

Elisa Paduraru

FUNDAMENTALS OF CREATING A GREAT UI/UX

**Piatra Neamt
2022**



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3,000+

Days of continuous learning and improvements

20,000+

Hours of experience

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Designed and Coded Digital Products

5

Products included in the Github Vault
for 10.000 years code archive

CREATIVE TIM UI BOOK

Preface

We are Creative Tim and we help developers and web designers avoid mundane work and focus on the interesting and innovative part of their job.

We believe in the power of giving back! We are proud to sponsor schools, universities, hackathons and be part of events where we can teach people how to become better developers, designers, and entrepreneurs.

Since 2014, we noticed that developers were always “reinventing the wheel” when working with clients, and ended up creating the same items over and over again for their websites. We aimed to create a few standard components, like login and register modals, calendars, wizards, headers, and footers.

According to recent market development, people are using more and more resources like kits and templates.

Even so, the templates should be implemented correctly in order to be functional and contribute to a positive user experience.

After 8 years of crafting the next generation's web design tools, UI Kits, Admin Dashboards, and Mobile App Templates, we decided to write a UI/UX book guide based on our collective experience.

This book aims to teach developers and designers the basics of a design that demonstrates great UI/UX. We believe that these fundamentals should be considered a “must-have” of knowledge that you should have before implementing elements.

The book is complex and structured in several parts. We'll start with “The Evolution Of Design”, and continue with a deeper understanding of the

concepts of UI/UX in “UI/UX Design Guide. We then will move on with user interface analysis in a theoretical way. In the third part, you will learn the nitty-gritty, like how to correctly create small elements such as typography, buttons, inputs, images, and others. In the fourth part, we will examine the elements that pull sections together. In the fifth part, we will illustrate some concrete examples of pages. And in the last part, you will find examples of websites of some companies and brands that respect these rules.

My name is Elisa Paduraru and I am Chief Designer at Creative Tim. I want to thank my teammates: Alexandru Paduraru, Alexandra Murtaza, Rares Toma, Benjamin Marcu, Stefan Moldovan, Cristina Neculai, and Dragos Costin; and our partners: Zoltán Szőgyényi, Robert Tanislav, Vlad Mihalache, Fredy Craciun, Andrei Iordache, Eugen Tudorache, Stefan Condurachi, and Adrian Chirilov for their continuous support and feedback, which helped us write this book. Also, I want to thank the artist Paul Virlan who created the book’s cover design and Danny Ivan for amazing 3D images.

Thank you for reading!

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PART I

The Evolution of Design

1. The History of Graphic Design

a. The First Typography System

Right from the start, humanity has displayed a knack for communicating through visuals. Egyptian hieroglyphs were one of the first writing systems and it was used in Ancient Egypt. This system combined logographic, syllabic, and alphabetic elements, with a total of 1,000 distinct characters. Cursive hieroglyphs were used for religious literature on papyrus and wood. Each picture or symbol served one of these three functions: representing the image of a thing or action, standing for a sound or the sounds of one, to as many as three syllables, and clarifying the precise meaning of adjoining glyphs. Writing hieroglyphs required some artistic skill, limiting the number of people who chose to learn it. Only those privileged with extensive education, the pharaoh, nobility, and priests were able to read and write hieroglyphs.

If you use this typeface,



you are old.

Image Courtesy of creative-tim.com

b. The First Logo

The world's first logo is the coat of arms, used as a symbol to represent family houses or territories. Scholars theorize that the practice had become popular during the Crusades, when soldiers from different countries

and houses used it as a symbol (or you can also use “sigil”) to tell everyone where they came from. Particularly, the family coat of arms or crest was placed on armor and battle flags. Like logos, a house’s coat of arms aimed to represent the people’s values, characteristics and styles. Later, these emblems took on more practical purposes, such as wax seals to denote authenticity.

c. Graphic Design

The term “graphic design” appeared for the first time in 1922. In the article “New Kind of Printing Calls for New Design” (Boston Evening Transcript, 1922), the book designer William Addison Dwiggins first used the term “graphic design” to describe exactly what his role was in structuring and managing the visuals in the book design. From day one, designers were struggling to explain to non-designers what, exactly, they did.

In 2000 web design, developers started creating multiple versions of websites to be viewed on different browsers and devices. While this technique worked, it was time-consuming and impractical. Devices and browsers were constantly evolving and having multiple versions meant that updates had to be made separately – desktop, tablet, and mobile.

2. The Chronology of Important Movements in Web Design

1987. Adobe Photoshop

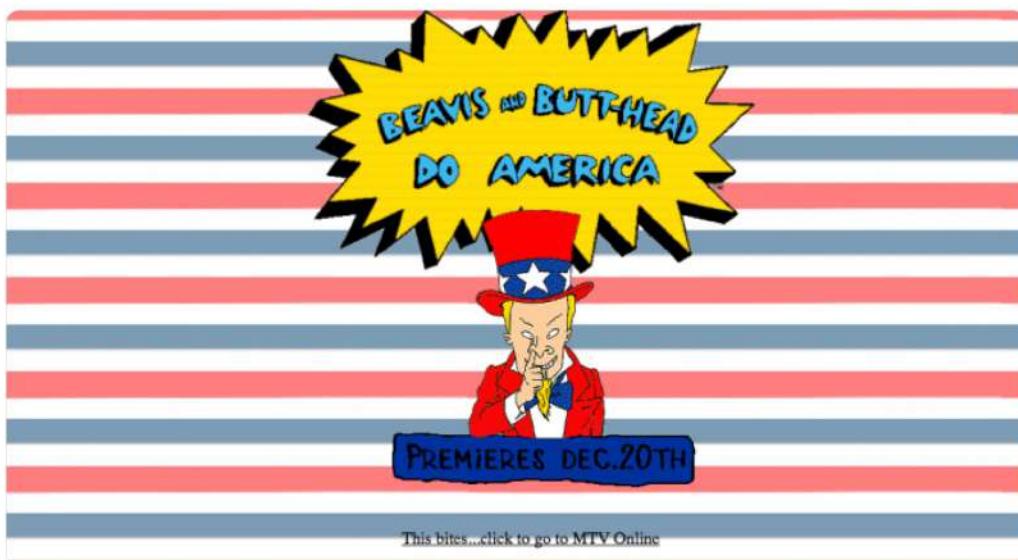


Adobe Photoshop Logo Evolution | Image Courtesy of creative-tim.com

Photoshop was developed in 1987 by two brothers Thomas and John Knoll, who sold the distribution license to Adobe Systems Incorporated in 1988. This program, at that time called "Display", caught the attention of his brother John, an Industrial Light & Magic employee, who recommended that Thomas turn it into a full-fledged image editing program. Thomas renamed the program "ImagePro"; but the name was already taken. Later that year, Thomas renamed his program Photoshop and worked out a short-term deal with scanner manufacturer Barneyscan to distribute copies of the program with a slide scanner; a "total of about 200 copies of Photoshop were shipped" this way. Photoshop was initially only available on the Macintosh platform. In 1993, Adobe chief architect Seetharaman Narayanan ported Photoshop to Microsoft Windows. The Windows port led to Photoshop reaching a wider mass-market audience, as Microsoft's global reach expanded within the next few years. In 1995, Adobe purchased the rights for Photoshop from Thomas and John Knoll for \$34.5

million so Adobe would no longer need to pay a royalty for each copy sold.

1993. The First Landing Page



MTV's Landing Page in 1993

Adam Clark Curry is a podcaster, announcer, Internet entrepreneur, and media personality, known for his stint as VJ (video jockey) on MTV and being one of the first celebrities personally to create and operate websites. He ran the first unofficial landing page site for MTV in 1993. This was a big difference from just a few years before. According to a study by MIT researcher Matthew Gray, by the end of that year, there were 623 websites.

1995. The origin of the term “User Experience”

The term User Experience was probably first heard in public at the CHI '95 Conference Companion on Human Factors in Computing Systems held on May 7-11, 1995, in Denver, Colorado. The combination of the two words

"User" and "Experience" first appeared in a presentation by Donald Norman, Jim Miller, and Austin Henderson of Apple Computer entitled What You See, Some of What's in the Future, And How We Go About Doing It: HI at Apple Computer, particularly in the sentence: "In this organizational overview, we cover some of the critical aspects of human interface research and application at Apple or, as we prefer to call it, the User Experience."

1998. Design is Kinky

Design is Kinky was founded by Andrew Johnstone and was one of the first design community websites. The website regularly presents graphic works, photographs, expert articles, or profiles of artists who have decided to publish their work online. In 2018, the project Design is Kinky closed its operations. Now, if you check the Design is Kinky website they have a "re-launching soon" message.



Logo of Design is Kinky

1999. The Practice of Simplicity

Jakob Nielsen is a web usability consultant human-computer interaction researcher. He was named the "the Guru of Web Page Usability" in 1998 by The New York Times, and the "King of Usability" by Internet Magazine. Jakob published a revolutionary book: Designing Web Usability: The Practice of Simplicity. The book became one of the basic handbooks in the field of web usability and the emerging field of user experience design (UX).

2005. Youtube Launch

In 2005, Chad Hurley, Steve Chen, and Jawed Karim, were employed at PayPal. Soon after resigning, they worked together to launch the YouTube website for publishing and sharing video files. The first video called "Me At The Zoo" was uploaded to YouTube on 23 April, 2005 by one of the co-founders. It was a short video from the San Diego zoo. Not long after, in November 2006, YouTube was purchased by Google for \$1.65 billion.



Logo of YouTube

2009. Dribbble

Dan Cederholm and Rich Thornett founded the Dribbble design community portal. Graphic designers, illustrators, web designers, typographers, and other related creative professionals can share their work on Dribbble in 1600x1200px. Dribbble is currently the largest community website for designers.



Logo of Dribbble

2010. Google Fonts

Google launched an open-source web font library, Google Web Fonts, now called Google Fonts. Fonts are hosted on Google's servers, and the library now has nearly 900 font families that users can use on their websites for free.



Logo of Google Fonts

2010. Flat Design

Microsoft launched Windows Phone 7, a mobile phone whose user interface was created using flat design. The new visual style received positive feedback, and Microsoft used flat design elements in the design of the Windows 8 graphics interface. Flat design has also gained considerable popularity among web designers and has become one of the major visual trends in web design after 2010 along with skeuomorphism and material design styles.



Flat Design Elements | Microsoft Menu

2010. Sketch

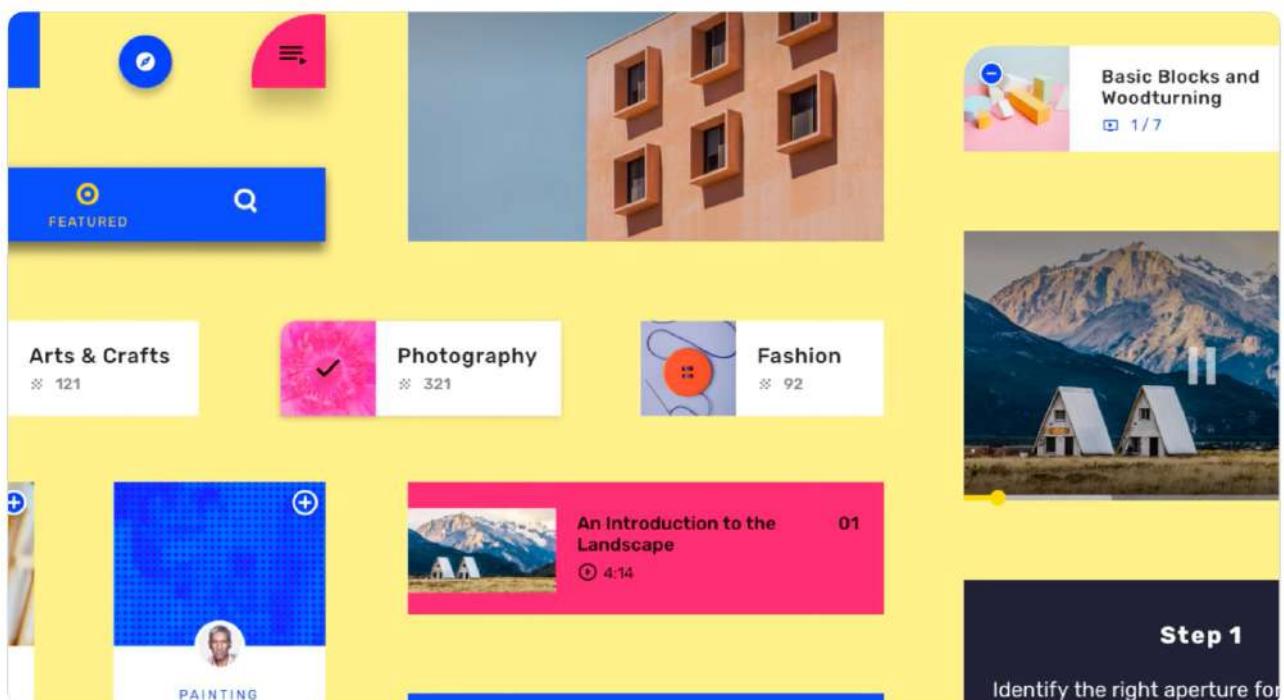
Sketch is a vector graphics editor for macOS developed by the Dutch company Sketch B.V., formerly named Bohemian Coding. It was first released on 7 September 2010 and won an Apple



Logo of Sketch

Design Award in 2012. It is primarily used for designing the user interface and user experience of websites and mobiles and does not include print design features. Sketch has more features for prototyping and collaboration. Being only available for macOS, third party software and handoff tools should be used to view Sketch designs on other platforms.

2014. Material Design



Material Design Elements | Source: material.io

Google introduced a new graphic style called Material Design at the Google I/O conference. Since 2015, Google has redesigned most of its applications and services using the consistent visual style of Material Design. According to Google's definition, Material Design is a "visual language that synthesizes the classic principles of good design with the innovation and the possibility of technology and science."

2016. Adobe XD

As a response to the rising popularity of Sketch, at the Adobe Max conference in October 2015, Adobe announced that they were developing a new interface design and prototyping tool under the name "Project Comet". A beta version of Adobe XD was released for Windows 10 on 13 December 13, 2016. On October 18, 2017, Adobe announced that Adobe XD was out of beta.



Logo of Adobe XD

2016. Figma

Figma started offering a free invite-only preview program on December 3, 2015. It saw its first public release in 2016. On October 22, 2019, Figma launched Figma Community, allowing designers to publish their work for others to view, duplicate, and adapt.

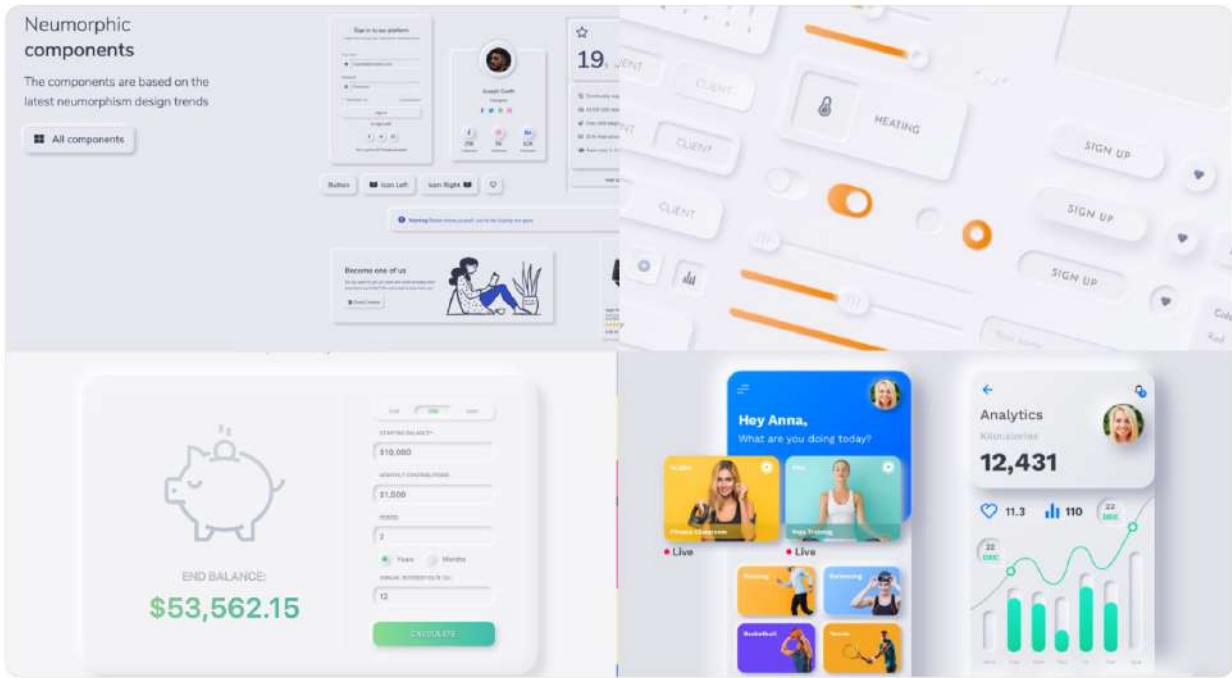


Logo of Figma

2019. Neumorphism

A Medium Post by Michal Malewicz credits the name to Jason Kelley, from new + skeuomorphism. This user interface style is characterized by flat design, combined with soft shadows and highlights.

The Evolution Of Design

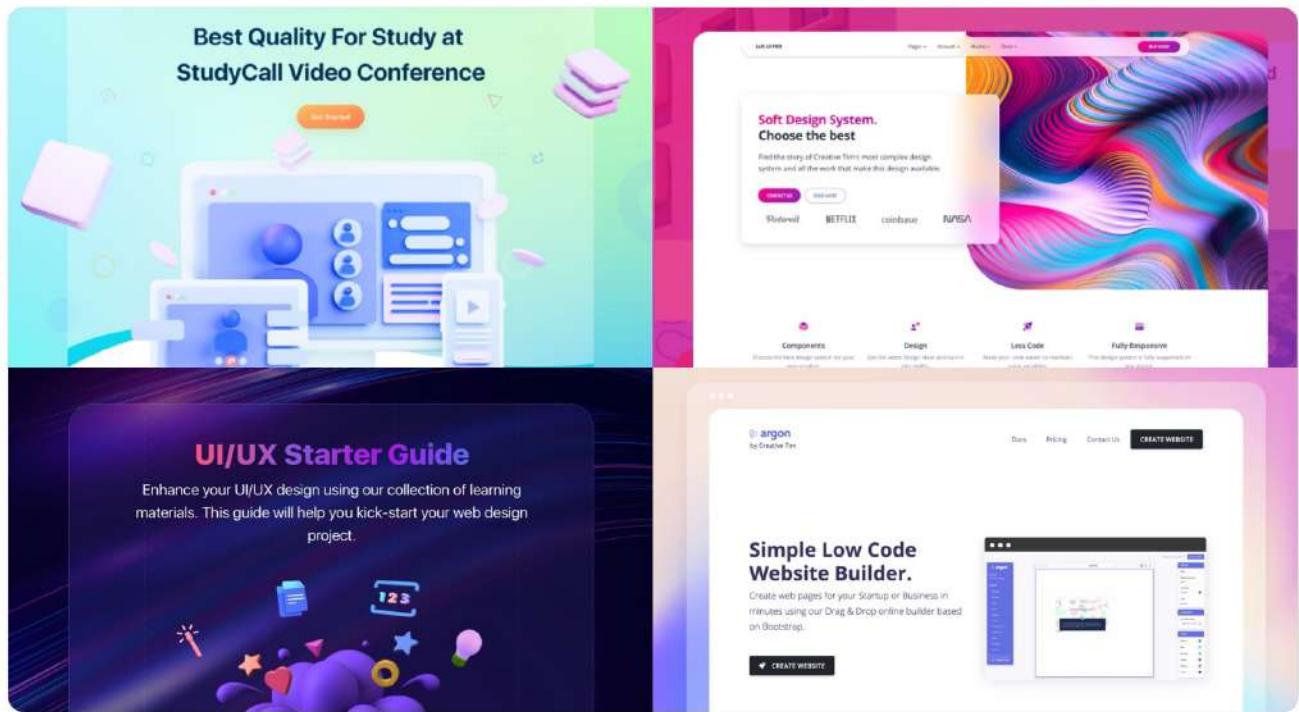


Left to right: Themesberg, Samson Vowles, Mariana Konstantinova, Emy Lascan | Source: dribbble.com

2021. Glassmorphism

Glassmorphism is a term used to describe UI design that emphasizes light or dark objects placed on top of colorful backgrounds. A background-blur is placed on the objects, allowing the background to shine through, giving it the impression of frosted glass. Glassmorphism is the newest trend in UI that is rapidly becoming popular among designers. While its brother, Neumorphism, did not win as many fans, this trend will definitely grow. It is characterized by a glassy look that is based on a combination of shadow, transparency, and background blur. It can work great if it's used the right way, even larger companies like Apple and Microsoft are using it.

The Evolution Of Design



Left to right: Ceptari Tyas, Creative Tim | Source: dribbble.com

PART II

UI/UX Design

Introduction

1. UI Design - How Things Look

a. Formats

A UI (User Interface) deals with the application's graphical layout, which includes buttons, screen layout, animations, transitions, micro-interactions, and so on. In short, UI is all about how things look.

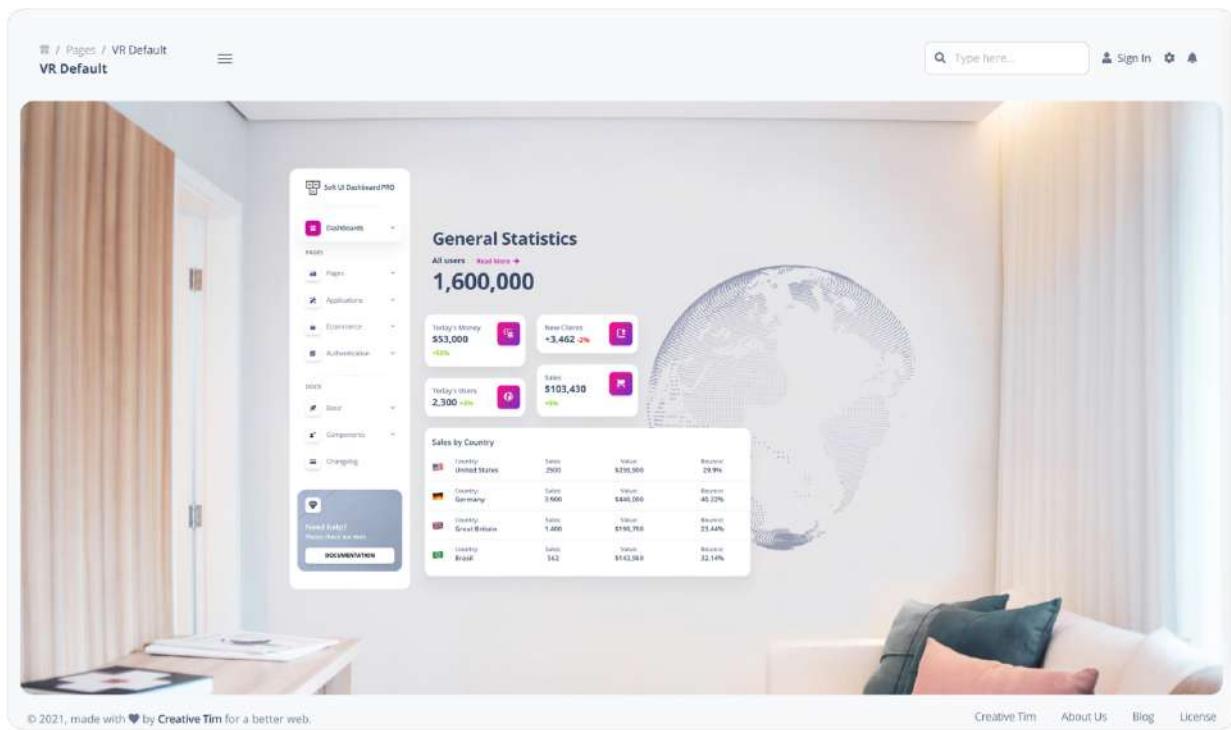


UI design includes the following formats:

Graphical User Interface (GUI): GUI design involves how users interact with the visuals and digital control panels of a system. The computer's desktop is an example of a GUI.

Voice-controlled Interface (VUI): VUI design deals with the interaction between a user and a system using voice. Smart assistants like Bixby for Samsung mobile devices and Siri for iPhones are examples of VUIs.

Gesture-based Interface: This is mostly used in virtual reality (VR) and other gesture-based design scenarios, which deal with the engagement of users within 3D spaces. Here is an example of our fully coded simulation of the Soft UI Admin Dashboard in VR:



b. Characteristics

For good UI Design, you should take these characteristics into consideration:

The design should be focused on helping users complete tasks quickly with minimum effort. Completing tasks should be a seamless experience.

It should be enjoyable, satisfactory, and free from frustration.

The UI design should communicate the brand value of the company/organization.

10 Principles for Good Design
Dieter Rams

01. Good design is innovative	02. Good design makes a product useful	03. Good design is aesthetic	04. Good design makes a product understandable	05. Good design is unobtrusive
06. Good design is honest	07. Good design is long-lasting	08. Good design is thorough down to the last detail	09. Good design is environmentally-friendly	10. Good design is as little design as possible

Image Courtesy of creative-tim.com

2. UX Design - How Things Work

a. UX Process

UX (User Experience) Design deals with how users interact with the system. Logical navigation and how smooth and intuitive the experience is all fall under UX design. In short, this type of design helps users have a positive experience. To get a feeling of the UX process, here are the main steps:

Interaction Design deals with how users can complete their tasks effortlessly by using the interactive components of a system (page transitions, animations, buttons, and so on).

User Research involves conducting extensive research, collecting feedback and ideas from new or existing customers, understanding end-user needs, and making design decisions based on these parameters.

