

#8: Aesthetic and minimalist design

- **Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.**

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- **Why?**
 - **Visual clutter makes it harder to find and focus on desired actions**
 - **Good use of color, shape, motion, and gestalt principles guide the eye**
 - **The more there is to see, the less of it users will actually see**

#8: Aesthetic and minimalist design

- Reduce clutter
- LingsCars vs Google
- <http://paradisewithaview.com/> vs AirBnB

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- Use gestalt principles for non-linear reading

