Signal to Noise Ratio
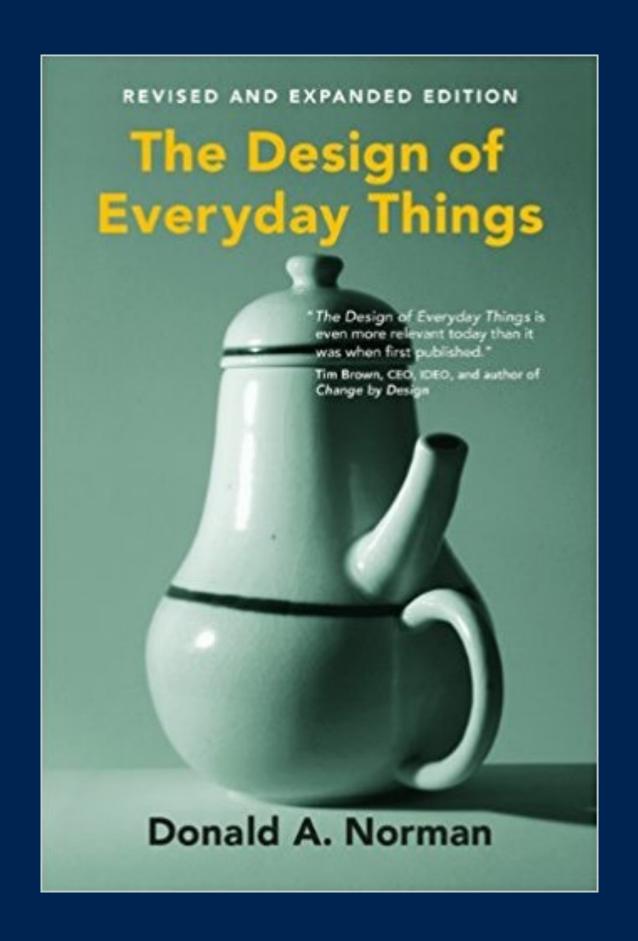# Horror Vacui
Readability
Wayfinding

betta.io WB

The Design of Everyday Things (2013)

by Donald A. Norman

betta.io