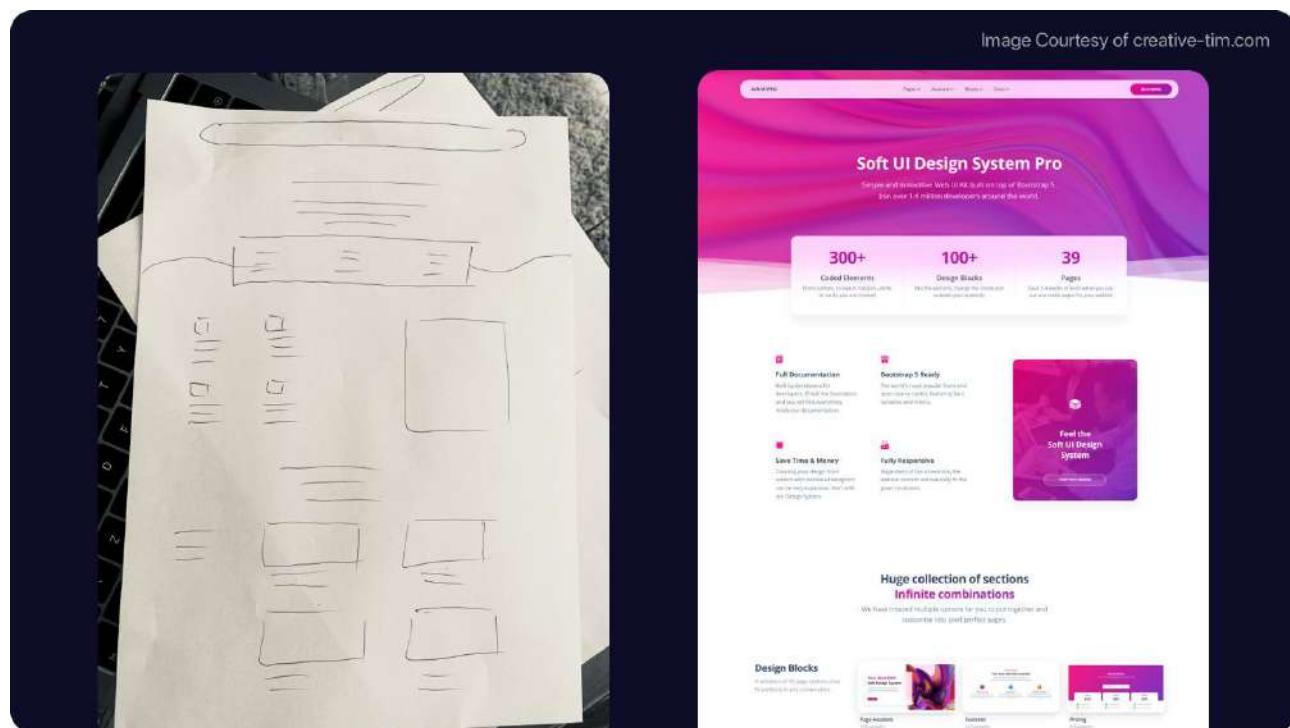


Information Architecture involves the organization of information and content that users need to do their tasks. This requires a UX designer to understand the relationship between different sets of content and present them in the most understandable way possible.

b. Practices

For good UX design, you should follow these practices:

- The product should be easily usable, logical, and self-explanatory.
- The product should solve the user's problem.
- The product should be accessible and usable to a wide range of people.
- The product should create a positive experience for the user, allowing them to complete tasks without frustration.



3. What Do UI/UX Designers Do?

a. What Are the Disadvantages of a Combined UI/UX Role?

Having a combined UI/UX role is almost like wearing two different hats at the same time. While most organizations advertise a UI/UX role as a single, combined job, the UI and UX designers have different skill sets. Their main focus, way of thinking, and method of prototyping a product differ greatly.

A combined UI/UX role requires constant switching between conceptualization and visualization, which is often difficult and can reduce the amount of attention that each discipline requires.

b. How Do UI/UX Designers Work Together?

	 UI	 UX
Focus	delights aesthetically	delights with effectiveness
Visual Design	✓	—
Layout Design	✓	—
Wireframe & Prototype	—	✓
User Research	—	✓
Creative Mindset	✓	✓
Team Experience	✓	✓
Collaboration with developers	✓	✓
Tools	HTML5, CSS3, JS	Sketch, Figma, Adobe, etc.

Image Courtesy of creative-tim.com

While UI design and UX design require very different skill sets, they are both important components that must work in harmony to give the best experience to end users.

A UI design might be beautiful, but it can be clunky and confusing to navigate without a good UX design. On the other hand, the user experience of a product can be flawless, but it is nothing without a good-looking user interface.

Any frontend development and design process should start with understanding the needs of the user. UX and UI designers should work in collaboration with other developers, managers, and product owners to understand what the end product should be able to do, how it should feel, and what it should look like.

UX designers are generally involved in the earlier phases of a product design since they need to design the flow of activities that take place when a user needs to solve a problem. This process involves analytic and project management activities.

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

Steve Jobs

Image Courtesy of creative-tim.com

Later, a UI designer builds on the aesthetics and interactions based on the models provided by the UX designer. Given this, it is safe to state that UX and UI go hand in hand. And while there are instances when the same person does both, one design principle cannot exist without the other.

PART III

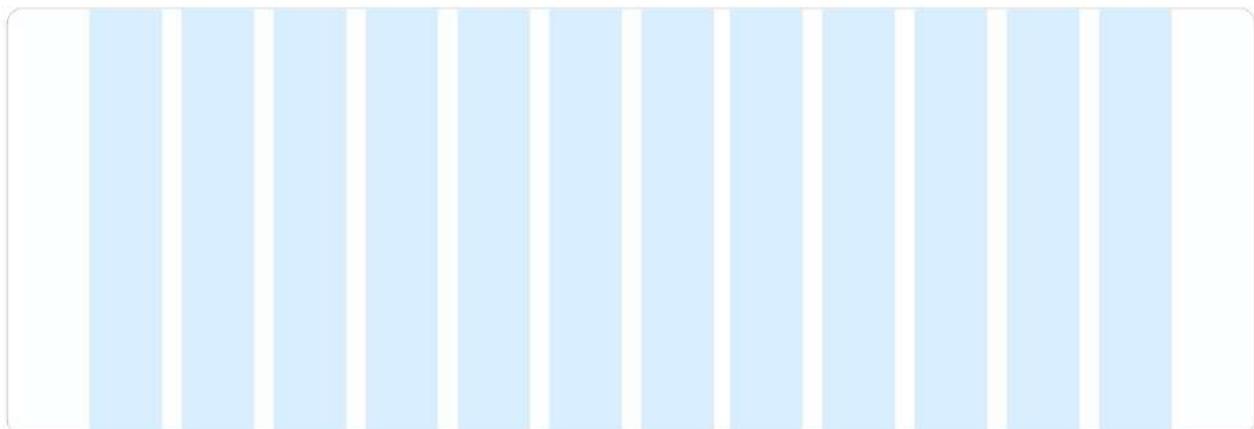
The Anatomy of the Elements

1. Grid and Layout

a. About Grid

One of the most important foundations in UI/UX Design is the grid. This grid is created through a set of horizontal and vertical lines, so the screen is divided into columns and rows. With a consistent spacing between elements like buttons, cards, paragraphs, the page or the application has a structure and an alignment. In addition to clarity, the grid makes the design responsive and facilitates the design process.

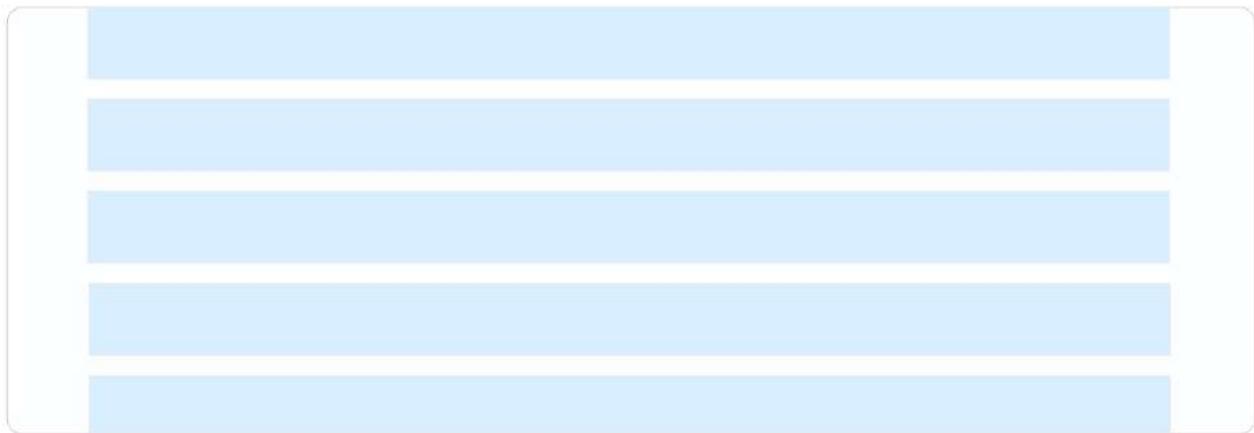
Columns



Example of 12 columns grid

The vertical areas of a grid are columns. These are flexible and can be used in pairs of 6 or 8, but most UI/UX designers are using 12 columns. Do not use values like 7, 9 or 11 for column amounts because these values are divisible only by themselves.

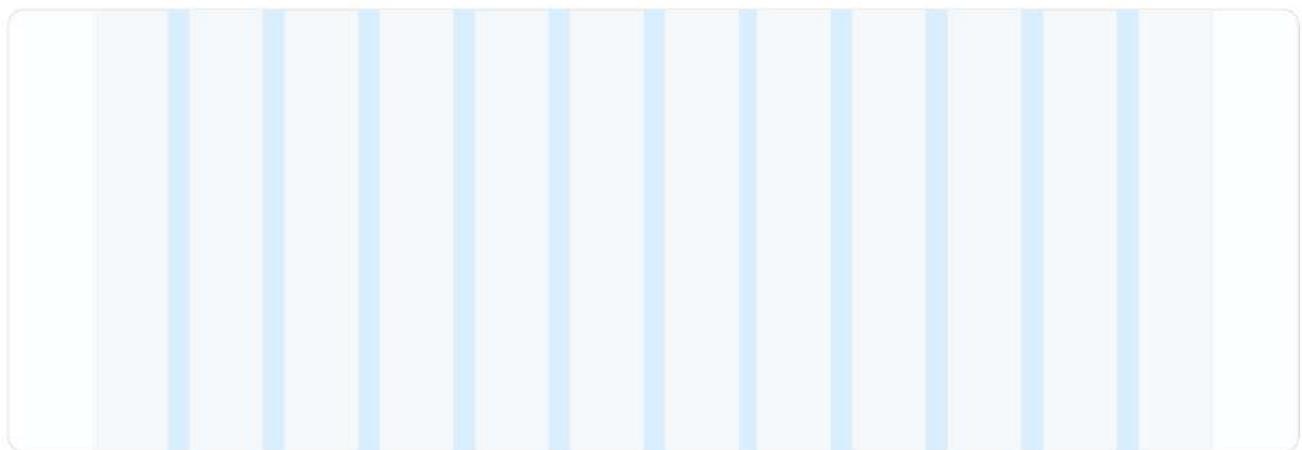
Rows



Example of a row grid

The horizontal areas of a grid are rows. However, this type of grid is not used often in web design.

Gutters



Example of a gutter grid

The empty spaces that divide columns and rows are gutters.

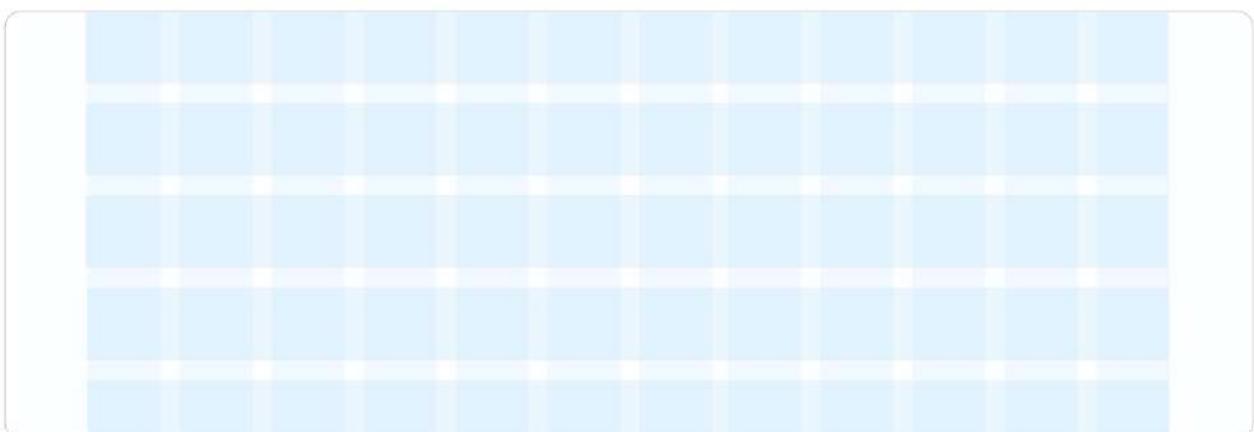
Margins



Example of a margin grid

The space which is outside of columns, rows, and gutters are margins. Large margins and healthy spacing between sections of content allow your user to pause and breathe as they are scrolling through your website.

Modular



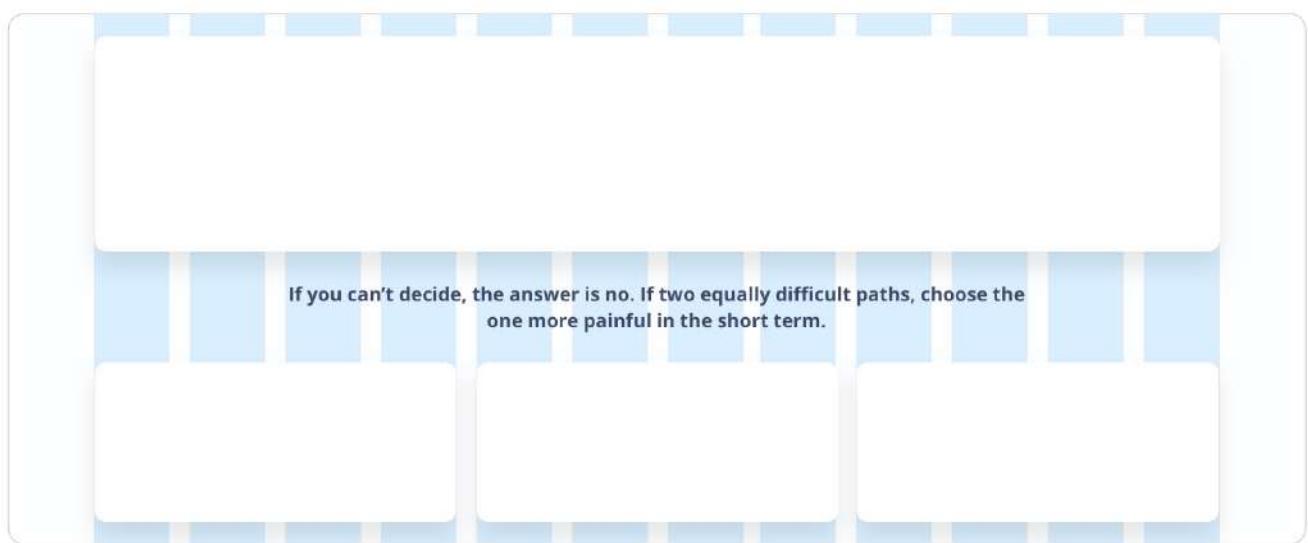
Example of a modular grid

The modular grid is the area of intersection between a column and a row.

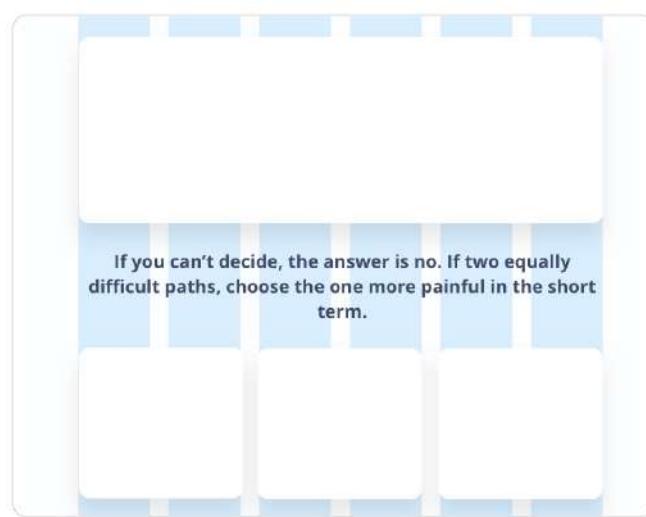
b. What is Fluid Grid?

A Fluid Grid allow a designer to change elements based on the screen size. More accurately, column width changes based on screen width, while margin and gutter widths are fixed. This type of grid is recommended for responsive interfaces.

For example, this header is set on a fluid grid, so it looks like this on a 12 columns grid.

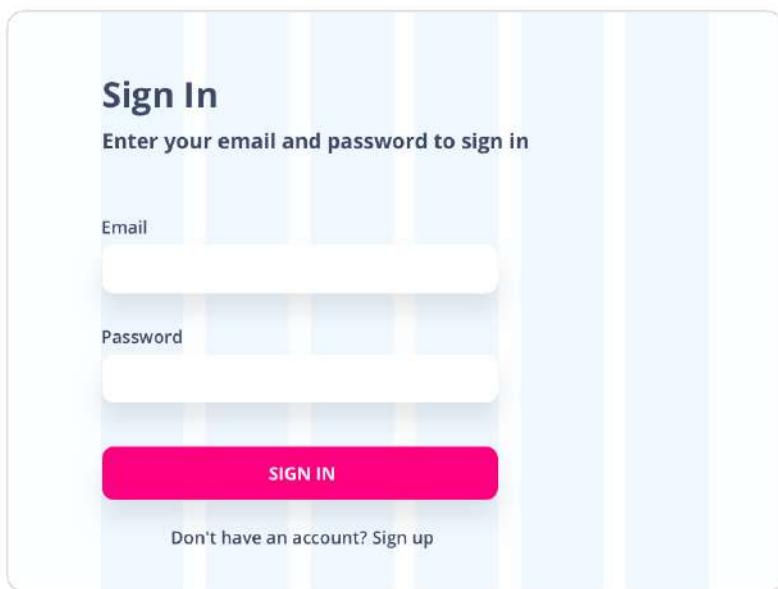


It looks like this on a 6 columns grid.



c. What is Fixed Grid?

The size of the margin has the feature to change based on screen size. In this situation, columns and gutters have fixed values. If you are designing form areas or articles, you should use this grid type, because it is unnecessary to stretch this content.



d. For Desktop

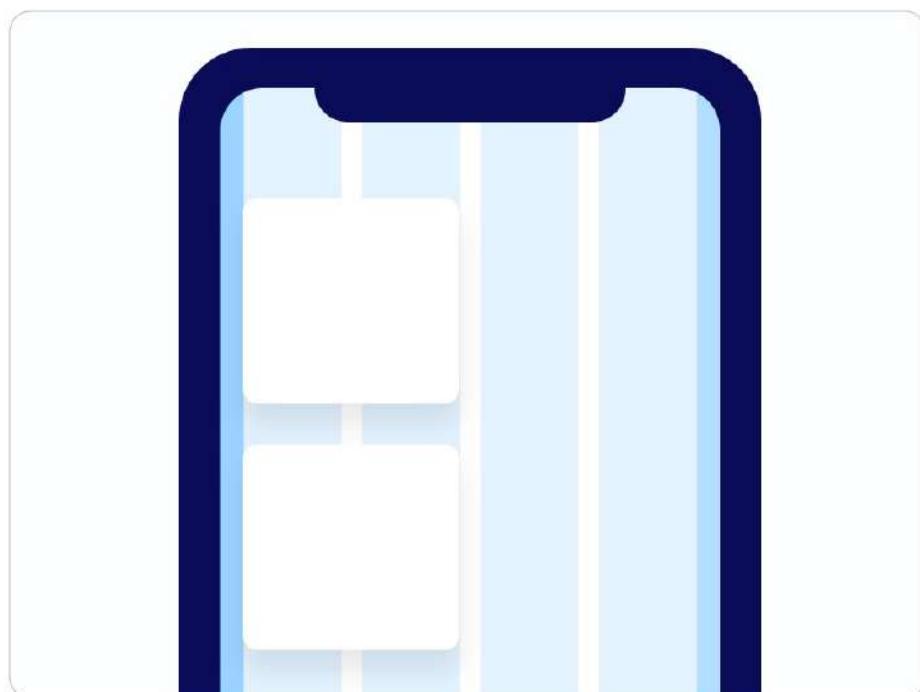
The common size which designers choose to use is with 12 columns grid. Most design tools have the option to set the grid, but if it doesn't, you have to calculate the values. For this, there are many online tools that can help you calculate your grid values. Try to use 12pt, 14pt, or 16pt for gutters and 160pt or 180pt for margins.

When you start to design all elements, it is important to use a grid for these too. Most screen sizes are divisible by 8, so with the 8pt rule, all the dimensions of elements must be a multiple of 8, like 16, 24, 32, 40, and so

on. This rule will create consistency in design but also reduce implementation time.

e. For Mobile

Most of the mobile screens use an 8pt grid. Margins are defined with a fixed width of 16px, but some apps use 20 or 24px. The recommended value for the gutters is also 16px. Less than 16px is usually not enough to keep elements visually separated but, maybe 8px might work in some situations. The text sits on a baseline grid which is set to 4px.



f. How it Works for Text

The text should be aligned based on its baseline. When you have to align two or more pieces of text with each other, the alignment is done according to the first lines of text. When you align them based on the baseline of their first, visually, it becomes clean.



Take a look at these cards.

Articles	Trending Recent	Articles	Trending Recent
 Best Experience Finding temporary housing for your dog should be as easy as... Read More		 Best Experience Finding temporary housing for your dog should be as easy as... Read More	
 Investment Tricks Startups rose sequentially in the second quarter of 2020... Read More		 Investment Tricks Startups rose sequentially in the second quarter of 2020... Read More	

2. Typography

Typography is how text is arranged within a design. It is the process of making the text fit in an aesthetically pleasing way that does not compromise its legibility. When using typography, the designer is not designing the actual letters, he is working with existing typefaces and fonts.

a. Typeface vs. Font

A typeface is the lettering design (Open Sans, Helvetica, Roboto, etc.) that has a collection of related fonts, while a font is a specific style within that typeface (Regular, Italic, Light, SemiBold, Bold, etc).

The choice of a typeface must be made according to legibility, the ability to be scalable and according to the variety of several weights.

Typeface

Open Sans

Fonts

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

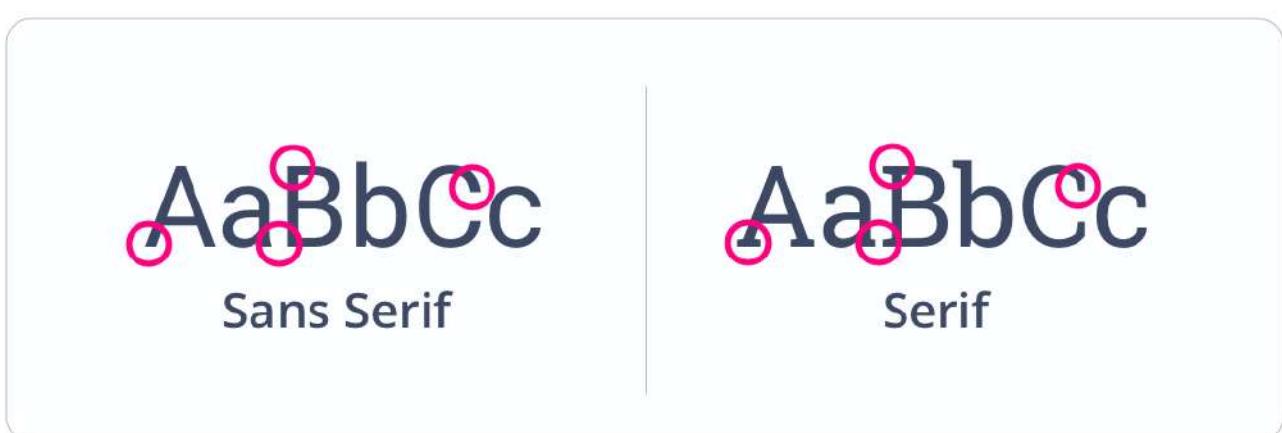
b. Typeface



There are three typeface categories, Sans Serif, Serif, and Script. For UI/UX Design, the last one, Script, is the most avoided because it is the hardest to read, especially if that typeface is a primary text.

Serif comprises the small features at the end of strokes within letters. Serif typefaces and their fonts tend to have a sophisticated and classic feel.

Sans serif typefaces are, in contrast to serif typefaces, typefaces that don't have serifs. The printing industry refers to typefaces without serifs as sans serif, from French “sans” meaning “without”. They tend to communicate a more relaxed and informal presence.



The choice of a typeface must be made according to legibility, the ability to be scalable, and according to the variety of several weights.

c. Line Height and Line Length

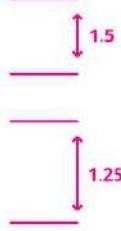
The line height and the font size are inversely proportional. A short line height is appropriate for large texts and a taller line height for small texts. The line height for small text multiplies the font size by 1.6. For example, the font size is 16pt, the result is 25.6, so it can be rounded to 26pt. This is not valid for large text, which is bigger than 32pt. For larger text, multiplying by 1.3, or 1.1 can look great.

THE IDEA

Create a design system that can be used in any product available.



Keep you user engaged by providing meaningful information. Remember that by this time, the user is curious, otherwise he wouldn't scroll to get here. Add a button if you want the user to see more. We are here to make life better. And now I look and look around and there's so many Kanyes.

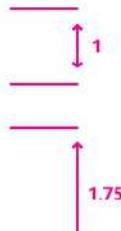


THE IDEA

Create a design system that can be used in any product available.

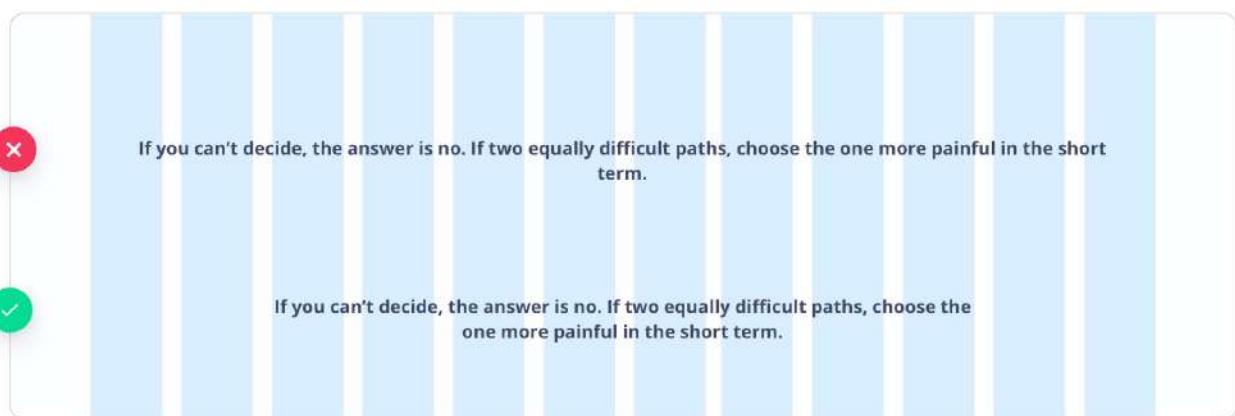


Keep you user engaged by providing meaningful information. Remember that by this time, the user is curious, otherwise he wouldn't scroll to get here. Add a button if you want the user to see more. We are here to make life better. And now I look and look around and there's so many Kanyes.



