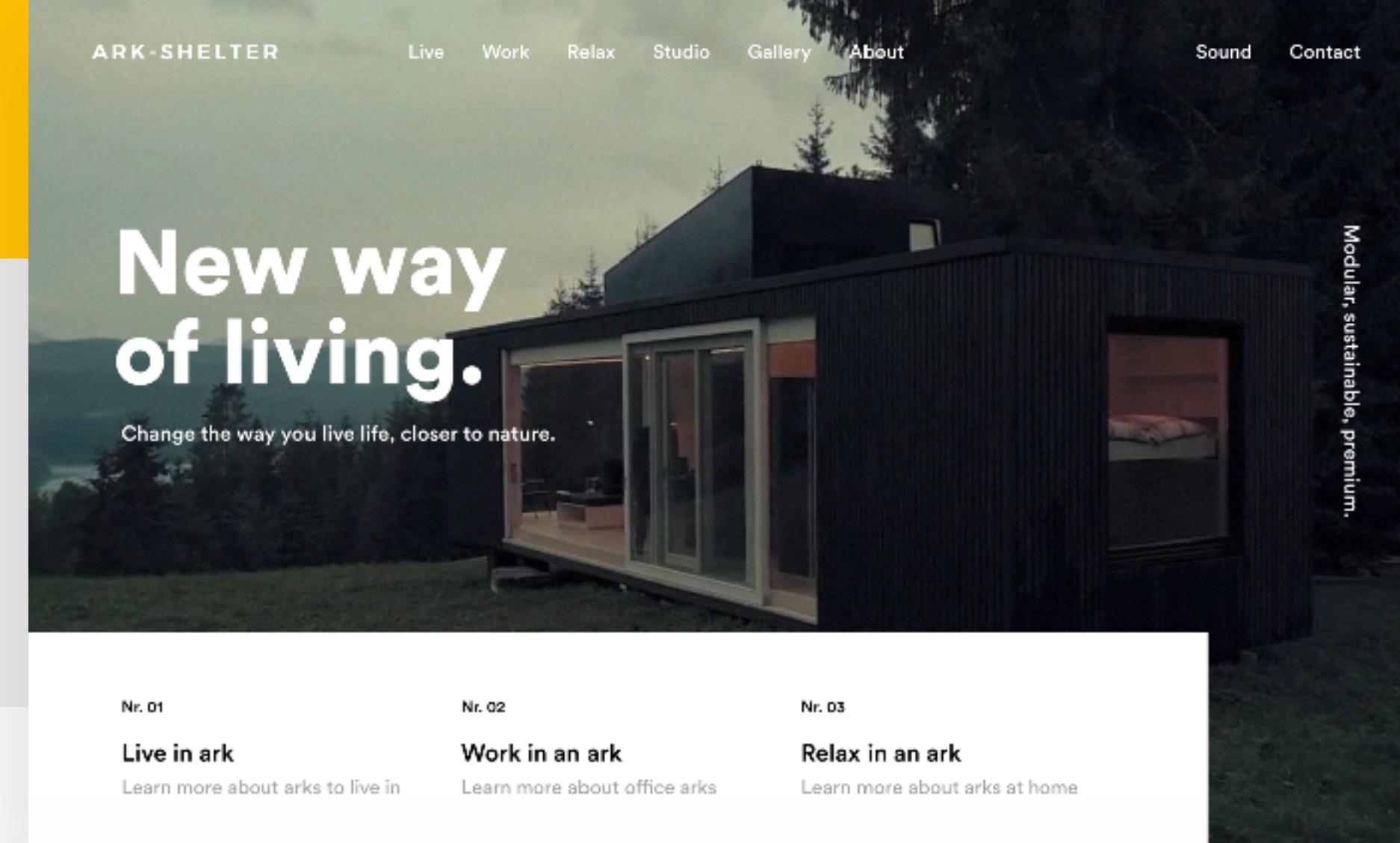
Usually no shadows

BORDER-RADIUS

Usually no border-radius

LAYOUT

Simple layout, a narrow one-column layout is quite common



New way of living.
Change the way you live life, closer to nature.

Nr. 01 [Live in ark](#)
Learn more about arks to live in

Nr. 02 [Work in an ark](#)
Learn more about office arks

Nr. 03 [Relax in an ark](#)
Learn more about arks at home

Nr. 01 [Our philosophy for arks](#)

Back to nature

What's Ark-Shelter?

Ark-Shelters are prefabricated, fully finished, modular units. By a lake, deep in a forest, at the edge of a field, a steep mountain hill or your city rooftop! Make your dream come true, installed in one day, no extra on-site work.

The shelters are built in one piece, which gives the incredible mobility to reach your dream location. Modularity ensures that over time you can grow your Ark to your needs. The units are created by craftsmen in our factory.

We have ideal conditions and are able to reach the highest details and reduce production time. Which allows us to keep control of the price, remove any onsite construction constraints and make your dream home, on time, on budget, at the highest quality possible.

CHOOSE YOUR PURPOSE

[Ark-Shelter to live in closer to nature](#)