Line length is the distance between the left and right edges of a text block. Shorter lines are more comfortable to read than longer lines. As line length increases, your eye has to travel farther from the end of one line to the beginning of the next. If the lines are too short, the text becomes

disjointed, but if they are too long, the content loses rhythm as the reader searches for the start of each line.

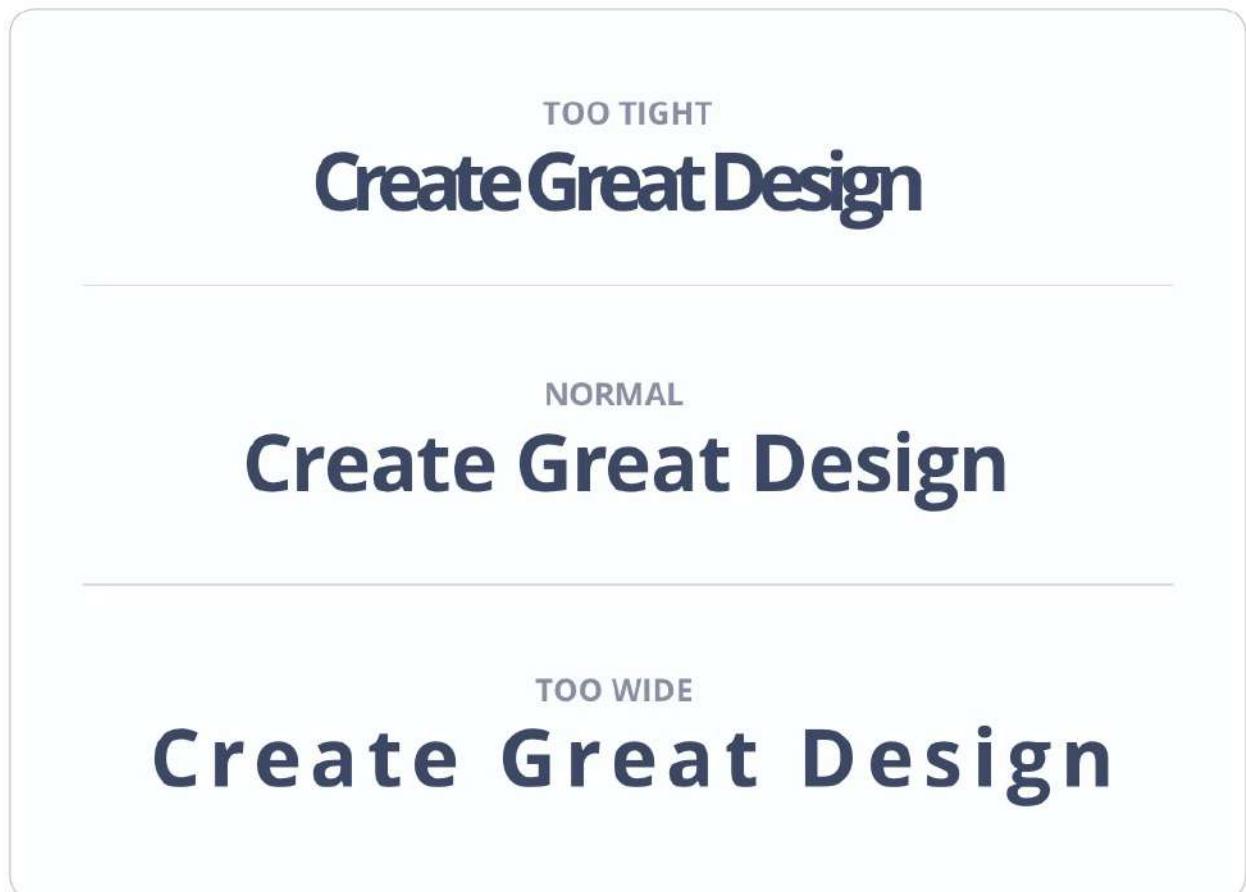


e. Letter Spacing

The letter spacing is the space between letters in text. The main purpose of letter spacing is to improve the legibility and readability of the text. When you set a font size, its value is by default 0. Sometimes it is not ideal to try to be artistic with setting higher values. If you have too tight or too wide text, it can simply be just too difficult to read. Even if you think it looks good, people will struggle reading it, and that will ruin their experience. In most cases, its value can remain set to 0.



However, there are situations where adjustments are needed. For example, when capital letters are next to each other, their space is too tight. Therefore, to achieve better readability, space needs to be increased. This is a process generally referred to as kerning.



In general, the fonts are well designed; you can be sure that they are well calibrated and you will not have to make major adjustments to them. Besides this, the default Material Design and Apple guidelines for their typefaces are very useful.

f. Align

The text-align property is used to set the horizontal alignment of a text. A text can be left or right-aligned, centered, or justified.

If everything I did failed - which it doesn't, it actually succeeds - just the fact that I'm willing to fail is an inspiration.

LEFT ALIGN

If everything I did failed - which it doesn't, it actually succeeds - just the fact that I'm willing to fail is an inspiration.

CENTER

If everything I did failed - which it doesn't, it actually succeeds - just the fact that I'm willing to fail is an inspiration.

RIGHT ALIGN

If everything I did failed - which it doesn't, it actually succeeds - just the fact that I'm willing to fail is an inspiration.

JUSTIFY

Approximately 90% of humans are right-handed, and most languages read the written word left to right, so the most alignment used is left. Even though the center alignment looks great because it is symmetrical, it is difficult to read when there are many rows.

The justify alignment is recommended for articles and blogs because it is much easier to read a section with a lot of text. This alignment needs special attention because it could have a lot of gaps between words. For this situation, hyphenation is the solution that can reduce these gaps.



Best Experience

People are so scared to lose that they don't even try. Like, one thing people can't say is that I'm not trying.



Best Experience

People are so scared to lose that they don't even try. Like, one thing people can't say is that I'm not trying.

A “rag” is an informal term used to describe an uneven margin for a vertical column of type. When this is too obvious, it is very difficult for the reader to move from one line to another.

c. Type Scale

The type scale is a combination of 10 or more styles that are supported by the type system. It contains reusable categories of text, each with an intended application and meaning. The main objective of having a type scale is to have a consistent set of text sizes ready to use.

HEADING 1 - 48PT

Awesome Type Scale

HEADING 2 - 36PT

Awesome Type Scale

HEADING 3 - 30PT

Awesome Type Scale

HEADING 4 - 24PT

Awesome Type Scale

HEADING 5 - 20PT

Awesome Type Scale

HEADING 6 - 16PT

Awesome Type Scale

LEAD TEXT - 20PT

Awesome Type Scale

PARAGRAPH - 16PT

I will be the leader of a company that ends up being worth billions of dollars, because I got the answers. I understand culture. I am the nucleus. I think that's a responsibility that I have, to push possibilities, to show people, this is the level that things could be at.

SMALL - 14PT

I will be the leader of a company that ends up being worth billions of dollars, because I got the answers. I understand culture. I am the nucleus. I think that's a responsibility that I have, to push possibilities, to show people, this is the level that things could be at.

TINY - 12PT

I will be the leader of a company that ends up being worth billions of dollars, because I got the answers. I understand culture. I am the nucleus. I think that's a responsibility that I have, to push possibilities, to show people, this is the level that things could be at.

The Anatomy of the Elements

For creating your specific type scale, in the beginning, it is necessary to set a base size which can be 14pt or 16pt. The next step is to multiply and divide the base size by 1.618, so the type scale will have a structure related to the Golden Ratio. Avoid texts smaller than 12px, they are difficult to read.

There are many online tools that can help you create your own scale. All you have to do is set the base. So, take a look at this example of a scale that works well for most projects.

This one will help you to have consistency in design and to have a great user experience. Be careful when you reduce the dimensions, and try to avoid using more than 3 font sizes for a section. Take a look at this example.

The image shows two versions of a news article layout side-by-side, illustrating the use of a type scale. Both versions feature a large image of a cathedral interior on the left and a news article on the right.

Version 1 (Left): A red circle with a white 'X' is in the top-left corner. The article title "BUSINESS" is in bold black font. Below it, the headline "Warner Music Group buys concert discovery service Songkick." is in bold black font. The main text starts with "Warner Music Group announced today it's acquiring the selected assets of the music platform Songkick, including its app for finding concerts and the company's trademark. Songkick has been involved..." followed by a "Read More" link. At the bottom, it says "by Sarah Perez | 2 days ago". To the right of the text, three horizontal lines indicate font sizes: 24pt, 21pt, and 14pt.

Version 2 (Right): A green circle with a white checkmark is in the top-left corner. The article title "BUSINESS" is in bold black font. Below it, the headline "Warner Music Group buys concert discovery service Songkick." is in bold black font. The main text starts with "Warner Music Group announced today it's acquiring the selected assets of the music platform Songkick, including its app for finding concerts and the company's trademark. Songkick has been involved..." followed by a "Read More" link. At the bottom, it says "by Sarah Perez | 2 days ago". To the right of the text, three horizontal lines indicate font sizes: 16pt, 30pt, and 16pt.

3. Colors

Color can set the basic mood, tone, concept, and connotation for a brand or product. Research conducted by the Institute for Color shows that users take about 90 seconds to assess the quality of online products. From 62% to 90% of people's product assessments are color-influenced on the subconscious level.

The right color selection will always improve the display of elements. It can also increase the strength of those elements such as calls-to-action, as it can enhance customer navigation capabilities. At the subconscious level, it can fulfill aesthetic user needs, and can stimulate intuitive interactions.

a. Color Ways

Colors can be noted down in different ways, and the most common ones are Pantone, CMYK, HEX, and RGB. However, in Web Design, the only ones used are HEX and RBG.

Pantone



Image Courtesy of pantone.com

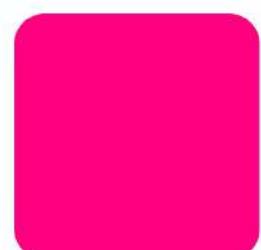
CMYK

CMYK 0 100% 50% 0
CYAN MAGENTA YELLOW KEY



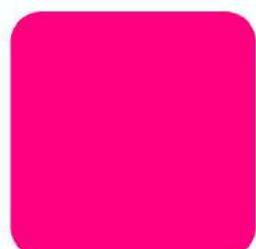
HEX

HEX #FF0080
RED GREEN BLUE



RGB

RGB (255, 0, 128)
RED GREEN BLUE



RGBA

RGBA (255, 0, 128, 0.5)

RED

GREEN

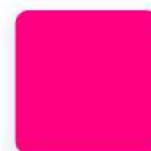
BLUE

ALPHA



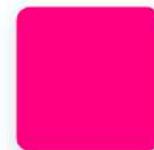
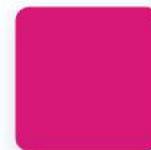
Hue

Hue refers to the origin of the colors we can see. It doesn't have any adjustments on the original color.



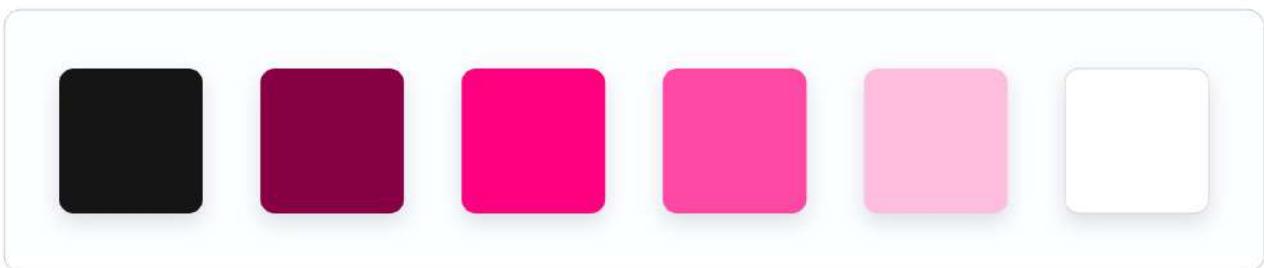
Saturation

Saturation is how colorful or vivid a color appears. It is a hue with different saturation values, more exactly, 0% saturation is grey, and 100% saturation is an intense color.



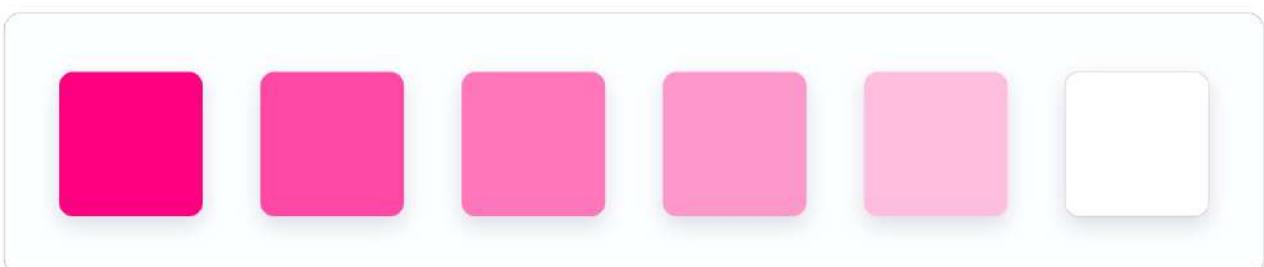
Lightness

This is the way to compare how close the color is to white or to black. For example, 0% lightness is pure black, 50% lightness is the chosen color, and 100% lightness is pure white.



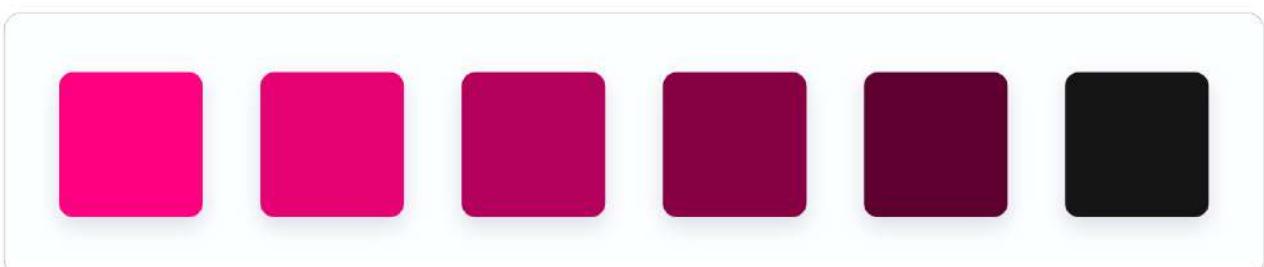
Tints of color

Increasing the lightness of a color will create color versions by adding white.



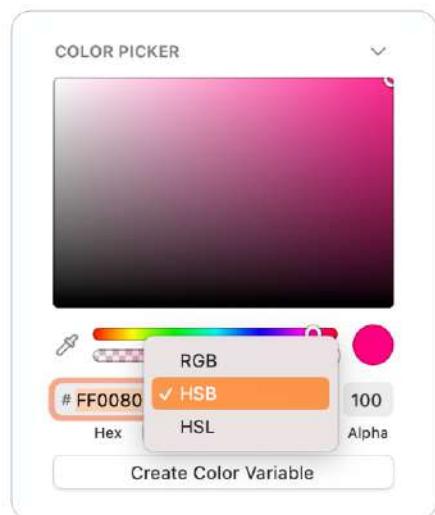
Shades of color

Decreasing the lightness of a color will create color versions by adding black.



HSB and HSL

HSB (Hue, Saturation, Brightness) and HSL (Hue, Saturation, Lightness) are not the same. For the same color, there are differences between the color values. At the extreme top right, the Brightness is 100 in HSB, while the Lightness is 50 in HSL.



b. Don't use Pure Black

Pure black is not recommended in Web Design. Pure black text on white backgrounds can cause eye strain when users read the text over an extended period. White has 100% color brightness, and black has 0% color brightness. This disparity in color brightness creates intense light levels that overstimulate the eyes when reading text.

Instead of black text, it is recommended to use dark gray text on a white background, so the change in brightness is not that prominent. This prevents overstimulating the retina and allows users to read for a more extended period.

#000000

NASA

Best Experience

Check out our proven methods, guides, and exercises that help make work better, and people happier. The time is now for it to be okay to be great. People in this world shun people for being great. For being a bright color. [Read More](#)

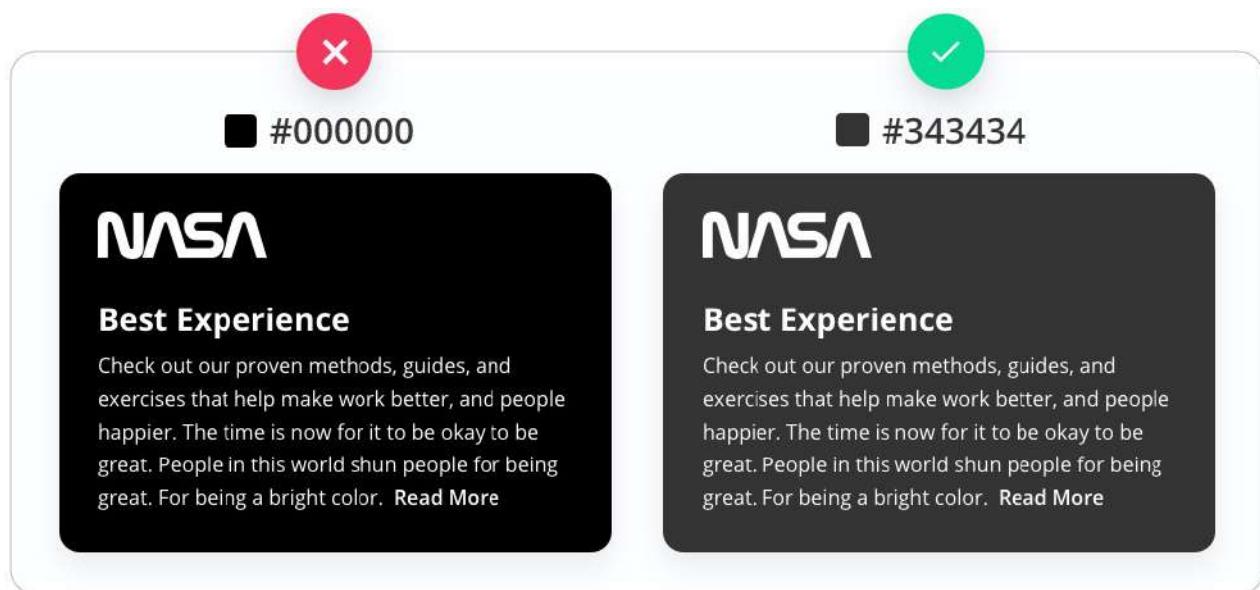
#333333

NASA

Best Experience

Check out our proven methods, guides, and exercises that help make work better, and people happier. The time is now for it to be okay to be great. People in this world shun people for being great. For being a bright color. [Read More](#)

Same situation for using a pure black background with white text. A pure black background removes all light emitting from the screen. This makes the eyes work harder and open wider since it needs to absorb more light. When this occurs, the white letters can bleed into the black background and cause the text to blur. This effect is known as “halation” and it especially affects users with astigmatism.



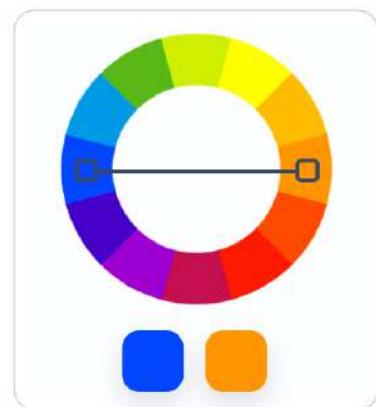
A balance of contrast between the text and the background color is an effective way to make your text safe for the user's eyes. If you're unsure about your color contrast, you can use an online color contrast checker to find an optimal range that works for you. It shows you when your color contrast is too low based on accessibility guidelines.

c. Create a Color Palette

The color wheel is known as the fundamental method to choose colors for every aspect of life, for clothes, furniture, art, or buttons. This is an important tool that helps every UI Designer to create color palettes. The colors used on a design should not be chosen randomly; it should have a meaning visually and for the user.

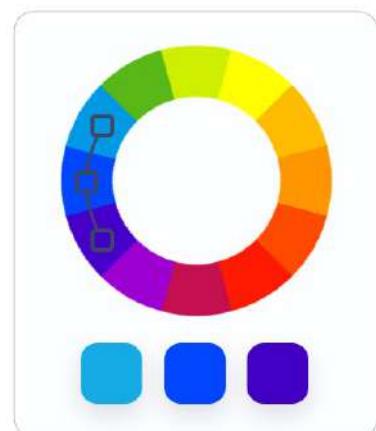
Complementary Palette

Complementary colors are placed on opposite sides on the color wheel. This combination provides a high contrast, high impact color, and together are prominent.



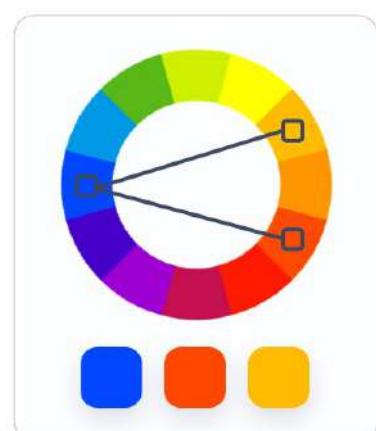
Analogous Palette

In this scheme are three colors that are side by side on the color wheel. To balance an analogous color palette, choose one dominant color, and use the others as accents.



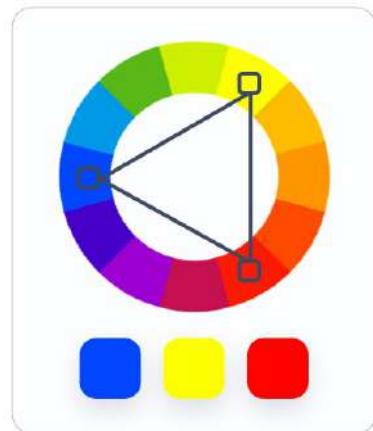
Split-Complementary Palette

Split-complementary color scheme uses one primary color and the two colors that are on the right and left side of the primary's complement.



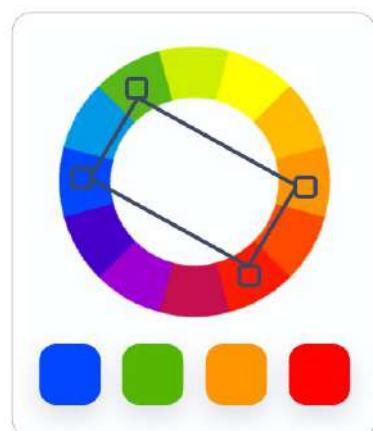
Triadic Palette

This scheme contains three colors that draw a shape of a triangle on the color wheel. This provides a high contrast color scheme and creates boldness.



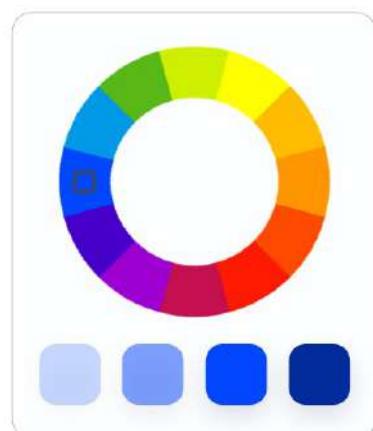
Rectangular Palette

This color scheme uses four colors made from two pairs of complementary colors. All four colors create a contrasting combination.



Monochromatic Palette

This scheme contains a primary color with its tints and shades. This color palette is easy to apply in projects for balanced and clean design because it provides a subtle and delicate color combination.



A color palette with colors chosen appropriately could attract readers and customers or could keep them staying longer on your website.

Create your own color palette

For a complex color palette, which contains all the necessary colors, just follow these rules:

Rule 1: Set the Primary Color

Generally, this color will be like a leitmotiv, which will be used for elements like buttons, icons, typography, cards, headers and others. It doesn't have to be a color from the color wheel.

PRIMARY
#FF0080

Rule 2: Choose a Secondary Color

In a design, it is necessary to have a secondary color to guide the users to secondary actions. This color could be the primary color's complementary or a neutral color like a shade of gray.

SECONDARY
#E5EAEE

SECONDARY
#342F5D

Rule 3: Set Attention Catching Colors

These colors are strongly suggested in order to communicate with the user. They are used, for example, to send the user a notification if the input he filled in is incorrect. Green indicates success, blue - information, orange - warning, red - danger/error. These colors appear in elements like notifications, alerts, modals, inputs etc.

SUCCESS
#24D57A

INFO
#2CAAFF

WARNING
#F98B01

ERROR
#F74032

Sometimes the primary color could be green, blue, orange, or red. In this situation, the notification color should have a different hue or saturation but still be green, blue, orange, or red.

Rule 4: Create Tints and Shades of Colors

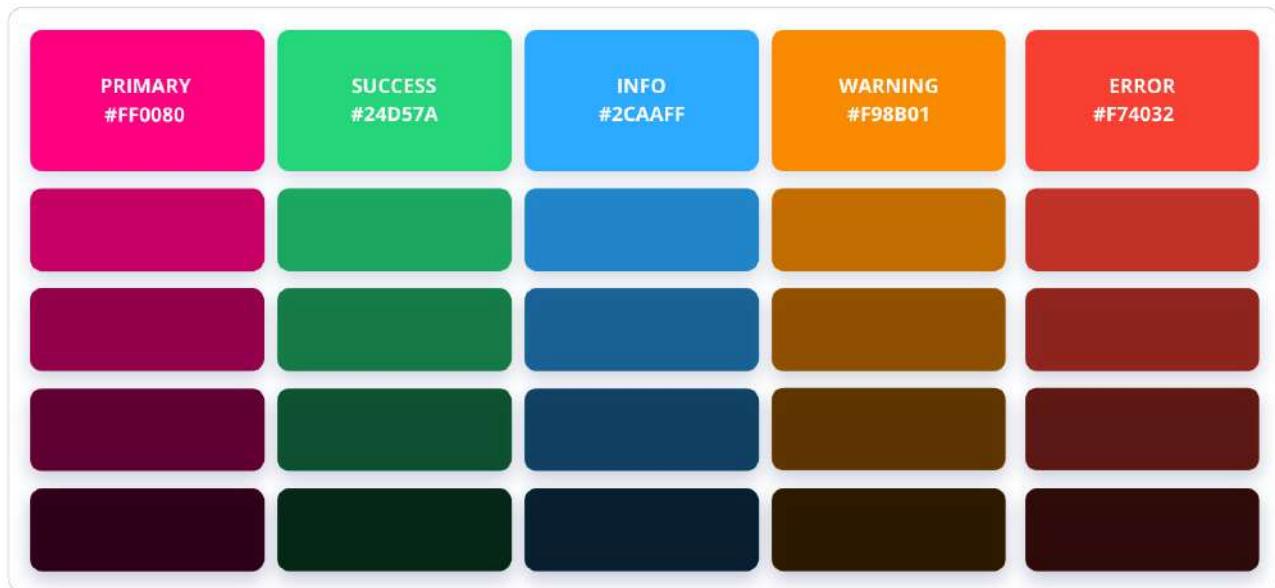
For a correct chromatic organization in the project, it is necessary to have the tints and shades of the chosen colors in the color palette. It could be used for cards, backgrounds or filters over images.

The tints of colors are created by changing the lightness value of each color. In the first place there are the unchanged colors, and down with each row the colors have 20% more of lightness on each row. The percentage value could be 10, or 5, depending on how light you want the tint to be.



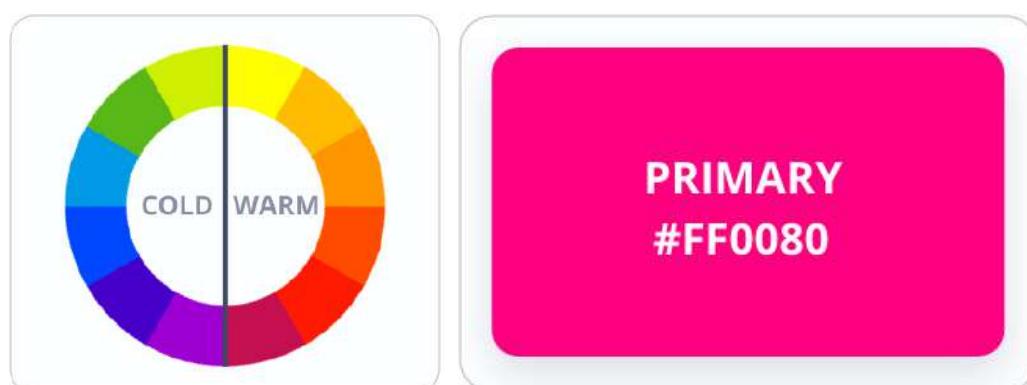
The Anatomy of the Elements

The shades of colors are created by changing the lightness value of each color, but, in this case, subtracting 20% of lightness on each row. Same as the tints, the percentage value could be 10, or 5, depending on how dark you want the shade to be.



Rule 5: Create the Gray Palette

In this situation, primary color is in the category of cold colors, so all the greys will be cold. On the other hand, if the primary color is warm, all the greys will be warm.



For a completely neutral gray palette, set the saturation to 0. In this case, the neutral colors are more appropriate and will improve the look and feel of your project.



Firstly, create the darkest gray from primary color, or more specifically; saturation could be set to 20 and lightness to 10. For finishing the gray palette, add 10% lightness to the darkest gray at each new gray created, until white is obtained.

Rule 6: 60 - 30 - 10

The Golden Ratio Effect refers to the 60% - 30% - 10% rule.

60% is a dominant hue, usually it's a neutral color.

30% is for the secondary color, complementary or another shade of gray.

10% is for the accent color.



Extra: Tips and Tricks

Another way to create a color palette is to be inspired by nature. Nature's color palette is so various and also includes tints and shades. For a clean, natural, and well-proportioned design, it is advisable to use natural colors, because the user sees it daily and his eyes are accustomed to those colors.



d. Contrast

Contrast helps users to distinguish various text and non-text elements. Higher contrast makes the imagery more comfortable to see, and reducing contrast can give a flatter tone to images.

Always check the contrast ratio.



Check contrast-ratio.com for easily calculating the color contrast ratios.

e. Colors in Dark Mode

With the increase of user's screen exposure time, dark mode design has emerged as a friendly alternative to white screens that can tire eyes. Therefore, its adoption has expanded a great deal, making it normal for users to expect to have a Dark Mode option on your site or application. Indeed, Dark Mode is better for reducing eye strain due to light text on a dark background. It minimizes flickering and blue light, which can harm our eyes, especially when we spend long hours on the Internet late into the evening.

The Anatomy of the Elements

From the perspective of the color palette, the tints will make a greater contrast in the dark than the shades.



4. Gradients

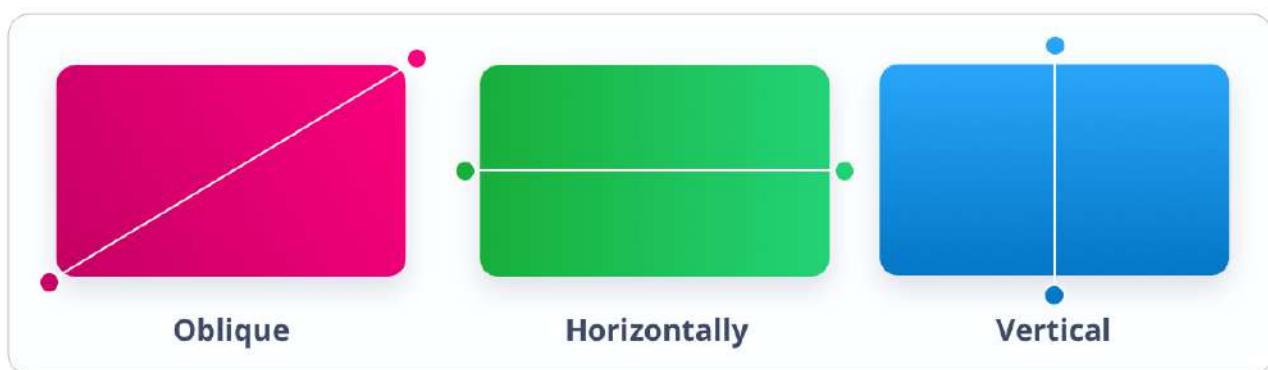
a. About Gradient

A gradient is the gradual blending from one color to another or more. Gradients make everything look more real because real life is not made of flat objects with flat colors. Gradients can be found in typography, buttons, cards, headers, illustrations - on almost all UI elements.

b. Gradient Types

Linear Gradient

This gradient is a transition between two or more colors. It can be oblique, horizontal, or vertical. The lightest color is recommended to be at the top because naturally the light comes from above. Use it for square or polygonal shapes.



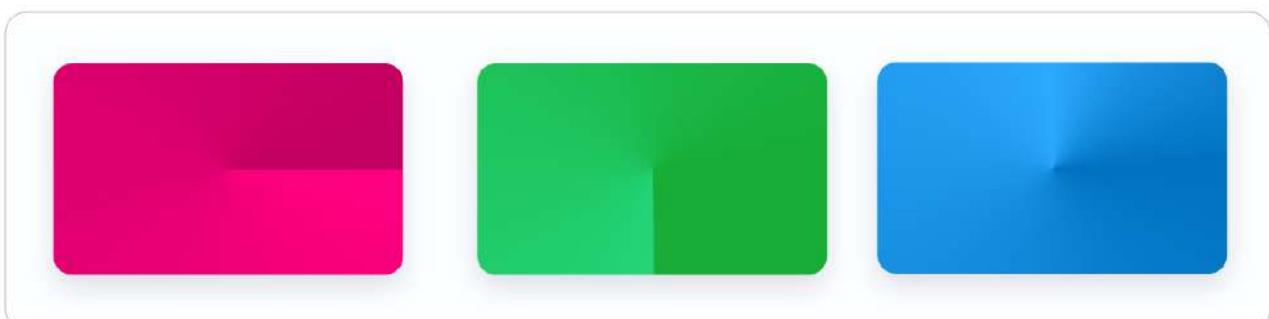
Radial Gradient

This gradient has a color starting in the centre point of the shape and the other colour on its edge. If the right colors are chosen well, this gradient creates an awesome 3D effect. Use it more for round shapes.



Angular Gradient

Also known as Conic Gradient, this gradient creates an angle. The color function changes relative to a center point, the defined start and end edges.

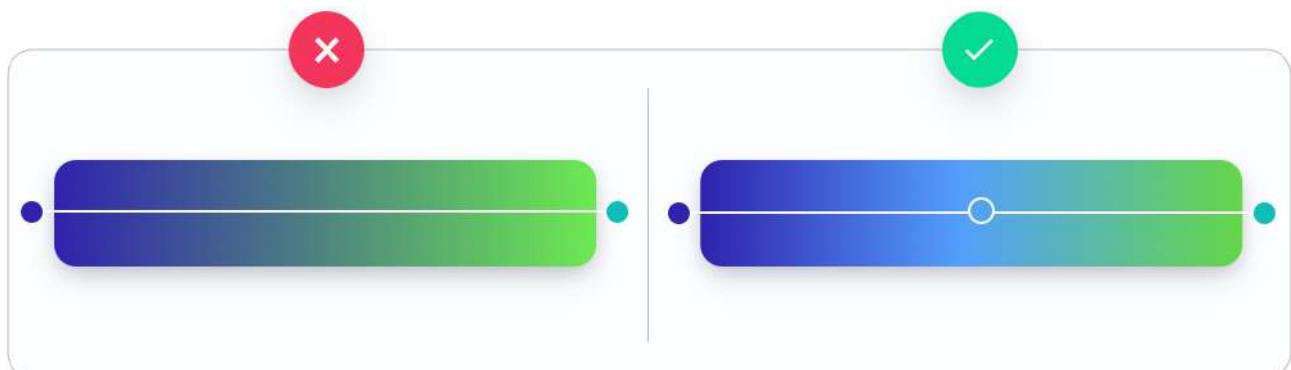


c. Create a Gradient

Always try to use soft color transitions to get a smooth gradient. Avoid using more than three colors in small shapes and make symmetry between color stops.

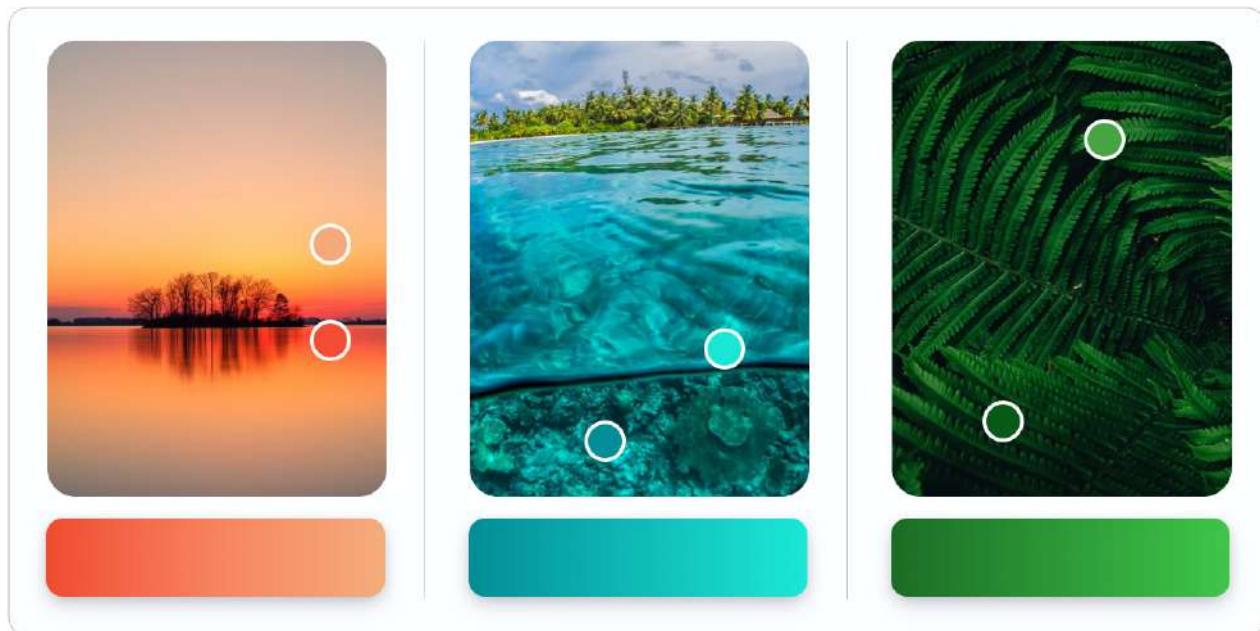


If the gradient is created with a primary color and its tints or shades, it is a safe area of color, but the gradient could also be created with primary and complementary colors. In this situation, using only the two colors, a greyish color will appear between them, which is not aesthetic. To avoid the greyish color, it is necessary to add a new color, more specifically, a color between them from the color wheel.



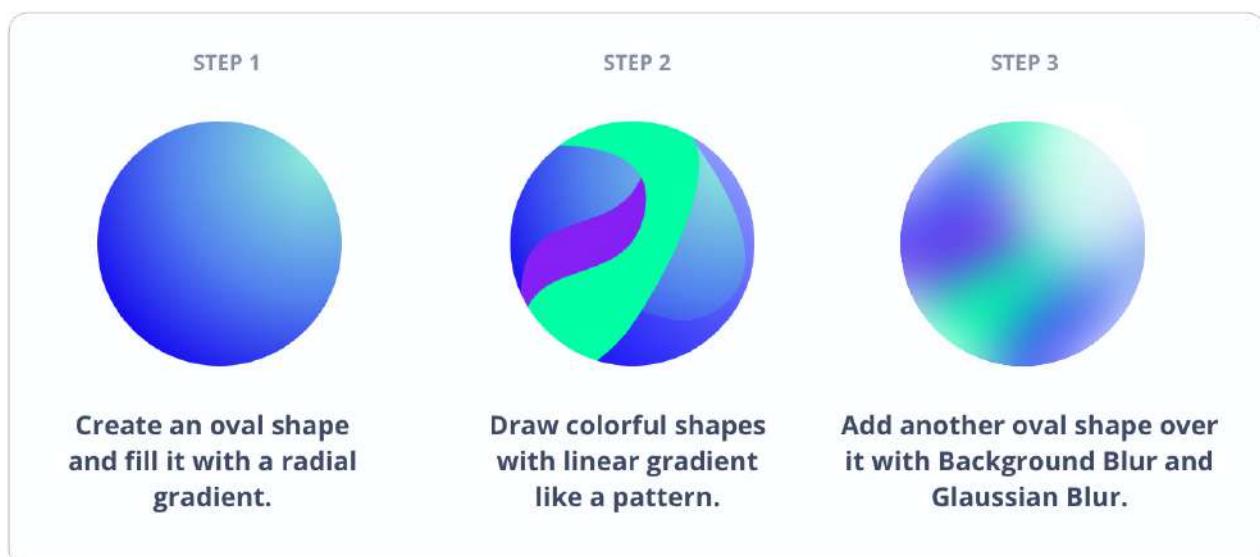
The Anatomy of the Elements

Another way to create awesome gradients is use themes inspired by nature. Same as the color palette, the gradients are already in nature.



d. Morph Gradient

Now that we know how to create gradients, we can create a special one, a morph gradient using two types, radial gradient and linear gradient. Follow the steps.



Create an oval shape and fill it with a radial gradient.

Draw colorful shapes with linear gradient like a pattern.

Add another oval shape over it with Background Blur and Gaussian Blur.

5. Shadows

a. Why is shadow important?

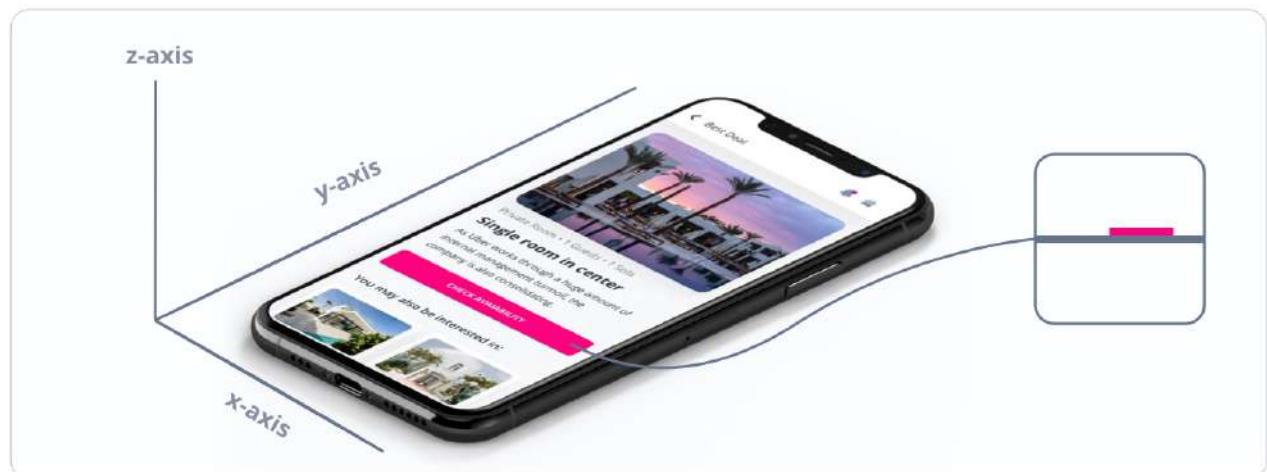
Naturally, the shadow is created by the presence of the sun. Our eyes are used to seeing three-dimensional objects that include shadows and lighting. Without the use of shadows, the design doesn't look so real anymore.

According to Material Design, objects can be stacked or attached, but they cannot pass through each other. Instead, they create shadows and reflect light.

Most interfaces are layered and placed on the z-axis. The shadows indicate the hierarchy of elements, their depth, directions of movement, surface edges and sometimes they also help users to understand that one object is above another.

In UI/UX Design the elements could be without shadow, with drop shadow or inner shadow.

Without Shadow

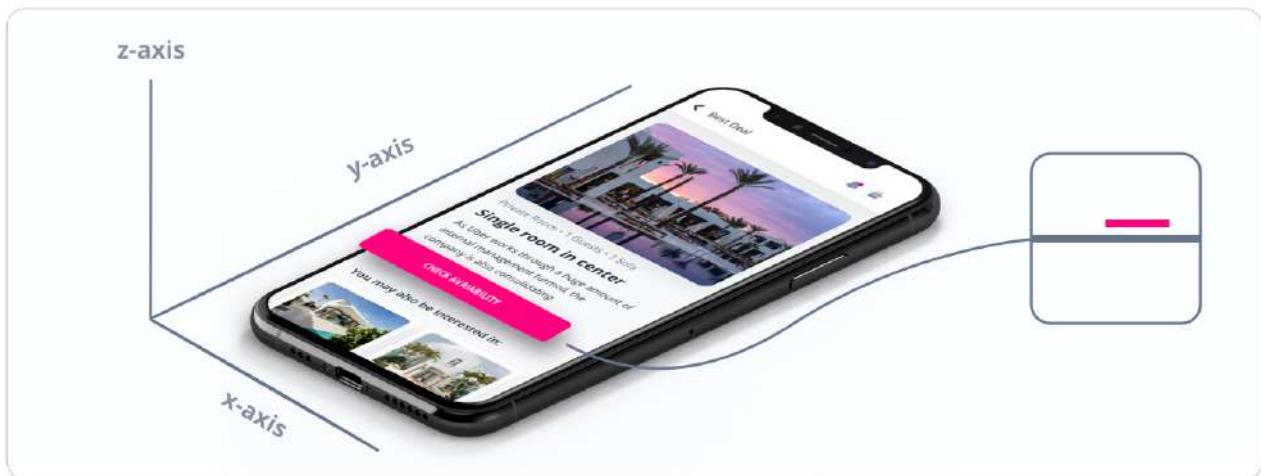


The Anatomy of the Elements

Without shadow, the element looks like it is on a background.

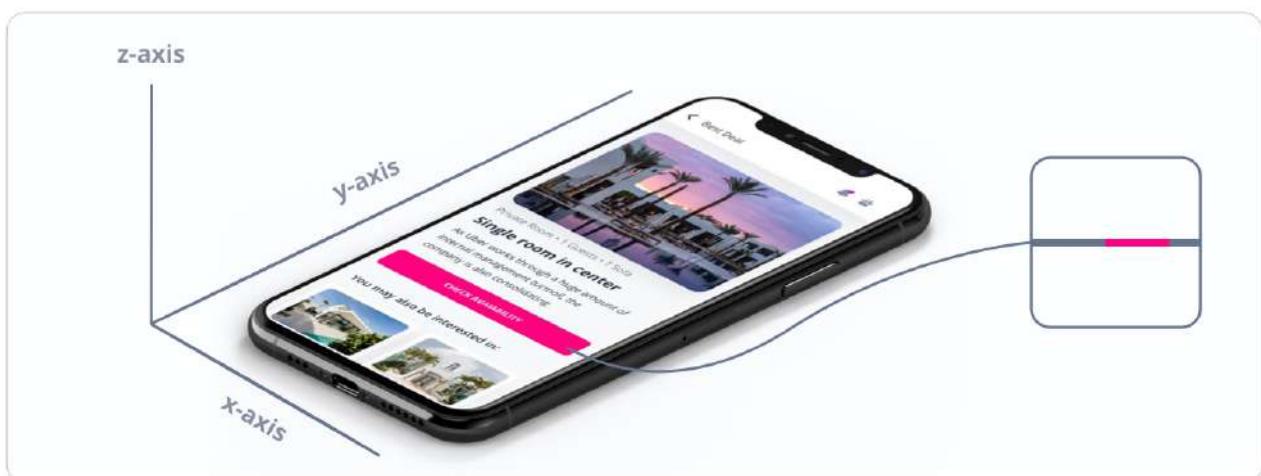
Drop Shadow

The drop shadow creates the effect that the element is elevated from the background. Depending on the shadow values, it could be closer or very high compared to the background.



Inner Shadow

The inner shadow creates the effect that element is sunken into the background. This type is sometimes used for the input fields to make it clear to the user that it is a space that needs to be filled. This effect can also be seen in Neumorphism Design.



b. Create Shadows

Firstly, a shadow can be created by setting values for the x-axis, and y-axis. Depending on these values, the shadow can be placed at the top, bottom left or right of the element. Also, blur value and opacity value are important for a deep or soft effect.

Try to avoid placing the shadow at the top of the element. The sun is not positioned down to create this type of shadow so naturally the user's eye is not used to seeing this.

Notice the difference when the light comes from below and when it comes from above:



Image courtesy of Toni Oprea

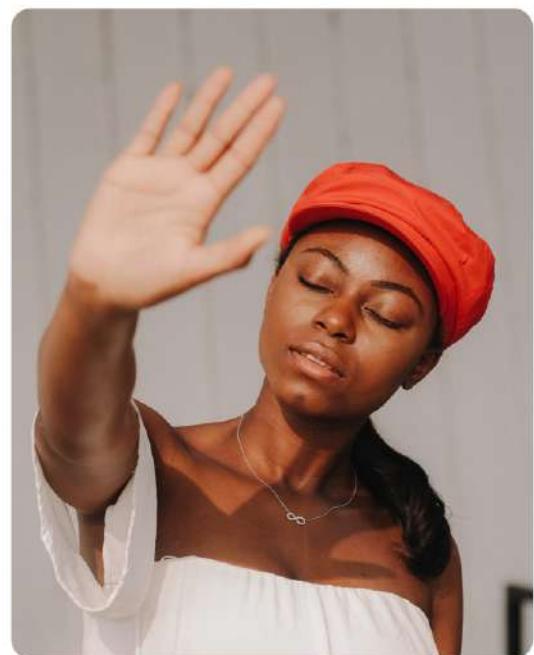


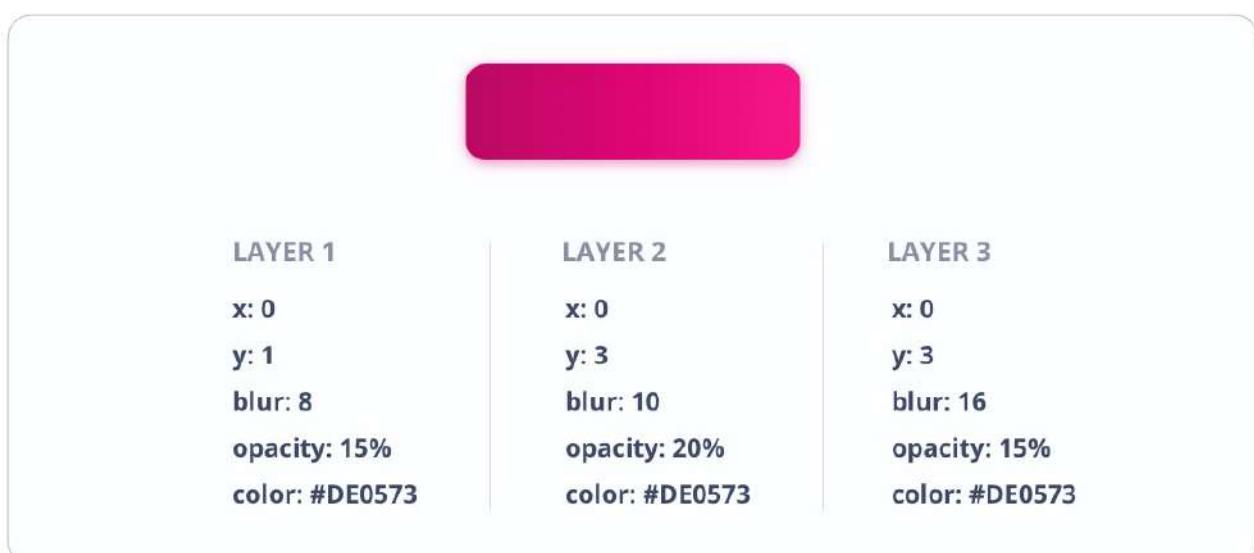
Image courtesy of Natasha Tirtabratna

The Anatomy of the Elements

There are no exact values for shadows because they are directly proportional to the size of the element. For a natural and non-tiring design, set a high blur value over 30, and a low opacity value, below 20%.



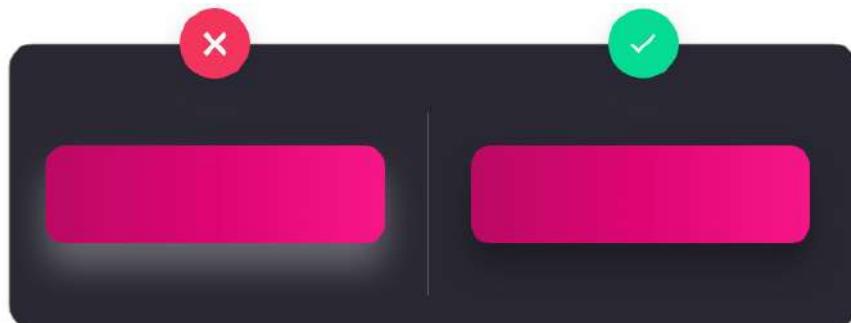
Regarding the color setting, it's not recommended to use pure dark colour. Instead of this, you can use a darker gradient of a color palette. For a playful effect you can use the element's color.



For a more realistic effect, it is recommended to use several shadow values on the same element. Therefore, to create a pleasant shadow, it must be created in layers.

c. Shadows for Dark Mode

White shadow is a common mistake in dark mode. By using the white shadow, it creates a strong contrast between the element and the background. As a result, it does not fit properly and becomes tiring. For dark mode is recommended to use a darker shade of element's color and a tint, lighter shade, of the background.



d. Realistic Shadow

For a more remarkable effect, you can create realistic shadows. Follow the next steps.

The Anatomy of the Elements

STEP 1



Add Image

STEP 2



Duplicate the image and add
the following properties

STEP 3



Blur Effect 35 and
Opacity 65%.

STEP 4



Resize it to be smaller
than the image.

STEP 5



Place the shadow under
the first image, and center
them.

STEP 6

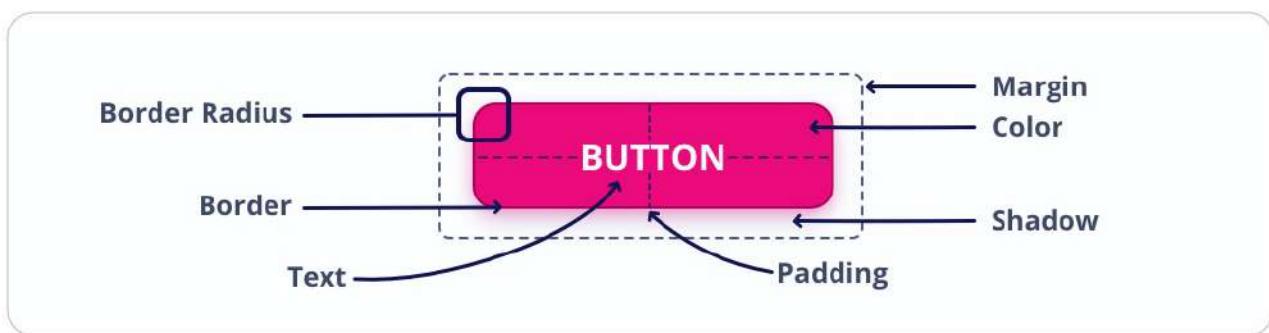


Ready to use!

6. Buttons

a. About Buttons

Over time, people have become accustomed to miscellaneous devices such



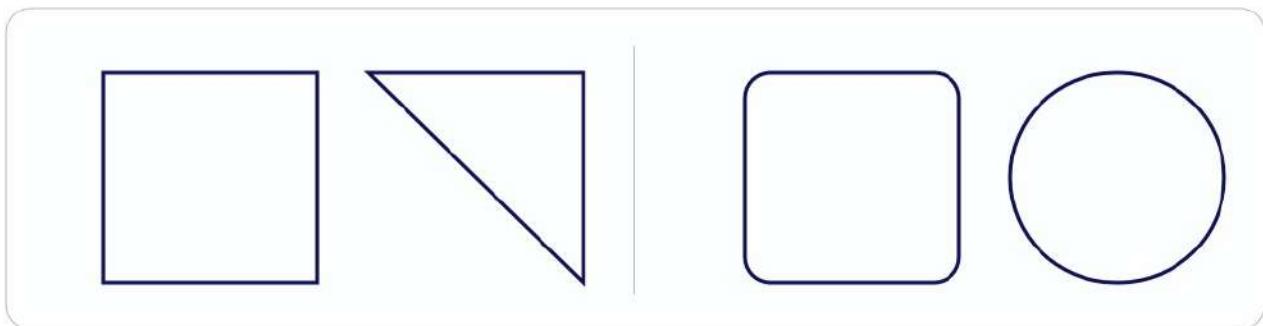
as a radio, fax machine or doorbell, which have buttons that cause you to press them to generate an action.

Likewise, in web design, buttons are interactive elements of a User Interface, and convey instructions or call to actions. The buttons should look interactive without requiring the user to do anything besides click on the desktop screen or tap on the mobile screen. The element's interactive look depends on its shape, size, color, shadow, and label.

b. Button Shapes

The article "*Why Rounded Corners Are Easier on the Eyes*" mentions that some experts say that rectangles with rounded corners are easier on the eyes than rectangles with sharp edges because they take less cognitive effort to visually process. The sharp corners create focus outside the rectangle, while the rounded corners create focus inside the rectangle.

which, in this situation, generates more focus on label and action.



The most common shape of buttons is square and square with rounded corners. The rounded corners are created by setting the value for border radius.



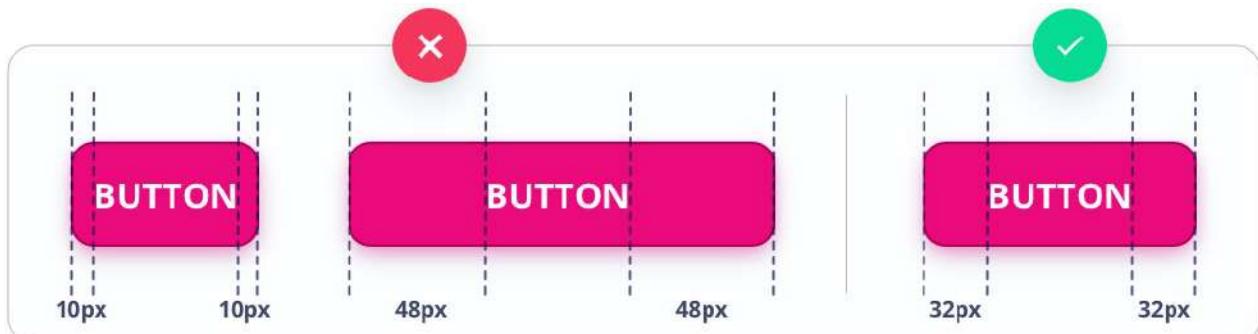
c. Button Sizes

The size of a button builds the hierarchy between elements. For a great User Experience, Material Design principles recommend that touch targets should be at least 36px by 36px and Apple, in Human Interface Guidelines, recommend a minimum action area of 40px by 40px.

The Anatomy of the Elements

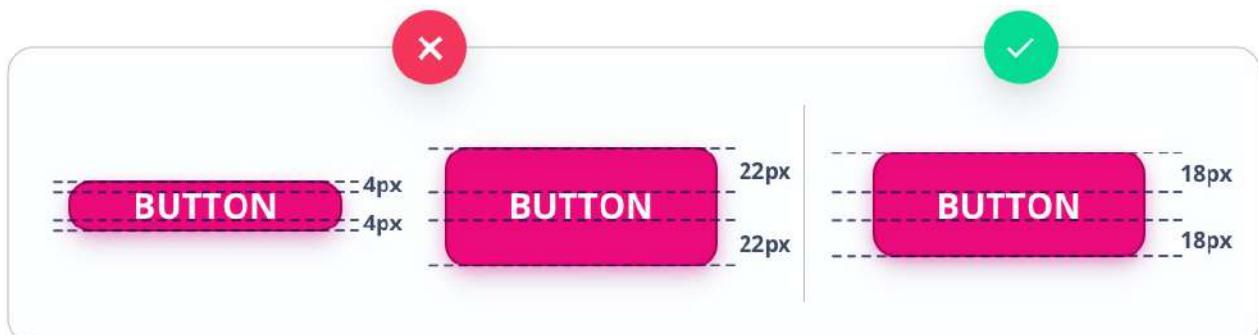
Wide

Don't make the button too wide or too narrow. For web, the perfect padding is 32px. For mobile, the size could be extended for full screen width.



Height

Don't make the button too high or too low. For web and mobile, the perfect padding is 18px.



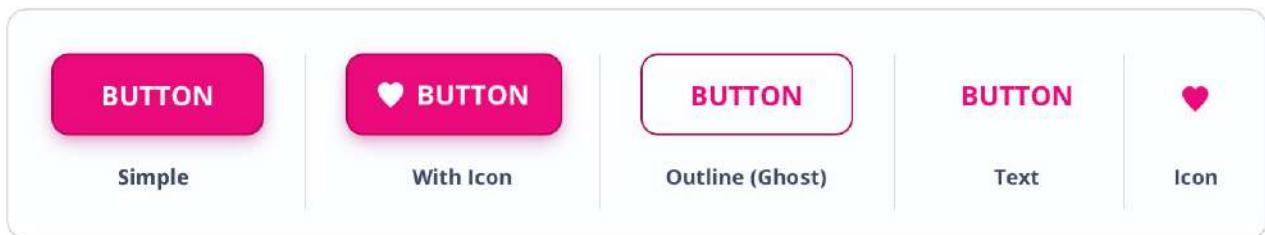
Text Size

The perfect text size for web and mobile is 16pt. It could be more than that, but a smaller size can affect the UX.



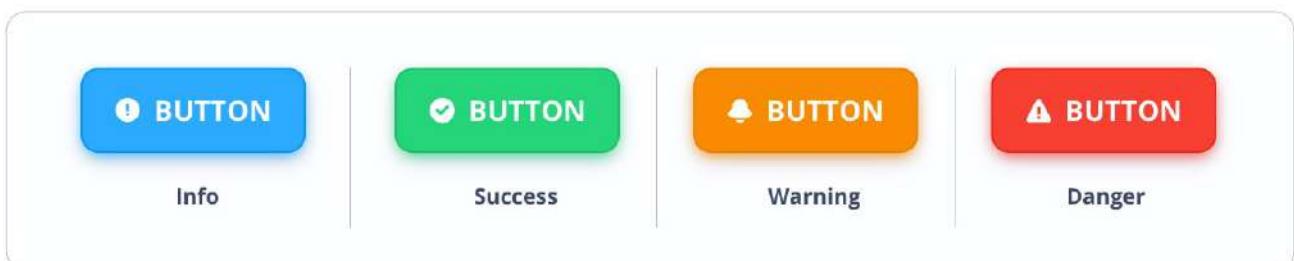
d. Button Styles

Colors and styles communicate the importance of an action. They create the hierarchy of buttons which informs the user about the button's level of importance / can influence the user's behaviour.

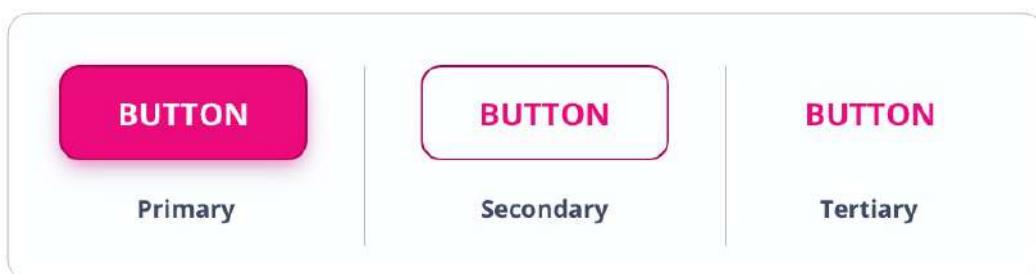


e. Button Colors

Color is one of the most important aspects of a human's visual surroundings. With the help of color, the user can anticipate what information the button will transmit. Blue is for info, green is for success, yellow is for warning and red is for danger/error.

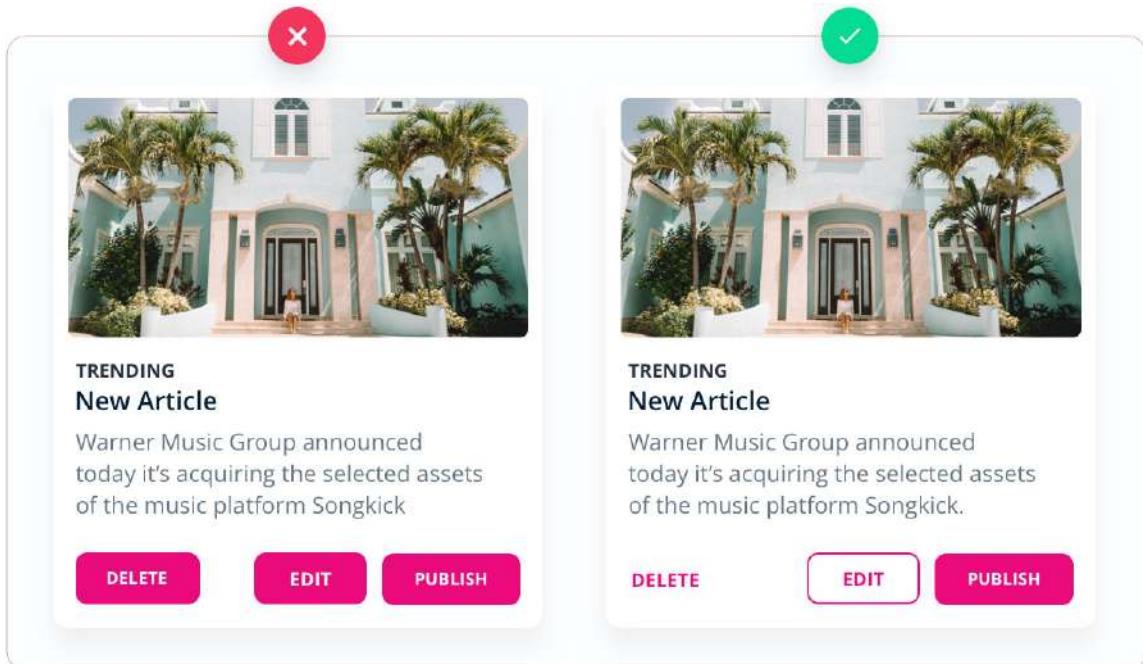


f. Button Functions

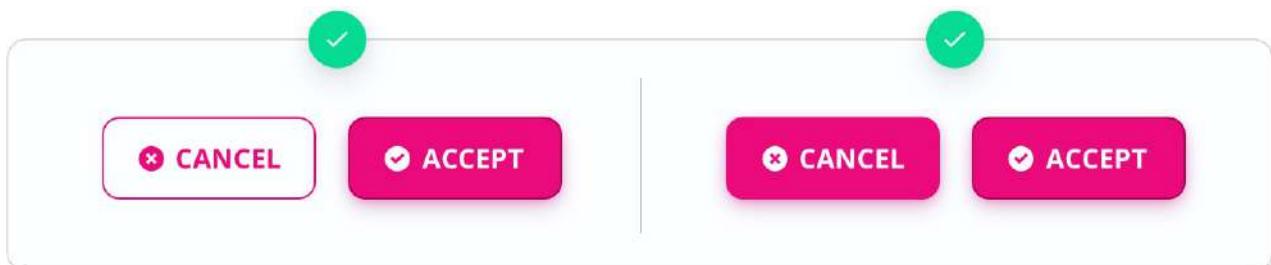


The Anatomy of the Elements

The same as the color palette, the most important action is guided to “primary button”, a secondary action has a “secondary button”, and the action with a reduced impact is a “tertiary button”.

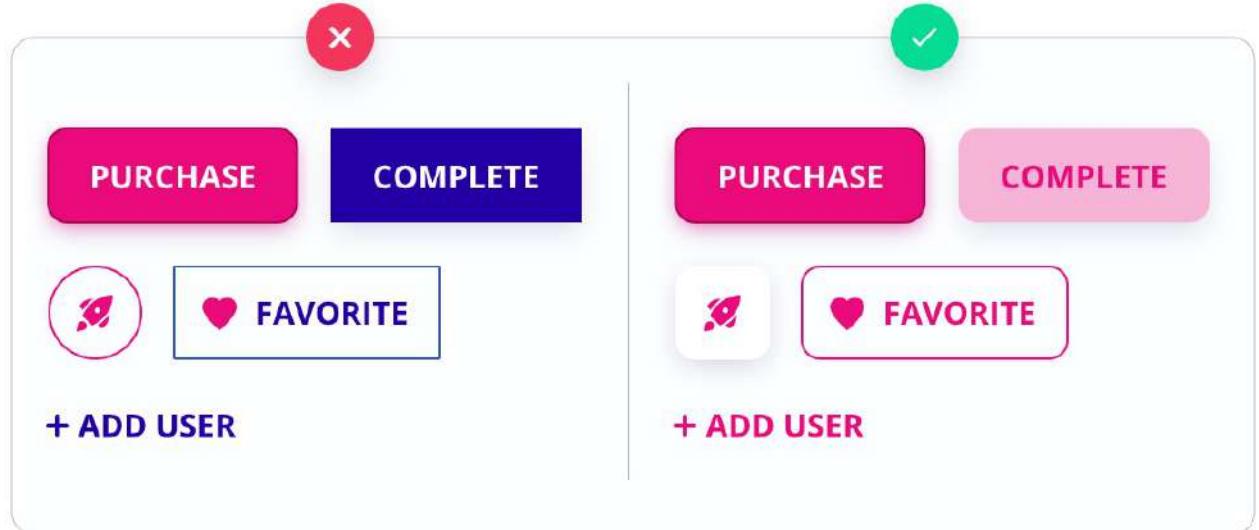


In some situations, all choices can be equal and the hierarchy is not necessary so that the user's choice should not be influenced.



The Anatomy of the Elements

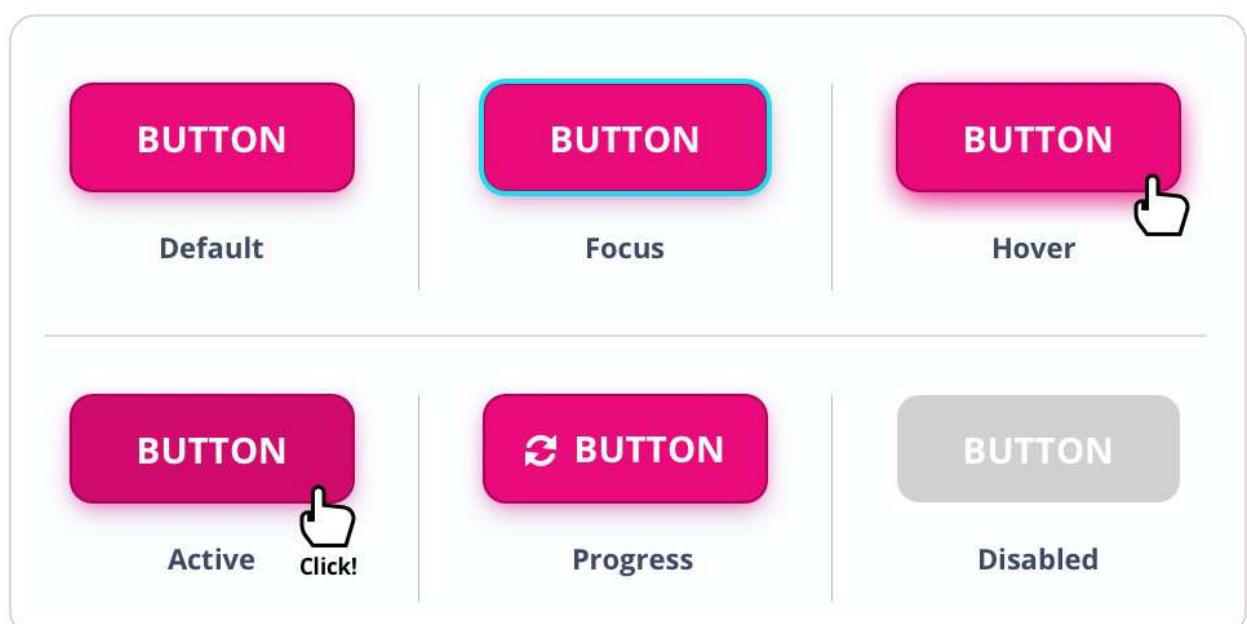
The consistency between buttons is essential, so it is relevant that primary, secondary, and tertiary buttons have common elements like border radius, typography, and shadow.



g. Button States

Default State

In this case, the button does not change at all. It is interactive and enabled.



Focus State

This state is visible when the user has highlighted the button using a keyboard or other input method.

Hover State

This state is visible when the user has placed a cursor above the button.

Active State

Active or pressed state is visible when the user had clicked or tapped on the button.

Progress State

This state is used when an action is not performed immediately and communicates that the button is in the progress of completing the action.

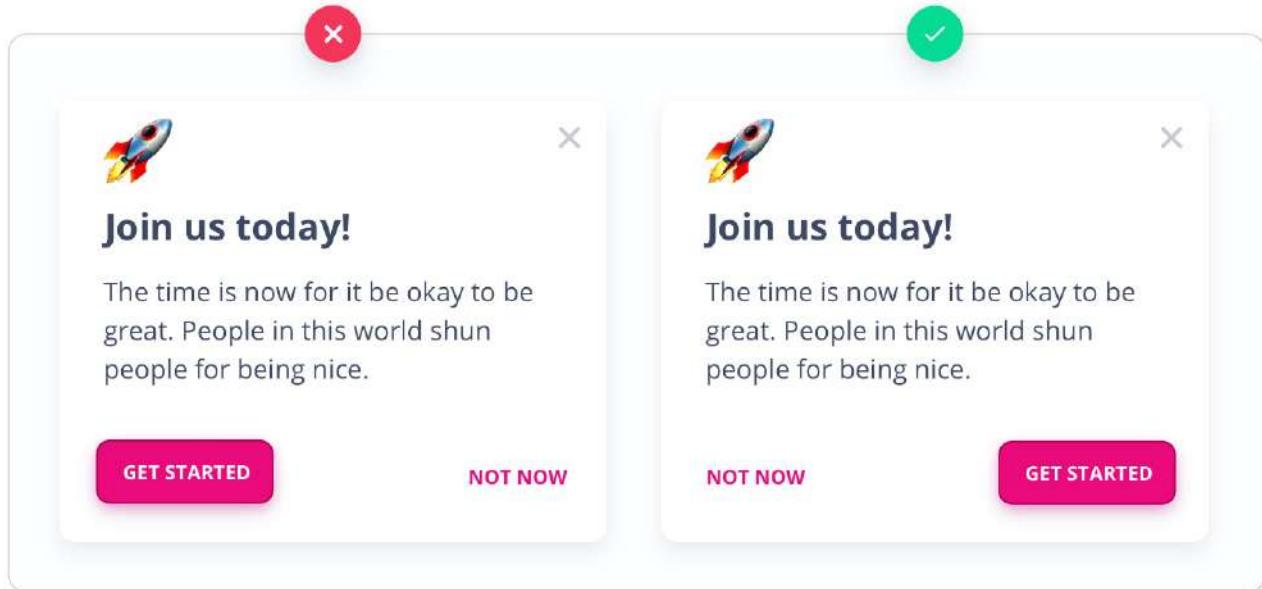
Disabled State

This state is used when the button is currently non-interactive, but it can be enabled in the future.

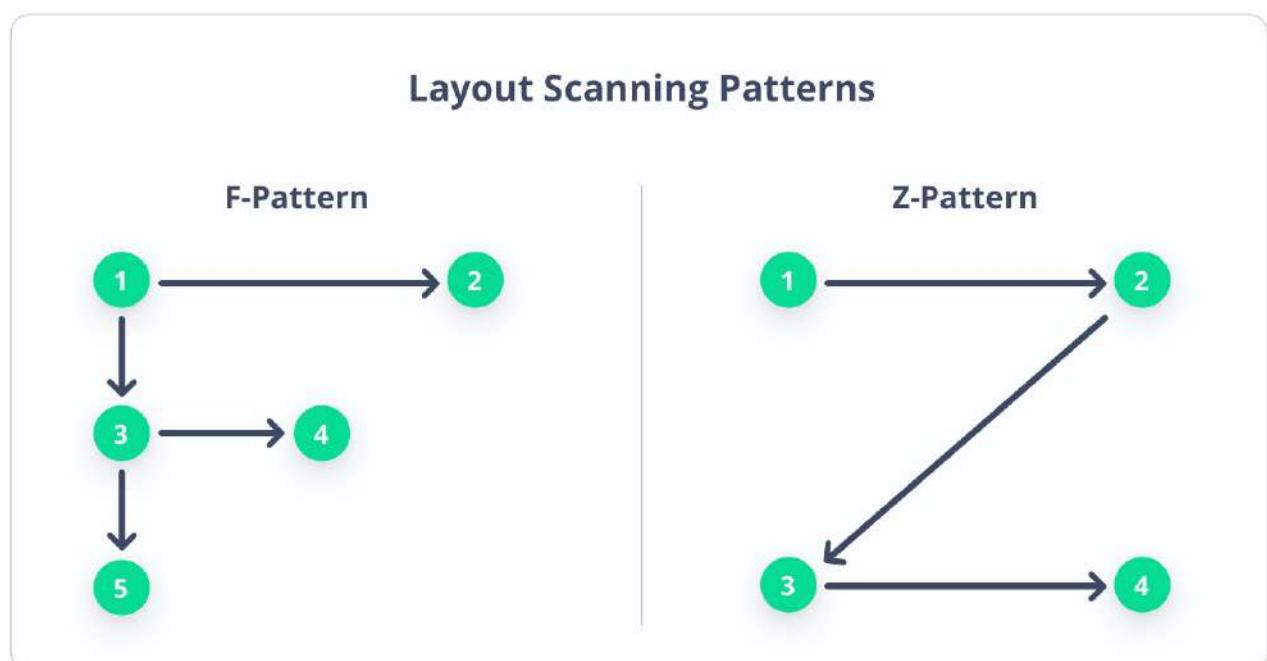
h. Button Positions

According to the predictability of the human eye, there are certain points of interest and the user's eye is formed to find them because there are the same patterns and trends. For this reason it is important to place the button where the human eye is used to finding it.

The Anatomy of the Elements



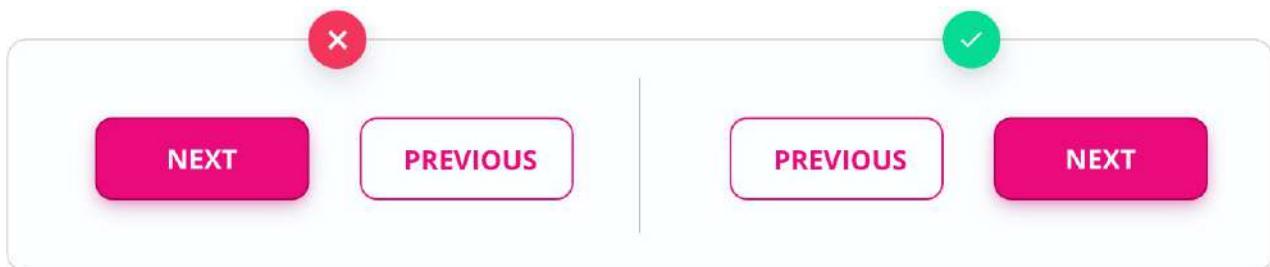
The most common Layout Scanning Patterns are F-Pattern and Z-Pattern.



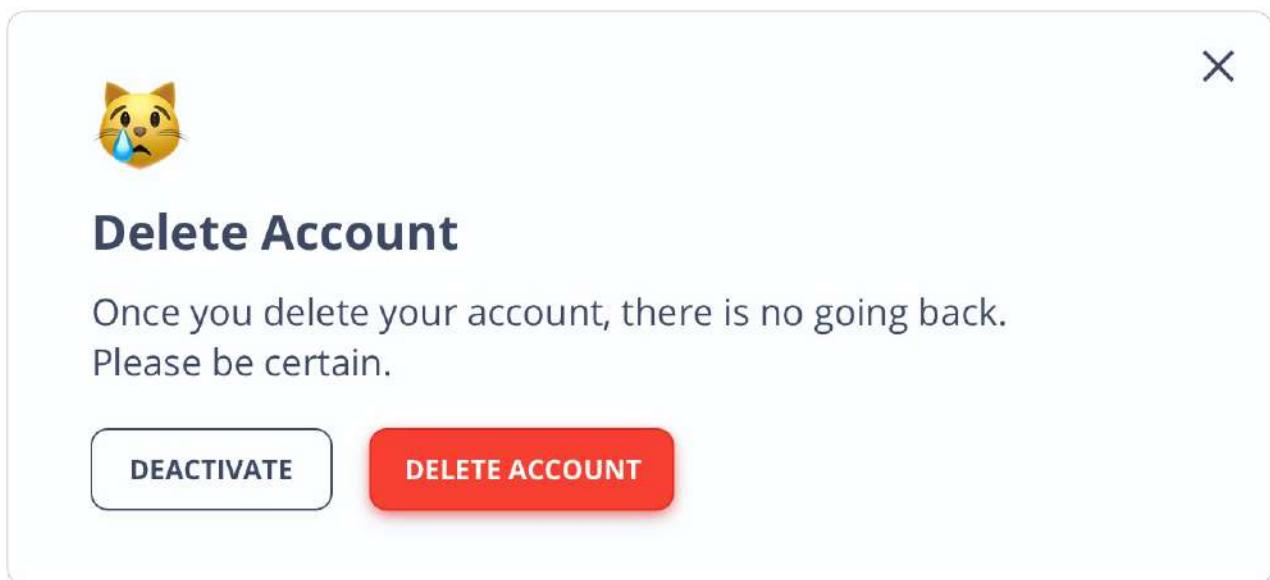
The placement of the buttons comes as an indication of the user's behavior, not to confuse him. If the button is in the area where user's eyes can't

catch them, other visual aspects such as color and size might not work efficiently.

It is natural that the button which moves you forward should be on the right, and the button which moves you backward should be on the left.



Also, getting a visual difference between primary and secondary actions can help the user to think less.



If a website does not want the user to delete the account, they will often switch these buttons.

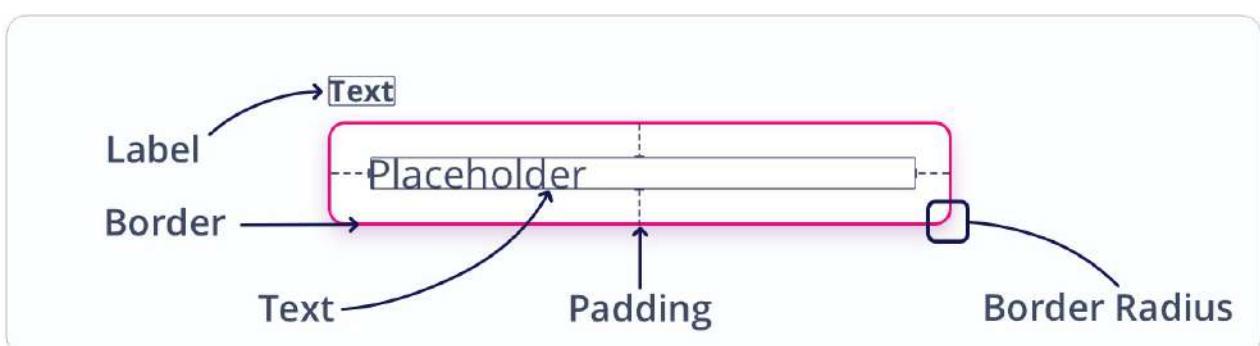
7. Forms

A form is an UI component which contains elements like buttons, inputs, dropdowns, radio buttons, toggle buttons, checkboxes, and sliders.

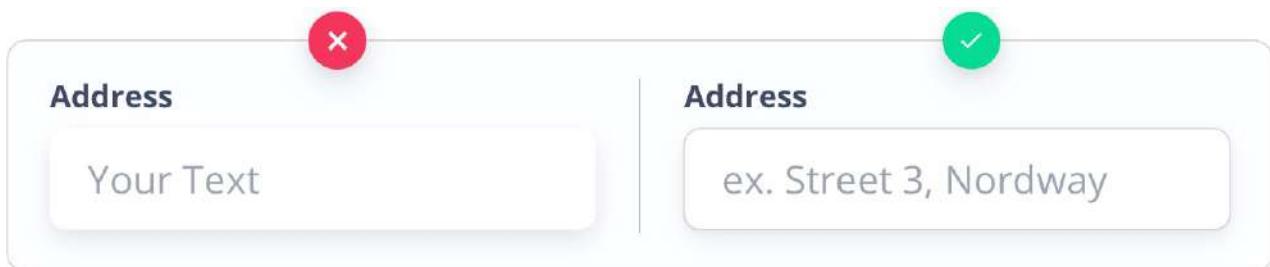
The form is titled "Join Us Today" and prompts the user to "Enter your email and password to register". It features three input fields: "Name", "Email", and "Password". Below these is a checkbox labeled "I agree the [Terms and Conditions](#)". A large pink "SIGN UP" button is at the bottom, and a link to "Sign in" is at the very bottom.

a. Inputs

An input is a text field component whose design should be accessible, efficient to fill in, and provide a clear opportunity for interaction. It is the most common element built with a label, rectangle, and a placeholder text.



It is important that the input is not confused with another element. The border or line that gives the user the indication that that element contains a space that needs to be filled in is very useful. A Wall-of-Text list of inputs can scare off the user very easily. Therefore, for a friendly experience, and also for time efficiency, it is very intuitive for the user to have an example text in the placeholder, thus the user takes less time to complete the input.



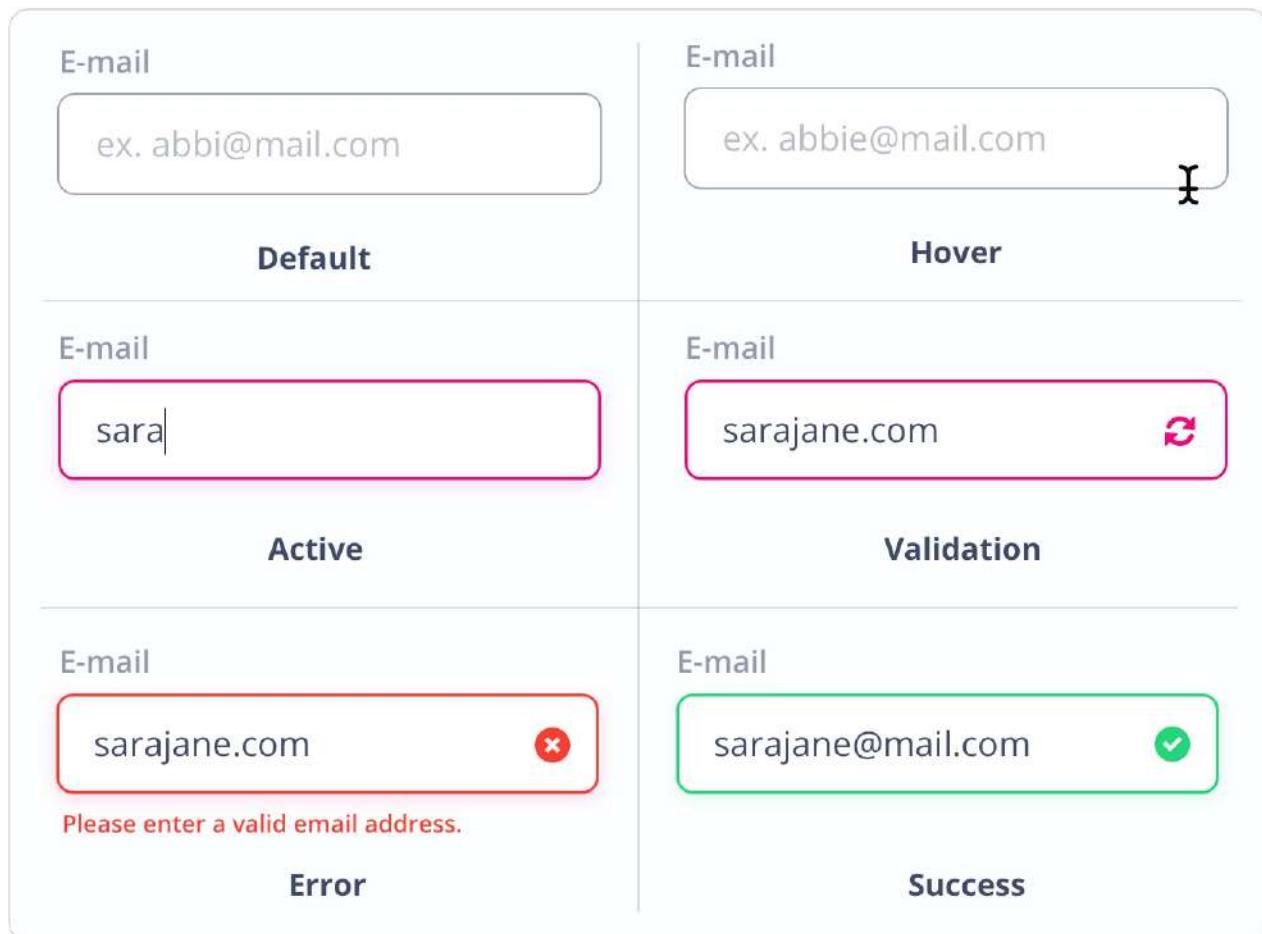
Inputs Styles

<p>Placeholder</p> <p>Outlined</p> <p>Label</p> <p>Placeholder</p> <p>Outlined with label</p> <p>Placeholder</p> <p>Underline</p>	<p>Placeholder</p> <p>Outlined with icon</p> <p>Label</p> <p>Placeholder</p> <p>Outlined with label and icon</p> <p>Placeholder</p> <p>Underline with floating label</p>
--	---

The input styles can be outlined or underlined. Generally, users prefer inputs with rounded corners, these being the most common. The last inputs, which are underlined, are popularized by Material Design. They are not so often used, but they look more attractive.

The right icons inside text fields are recommended because they make completing the input more intuitive.

Inputs States

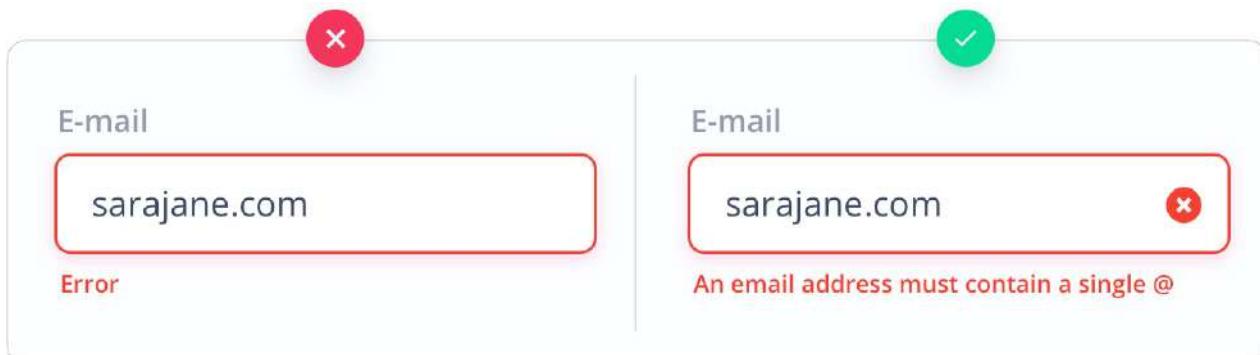


Text fields must be able to change their appearance according to user interactions. The user will understand the result of their input through feedback. A message that will notify the user about the result is an excellent way to communicate. The notification can be an error displaying

that the form was completed incorrectly, for example, “Please enter a valid email address.” or a success icon, indicating that the form was completed correctly.

About Error

Don't just tell users that something is wrong; describe specifically what is wrong and how they can fix it. That is what makes an error message that adds value to users who need guidance.



Inputs Width

In some cases the inputs should have a certain width because the text fields are limited. Using a smaller width for these fields is a better way of structuring these elements, and it seems much more orderly.

The image displays two wireframe forms side-by-side, each containing four input fields: Name, Email, Street, and Postal Code. A vertical line on the left of each form separates the input fields from a status indicator.

Top Form (Incorrect Design): This form has a red circular icon with a white 'X' on its left. It contains four input fields, each with a placeholder text inside:

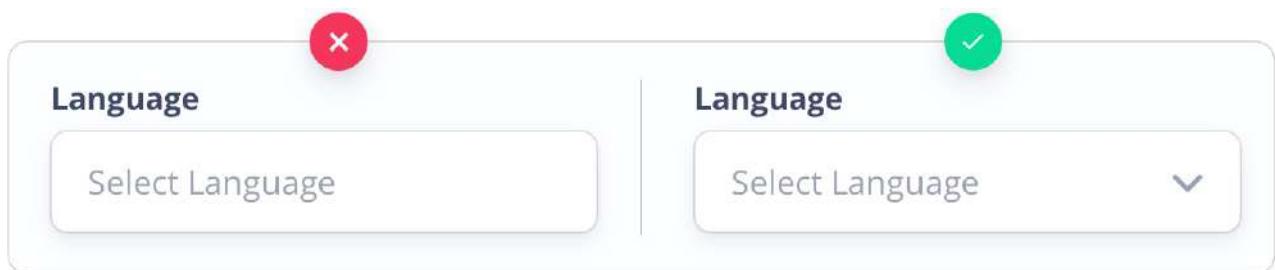
- Name: Placeholder: " "
- Email: Placeholder: "ex. abbi@mail.com"
- Street: Placeholder: "ex. Street 3, Nordway"
- Postal Code: Placeholder: " "

Bottom Form (Correct Design): This form has a green circular icon with a white checkmark on its left. It contains four input fields, each with a placeholder text inside, and the Street and Postal Code fields are aligned side-by-side:

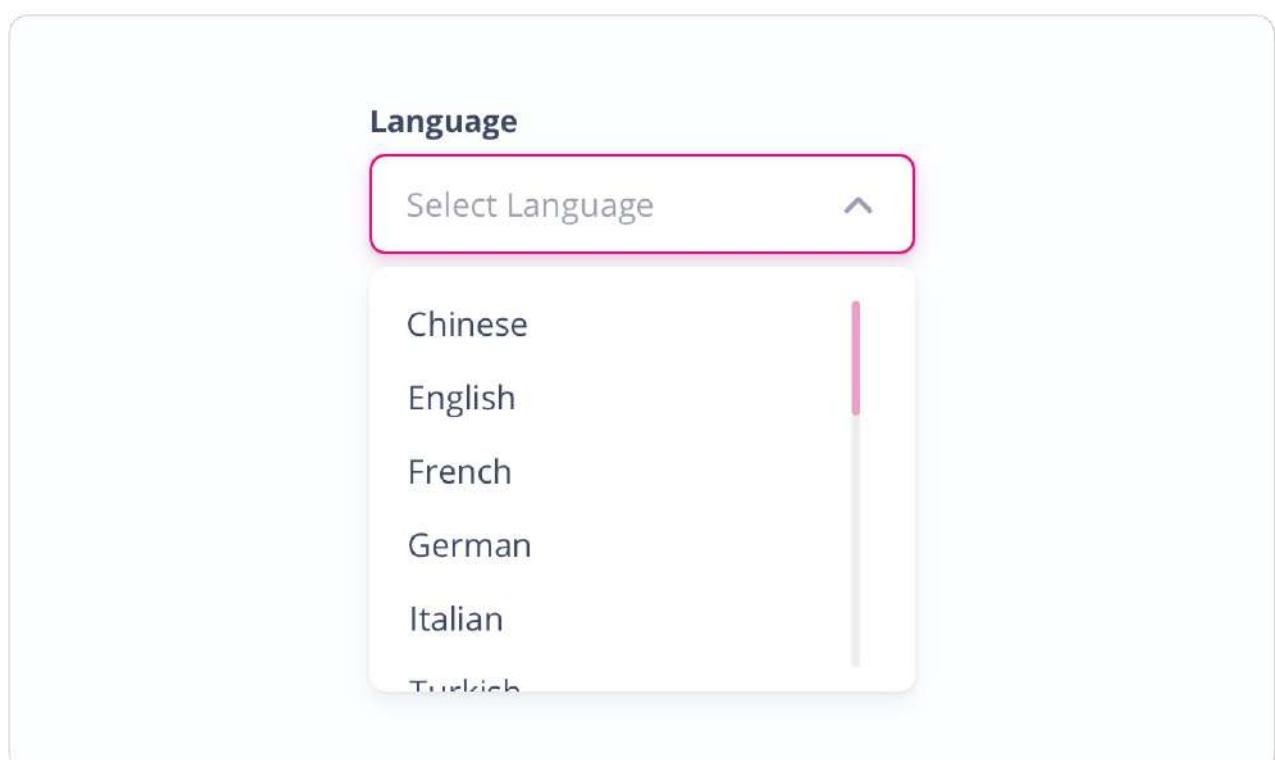
- Name: Placeholder: "Abbi Mary"
- Email: Placeholder: "ex. abbi@mail.com"
- Street: Placeholder: "ex. Street 3, Nordway"
- Postal Code: Placeholder: "50032"

b. Dropdowns

From the point of view of the structure, the dropdown is an input with an icon. However, functionality is very different because their placeholder indicates a list, and the icon, which is a chevron, suggests that the user has to choose.

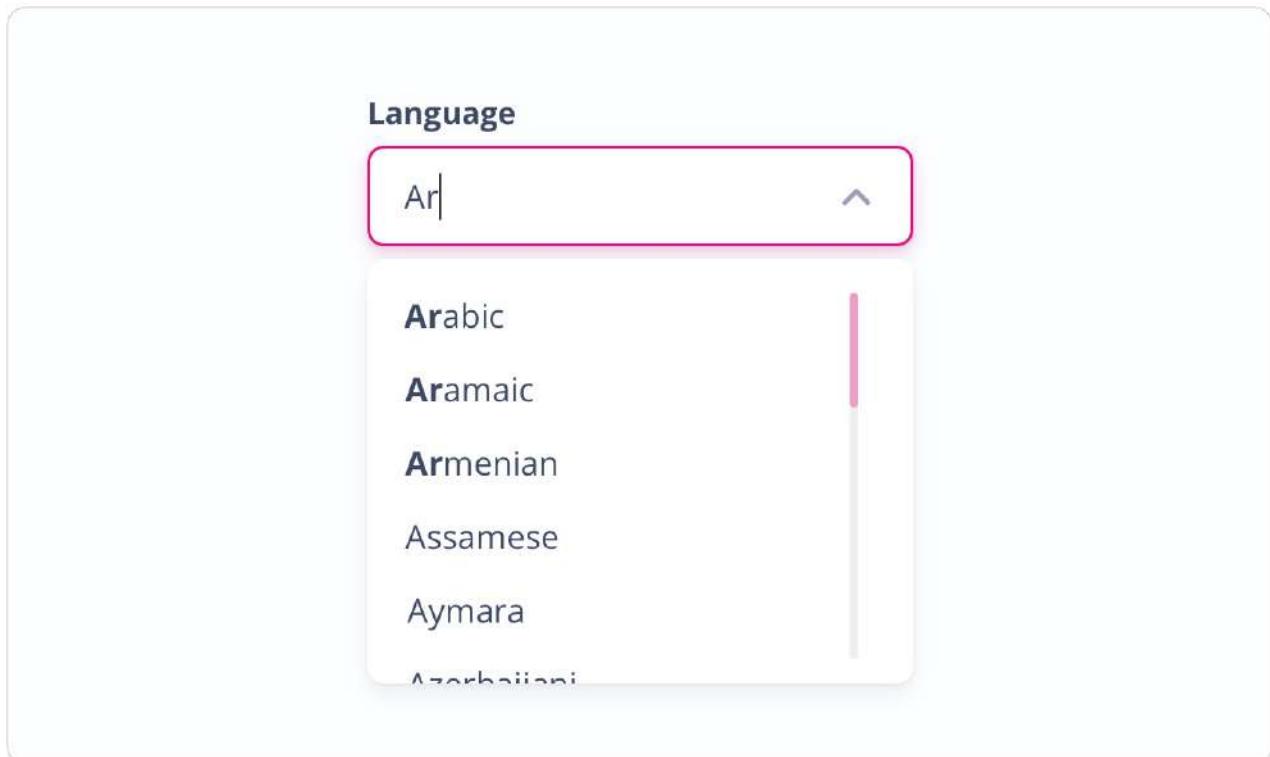


A dropdown is active by displaying the list of items from which the user must choose, according to his preferences. This kind of selection is recommended when there are more than 4 items.

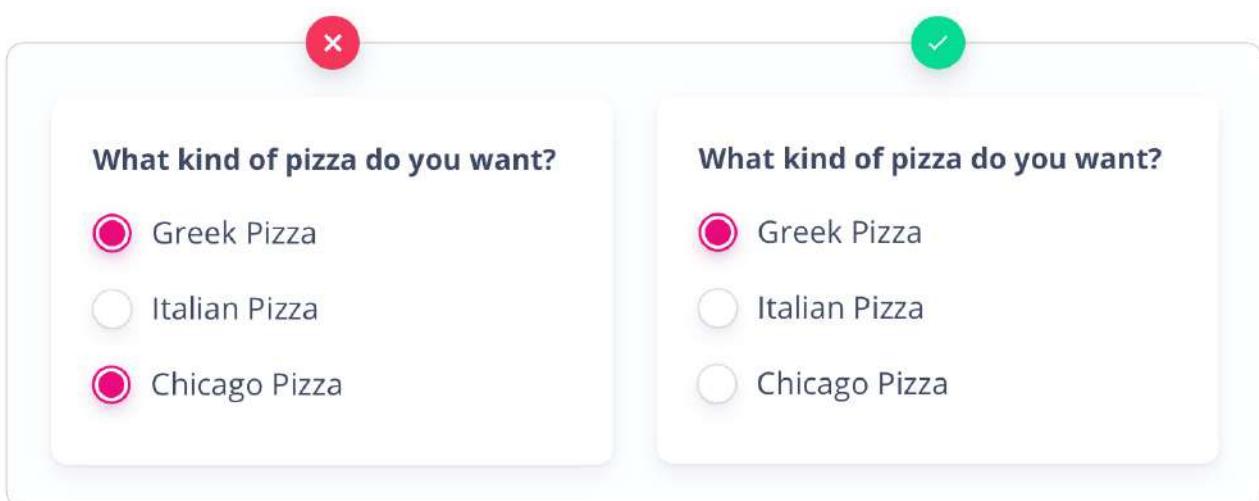


The presence of a scrollbar helps to avoid a very long list, but at the same time conveys to the user that there are several options to choose from.

Another feature that could determine a complete user experience would be the integration of the search into the dropdown. In this way, the user will find the option he is looking for much faster.



c. Radio Buttons (Single Select)



Like dropdowns, the radio buttons are used to make a choice from a list. Radio buttons are used when there is a list of two or more options that are mutually exclusive and the user must select exactly one choice. Therefore choosing a non-selected radio button will deselect whatever other radio button was previously selected in the list.

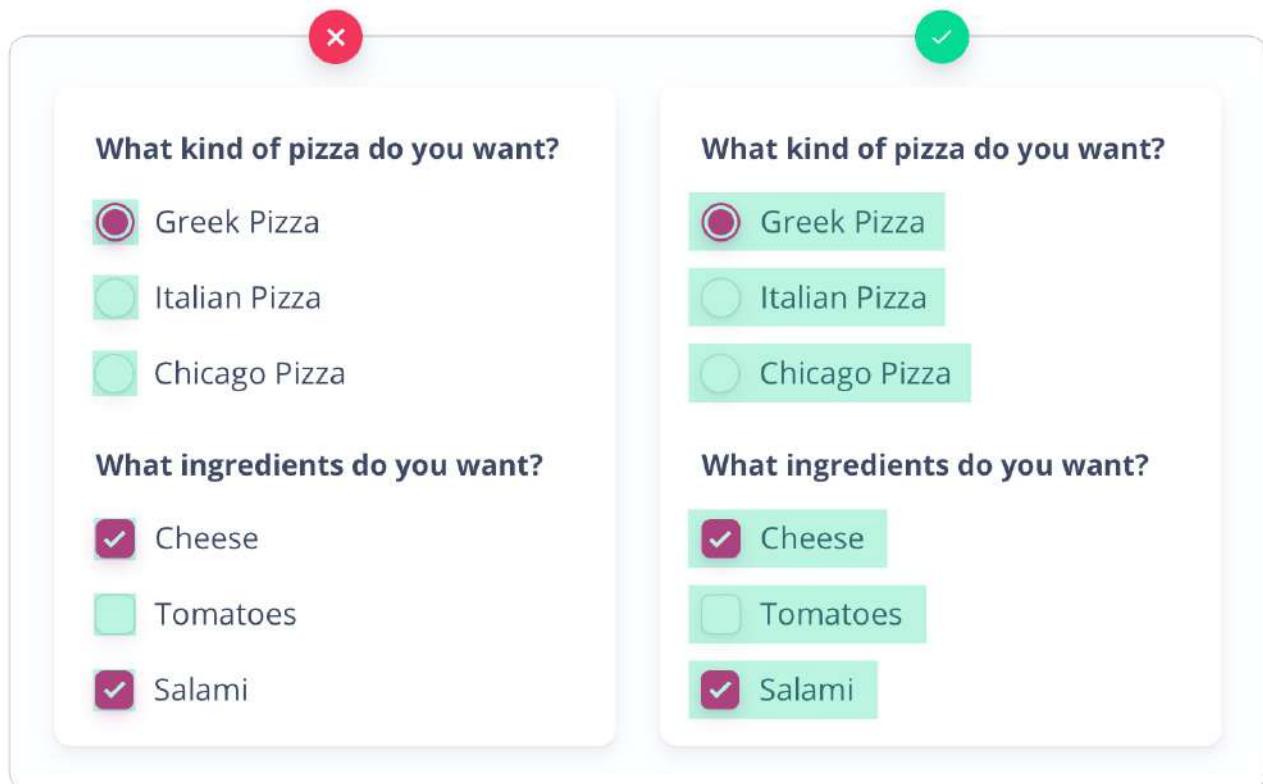
d. Checkboxes (Multi Select)

Checkboxes are used when there are lists of options and the user may select any number of choices one, or several. Each checkbox is independent of all other checkboxes in the list, so selecting one box does not deselect the others.



Interaction Area

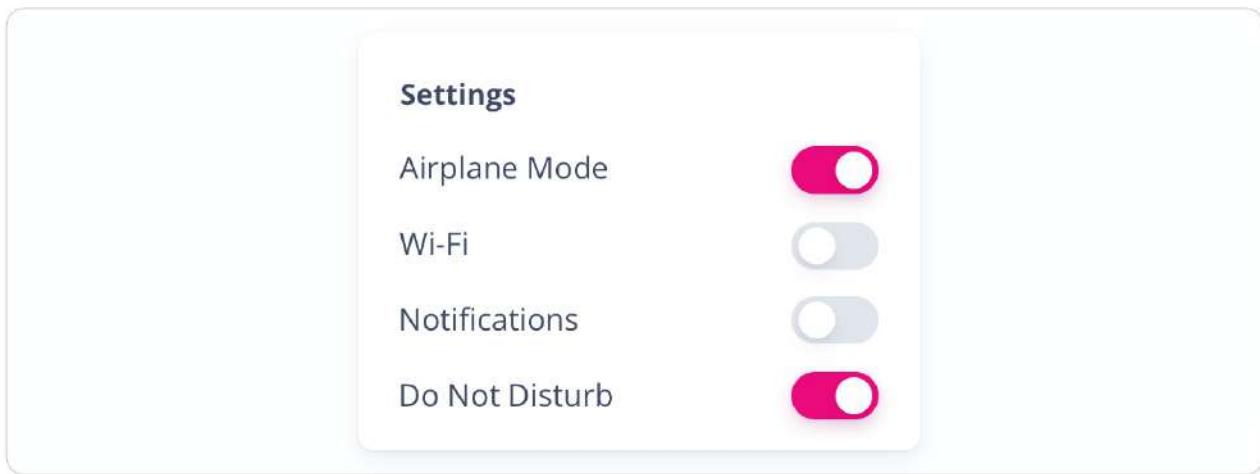
Because these UI elements are small, to be accessible, it is essential to set a click area for desktop and a tap area for mobile. On desktop, the mouse cursor is accurate, making it easier to interact with these elements. However, on mobile, the measure by a typical fingertip size should be at least 48px, and the interaction area should be larger than that.



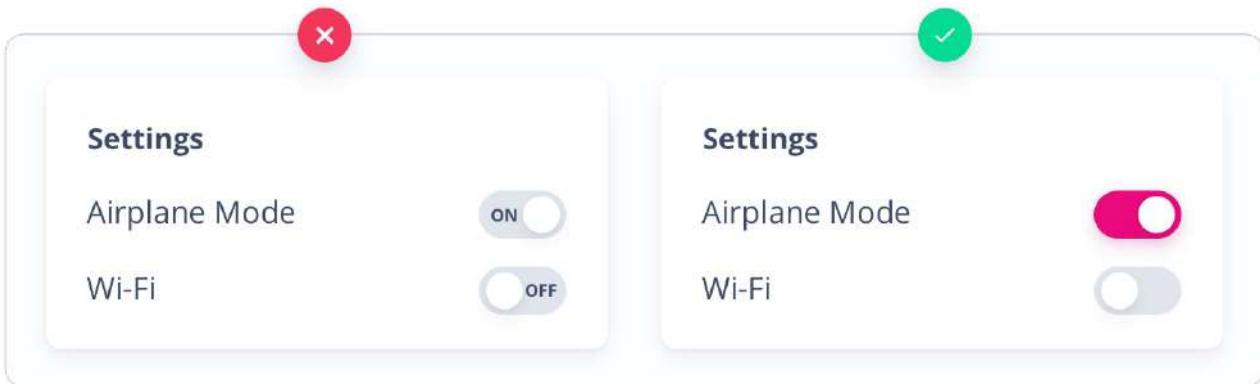
e. Toggle Buttons

The Toggle Button is a UI element that has two mutual states, such as ON / OFF, LIGHT / DARK, ACTIVE / INACTIVE. The design and functionality of this control is based on a physical switch that allows users to turn different settings on and off.

The Anatomy of the Elements



Avoid creating a toggle that includes the text “ON” and “OFF” within the graphic itself. It makes it harder for users to decode the current state. Use a contrasting color to denote the state.



Most of the information is collected through forms, but for it to be relevant, it must be filled in by the user correctly and patiently. So when there seems to be a long list of inputs, a user may abandon the form. A trick, in this case, would be to divide the inputs into categories, and these in turn to steps.

The Anatomy of the Elements



Name

Email

Company Site

Product Name

Preview Link

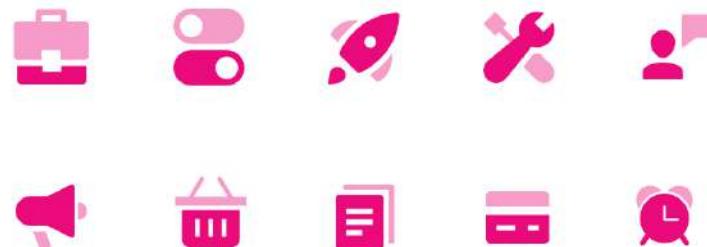


Name

Email

Company Site

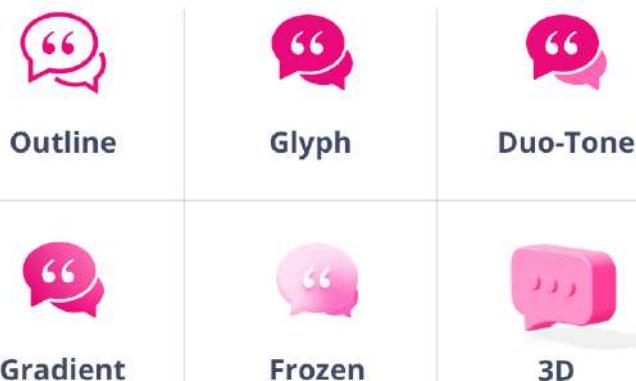
8. Icons



Nucleo Icons

Icons are simple symbols used in various contexts that can communicate something. According to studies, most people perceive images faster than words, so icons must be easy to recognize and understand for a great user experience.

a. Styles



The most common styles are Outline Icons, Glyph Icons, and Duo-Tone because they are the easiest to view and understand. Gradient Icons and Frozen Icons have a more remarkable effect, but they can become tiring to watch if they appear in sections too often. Finally, 3D icons became famous in 2021 and look spectacular only in large sizes.

Avoid using multiple icon styles in the same project; lack of consistency can confuse the user. Instead, choose an icon pack that uses a style; thus, all icons follow a similar design. There are many libraries with icons packages; you have to choose the one that suits your needs.

b. Functions

Depending on the purpose, the icons can have three functions: to clarify, to be interactive or to decorate.

Clarifying Icons

Full Documentation
Built by developers for developers. Check the foundation and you will find everything inside our documentation.

Bootstrap 5 Ready
The world's most popular front-end open source toolkit, featuring Sass variables and mixins.

Save Time & Money
Creating your design from scratch with dedicated designers can be very expensive. Start with our Design System.

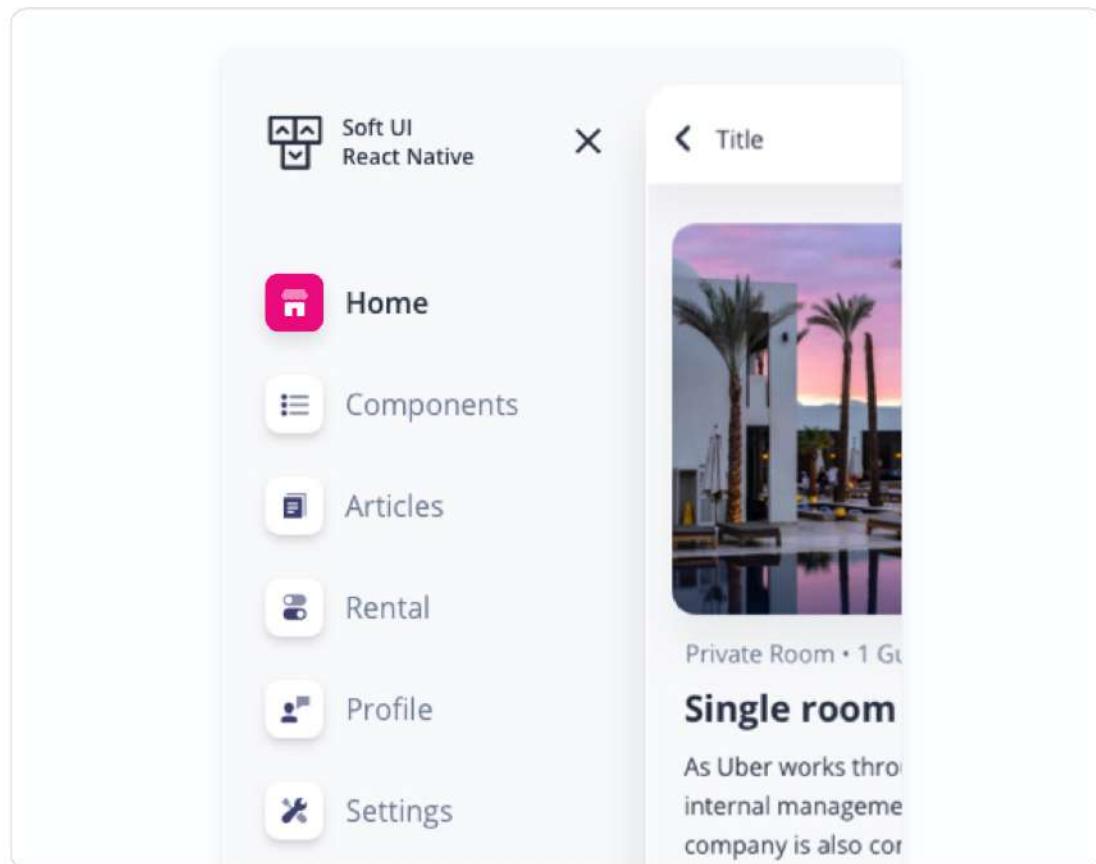
Fully Responsive
Regardless of the screen size, the website content will naturally fit the given resolution.

These are the icons that illustrate the text near them. This trick activates multiple elements of perception in a single interaction, providing better recognition of features. People who instantly understand the icon will not

pay much attention to the text. The same will happen to those who have problems with the rapid recognition of icons, they will pay more attention to the text. Its effect decreases the risk of misunderstanding or misinterpretation.

Interactive Icons

These icons appear in interactive areas, and their primary purpose is to do the action symbolized by them. Thus, icons of this type are directly involved in the interaction process and are the essential supporters of navigation. For example, you can click or tap and respond to the user's request, illustrating a function.



Decorative Icons

This type of icon offers more aesthetic appeal. It is one of the features that can attract, retain users and add a positive user experience. Decorative icons are often used as illustrations.

Built by developers

Rocket UI/UX

From colors, cards, typography to complex elements, you will find the full documentation.

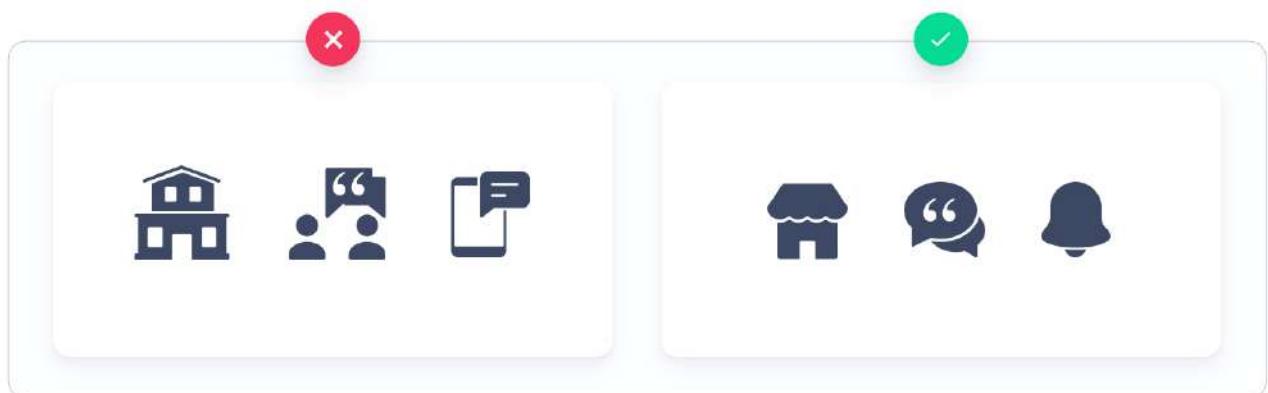
[Read More →](#)



c. Use correctly icons

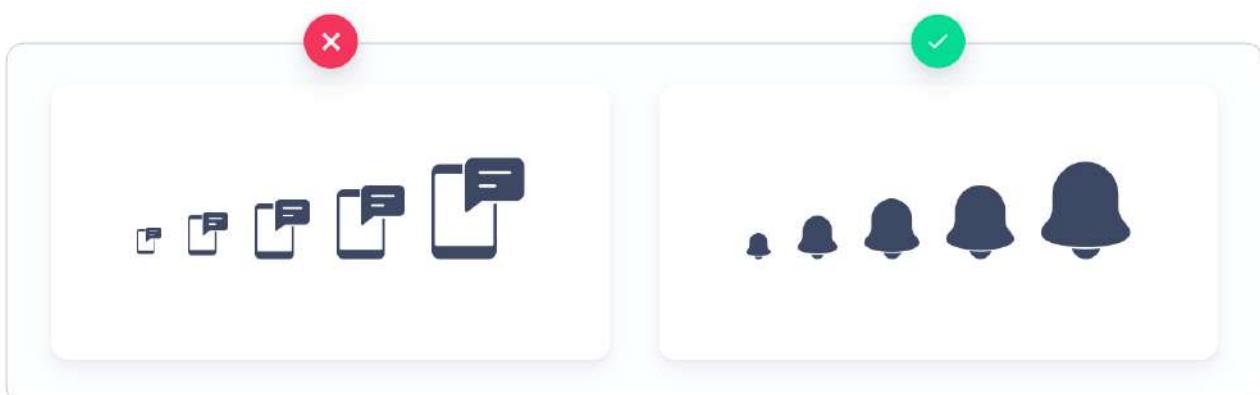
Easy to understand

The icons must be as simple as possible. When they contain too many details, their meaning can be interpreted differently, making it difficult for the user. Therefore, the simpler it is, the greater the user experience is.



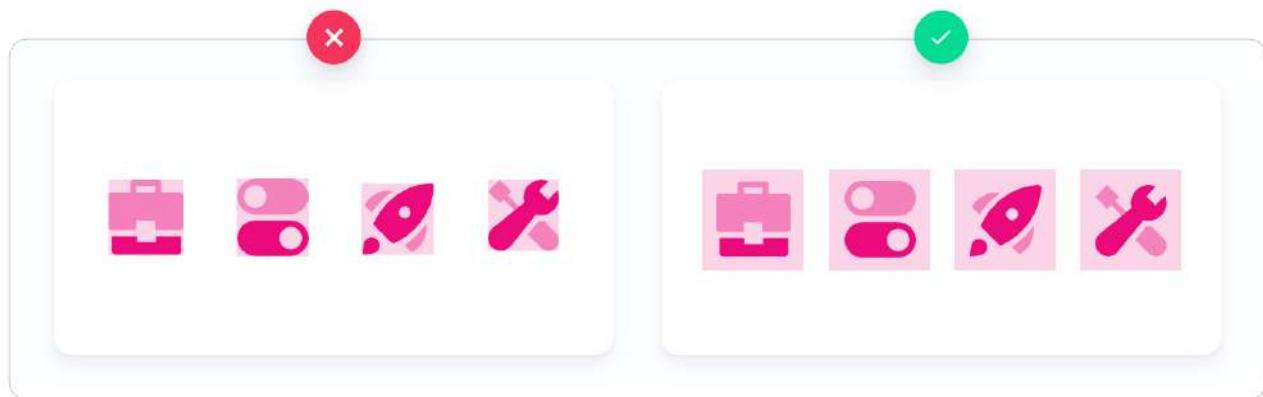
Scalable and Flexible

The icon must be able to maintain its integrity and readability in different sizes and resolutions.



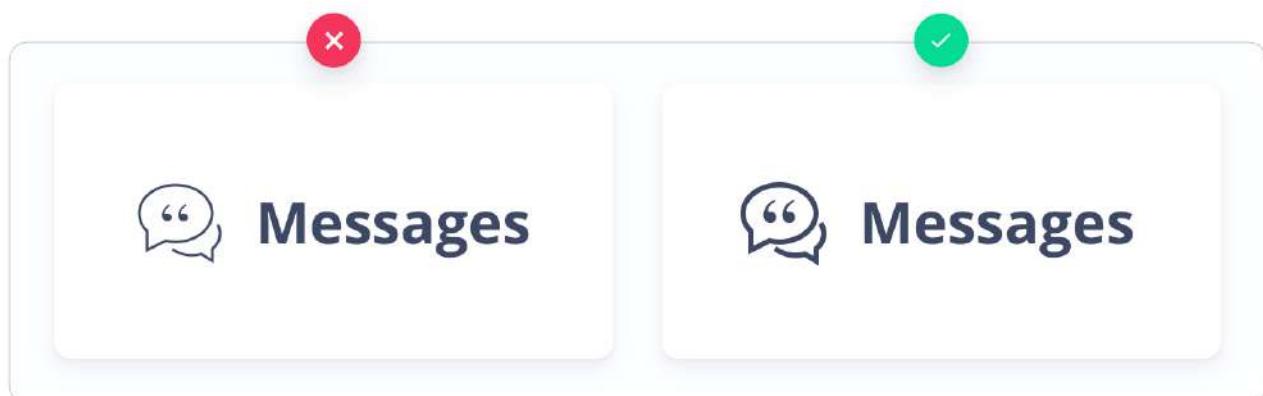
For an easy and correct scaling of the icon sizes, they must be in a box, precisely in a frame. Depending on what the icon illustrates, it can be of various sizes, so once the frame size has been set, all icons need only to be

adjusted in the frame space. The frame is usually 16x16px, 24x24px, or 32x32px; if necessary, other sizes. Once you resize the frame, the icon will be resized.

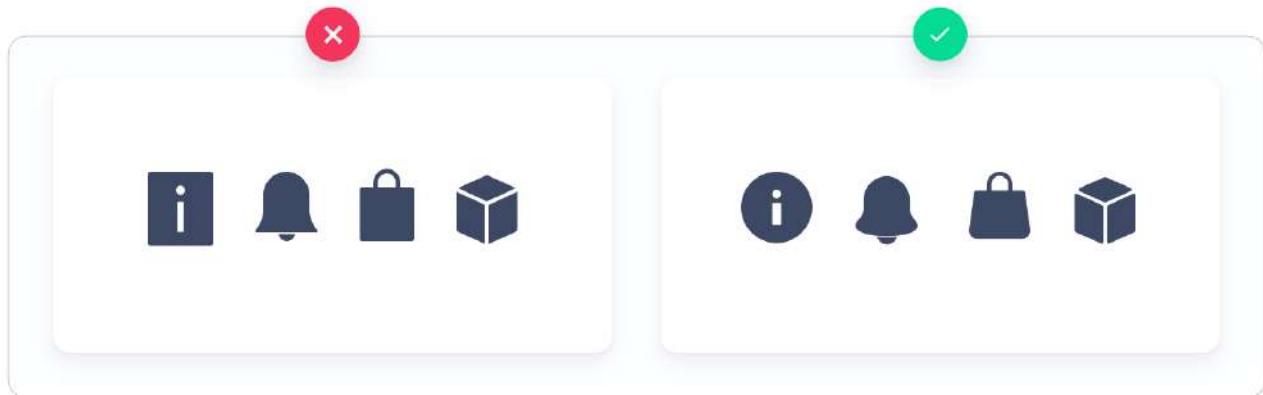


Consistency

To have consistency, the first thing to consider is the color palette. Using no more than three to four colors keeps the design clean. The second thing is about line widths. Icons' line width must be the same for all of them and appropriate for the text lines' width.



The information used in the article “*Why Rounded Corners Are Easier on the Eyes*” at the Buttons Chapter can also be applied to icons, so we can say that rounded icons are more user-friendly.



Resources for free icons:

<https://icons8.com>

<https://materialdesignicons.com>

<https://nucleoapp.com/free-icons>

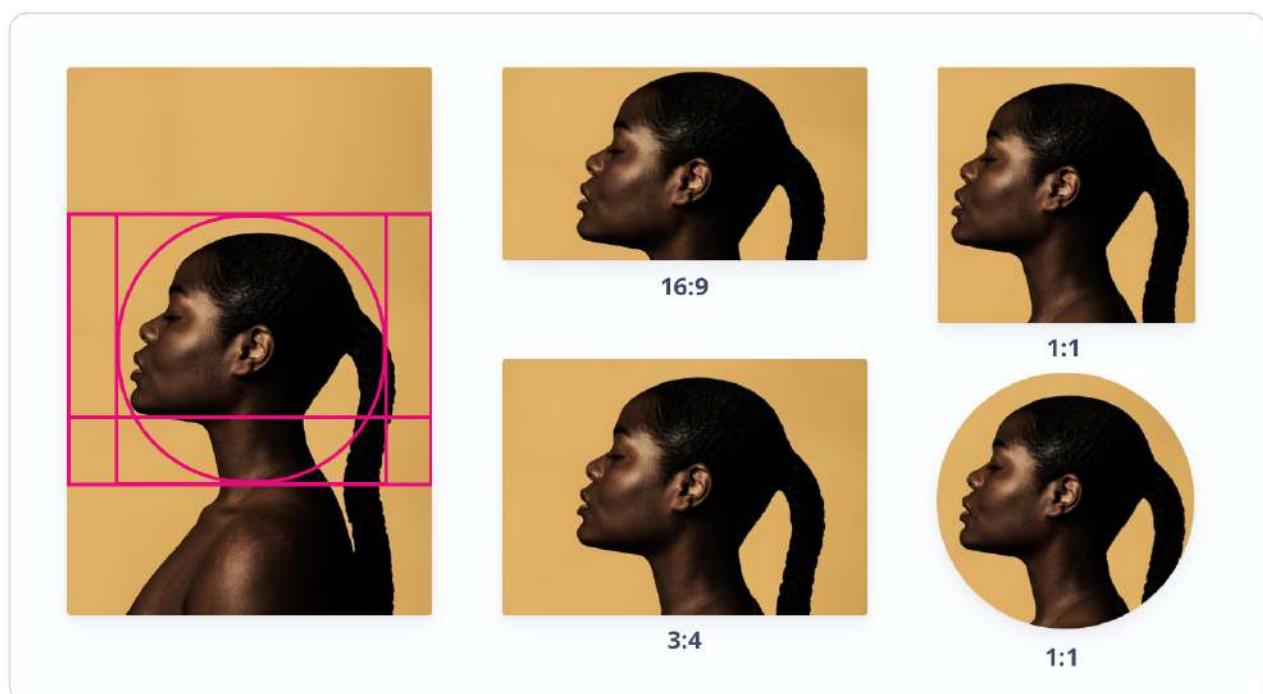
<https://www.figma.com/community>

<https://worldvectorlogo.com/>

9. Images

The human brain processes images 60,000 times faster than it does text. In fact, 90 percent of information transmitted to the brain is visual. Since we are visual by nature, we can use this skill to enhance data processing and the impact of a design.

Images should have a focus point, so they can be cropped without losing context. A rule of thumb is that: “If it’s hard to interpret on a small screen, it’s probably not the best photo.” As always, test your images in different screen sizes and aspect ratios.



a. Image Quality

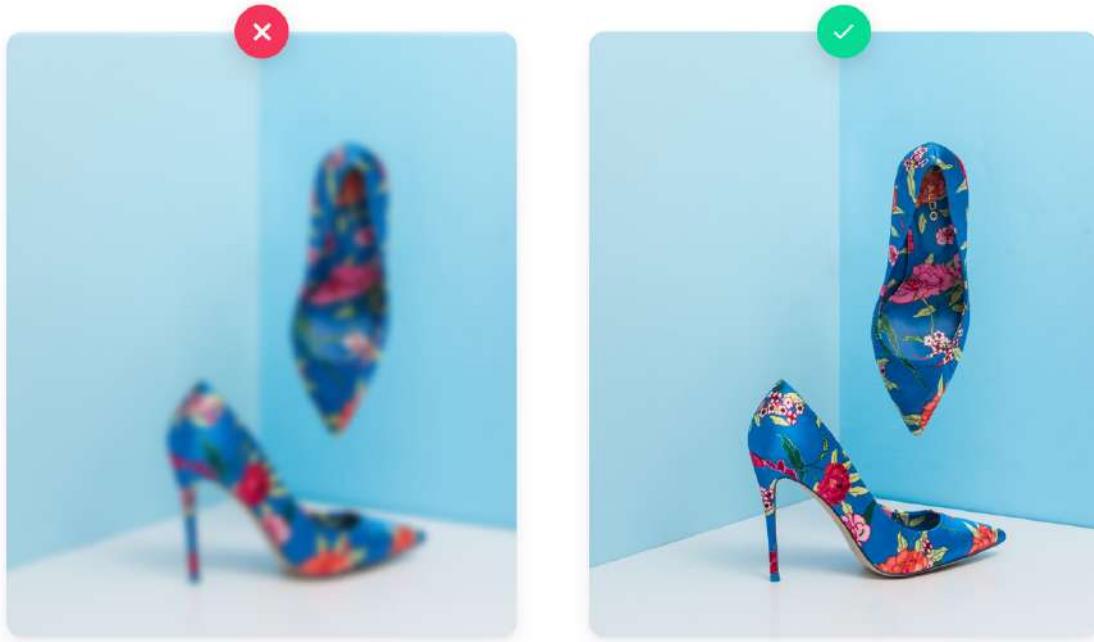
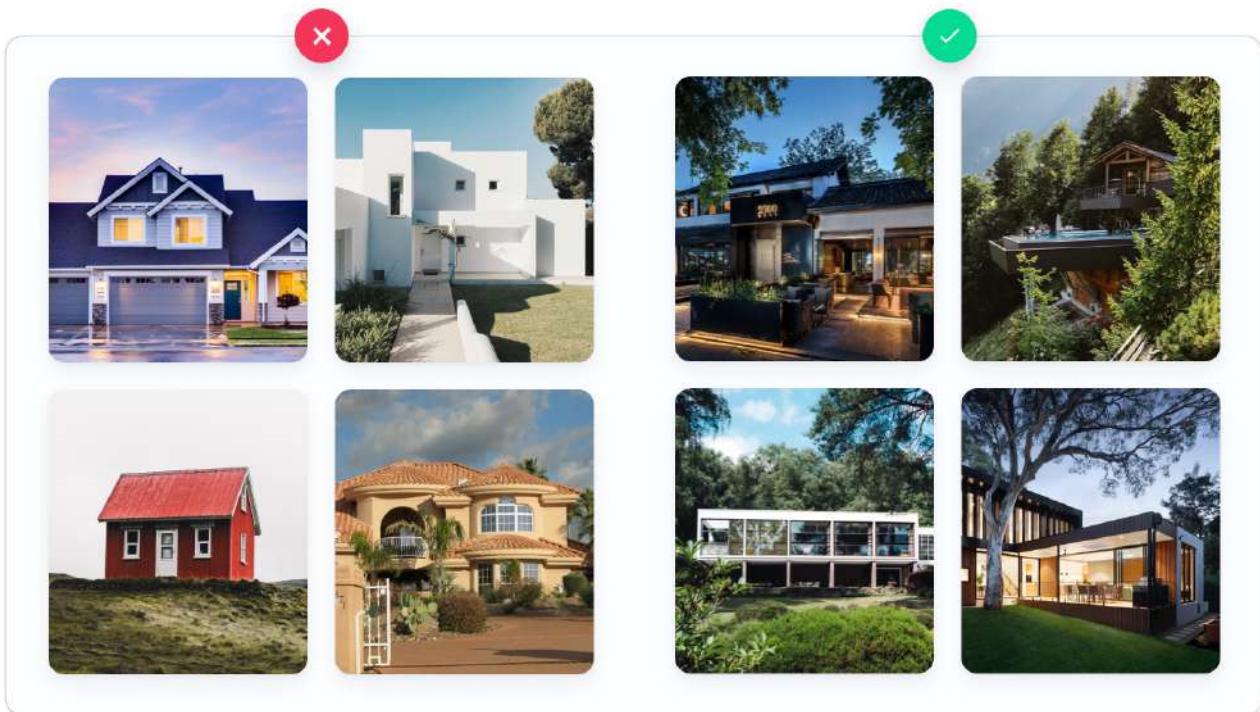


Image quality is essential for providing high-quality user experiences in product design. If an image looks blurry or fuzzy, it signals low quality to the user. This is a major red flag and reflects poorly on the brand and the products.

Before uploading the images onto the website or application, an important step is to compress the images. When the images are compressed, they load much faster on the site.

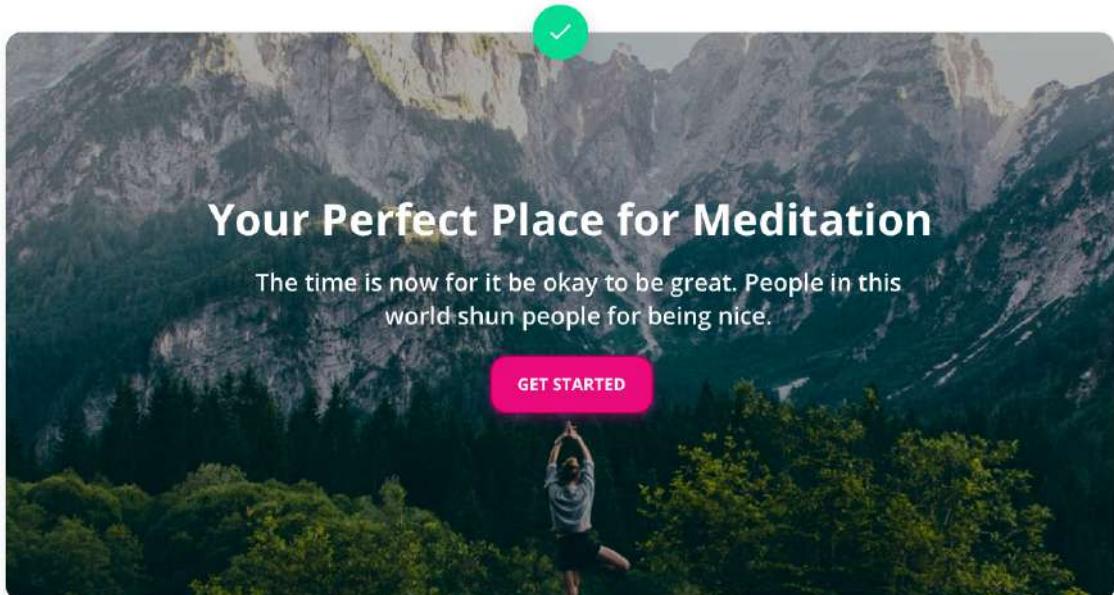
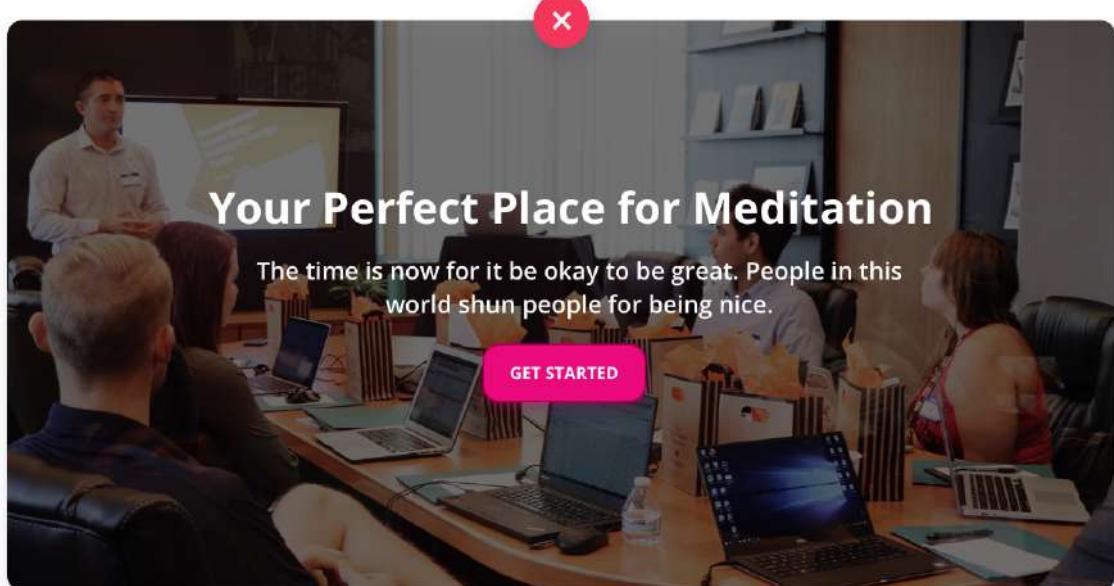
b. Consistency



Consistency is what generates perfection. Find a style that reflects your audience and create simple guidelines that showcase like a moodboard. When using stock imagery, you want to ensure that your source has a similar style for future images to use. Finding image collections can ensure consistency in style, color tones, and balanced visual composition.

c. Suggestive

Using images that do not match the context can confuse the user. You should know very well the concept of the brand, so that you can use a more serious or playful choice of images that is appropriate to the brand. The image must be relevant and evoke the right feeling, depending on the topic and theme of the website or application.



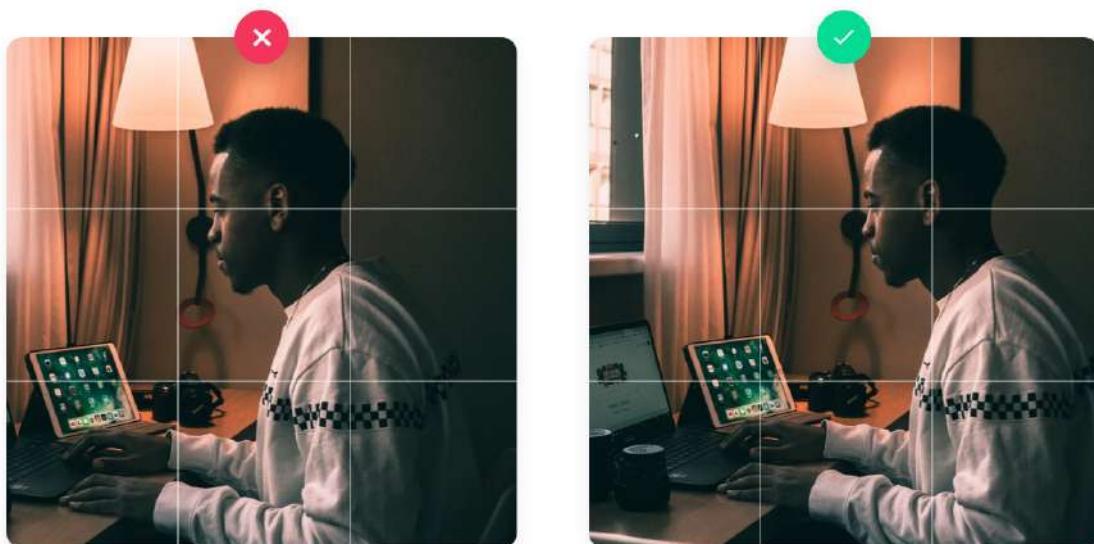
d. The Typography on Images

In general, the images do not have the necessary consistency for the text that is written on them. In such situations a filter must be applied to the image; it is usually black, or another primary color. Depending on the brightness of the image, the filter can use opacity between 50% and 80%, enough to observe the details of the image.



e. The “Rule of Thirds”

The “Rule of Thirds” is a rule for composing. The guideline proposes that an image should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections. Aligning a subject with these points can create more tension, energy, and interest in the composition than simply centering the subject.



At the end of this chapter, for a positive user experience, I recommend that the images should be as human as possible. The presence of humans provides confidence, nature offers a state of calm, and the presence of animals gives a playful state. On the other hand, avoid harsh, cold images that do not convey a positive feeling.

Resources for free high resolution images:

<https://unsplash.com>

<https://www.pexels.com>

<https://pixabay.com>

10. Illustrations

a. About Illustrations

Psychologists claim that people need about 1/10 of a second to get a general perception of a visual scene or element, but that speed is indeed impossible for textual items.

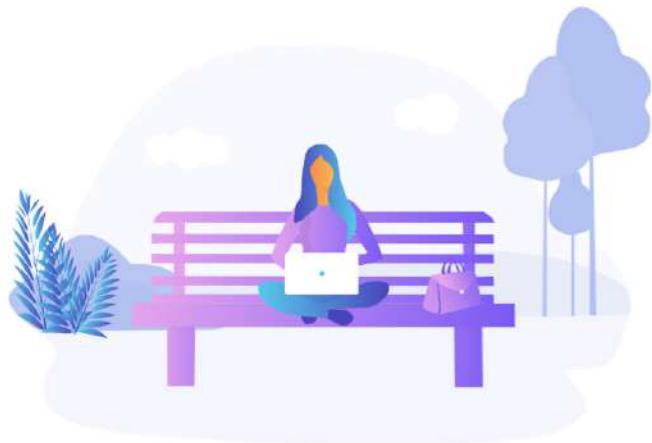
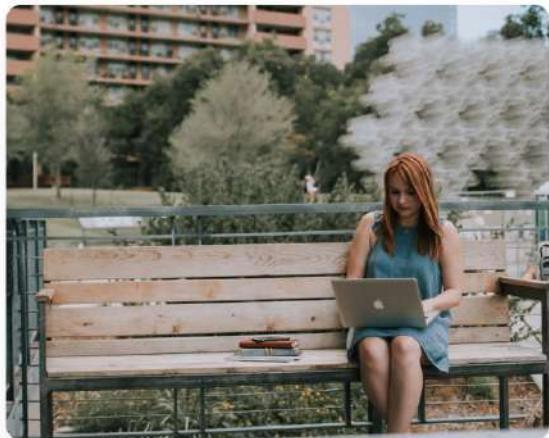
All elements of an illustration, lines, shapes, colors, facial expressions, or dynamics of curves, have a significant impact on igniting emotions. Studying user behavior and factors that influence emotional appeal, designers can make illustrations a powerful tool. This can connect an experience to user's emotions from the first seconds of interaction.



Since 2021, 3D illustrations have become popular, so to have a trendy and attractive design, try to integrate them.

The Anatomy of the Elements

As images, illustrations explain something, and they can replace the pictures.



b. How to Use Illustrations

Details

Avoid placing illustrations in small spaces and small sizes. In order to avoid hard to understand illustrations, the details must be visible. Suitable for small spaces are those illustrations that replace the clarifying icons.

×

Online Appointment

Forget the old hours in the waiting room, from now on your doctor is a click away.

[GET STARTED](#)

✓

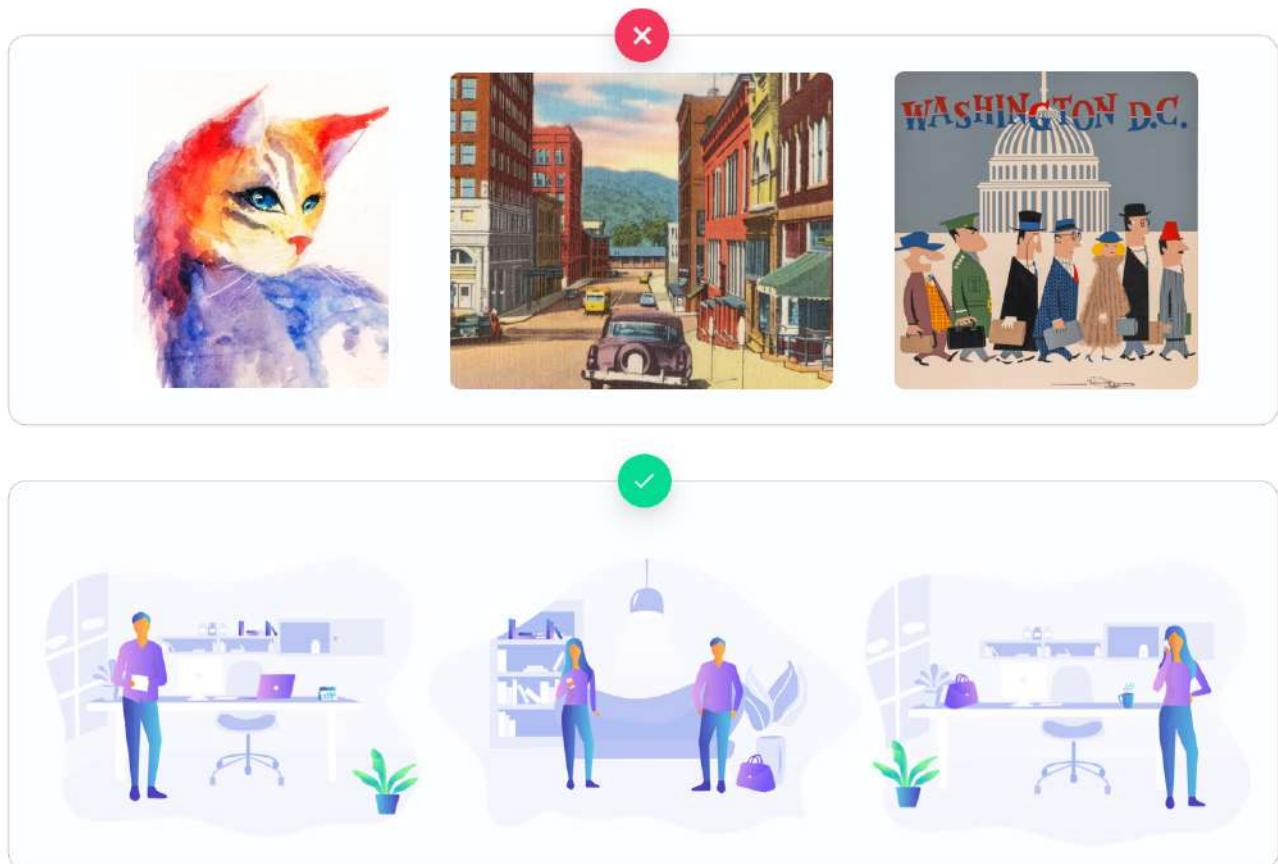
Online Appointment

Forget the old hours in the waiting room, from now on your doctor is a click away.

[GET STARTED](#)

Consistency

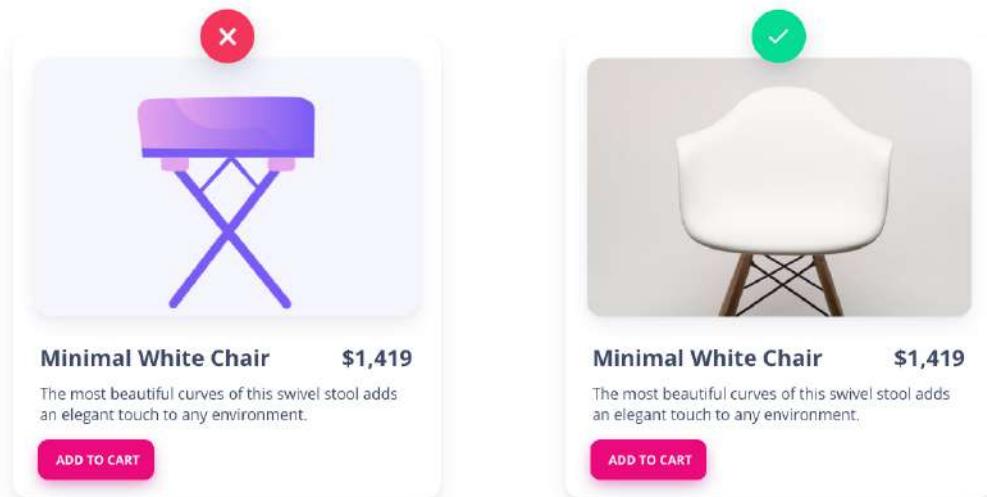
The illustrations are based on a story, so consistency is needed. Although they appear in different sections, the illustrations used in a website or an application do not have to be different. It is essential to understand the narrative thread from consistency in color tones to the part of the same character in different poses or locations.



When talking about icons, there are libraries with illustrations, and there is no need to learn how to draw illustrations.

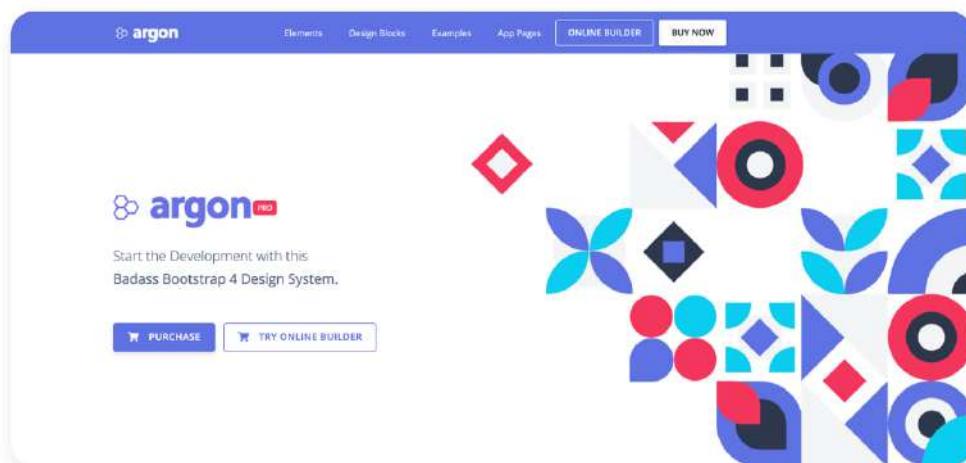
Not Always

The illustrations are a good idea but not always, sometimes the actual images are more suitable. The user needs to see the product exactly as it is in reality, not a drawn sketch or a 3D render.

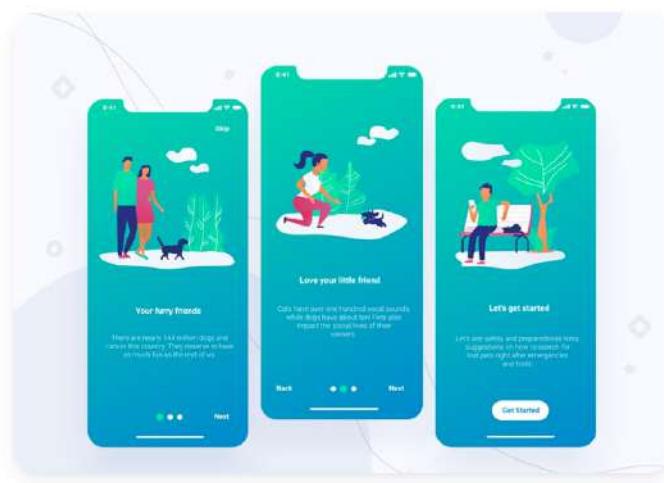


c. Where to Apply Illustrations

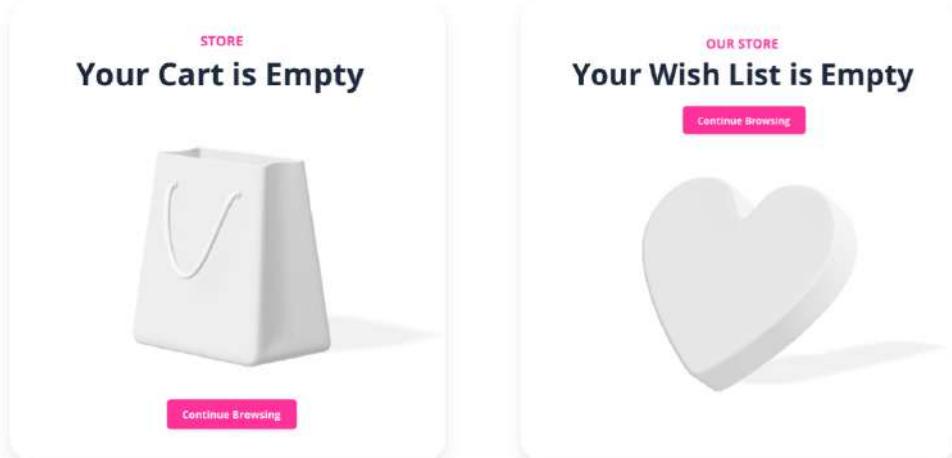
Hero Images



Onboarding



Empty States



Error Pages



These are the most common areas where illustrations can be found. Obviously, it is not necessary to be only on these pages; usually, they can appear wherever an image can be used.

Resources for free illustrations:

<https://iradesign.io>

<https://blush.design>

<https://drawkit.com/>

<https://www.figma.com/community>

11. Navigation

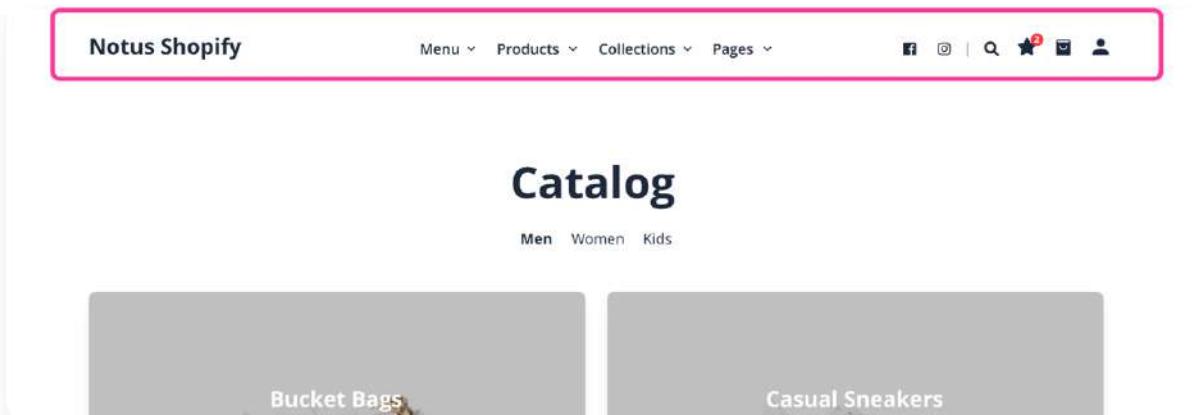
Navigation plays an essential role in how users interact with/use the website or application. Therefore, navigation design is essential because it is the basis of the user experience. Navigation elements can be linked texts, linked icons, or buttons.

a. Types

Menu

The Menu presents all the main pages around which the content is organized. Depending on where it is positioned, it can be:

- header menu - the first element on the website menu;



The Anatomy of the Elements

- lateral menu - on the left or right part of the interface;

The screenshot shows the Soft UI Dashboard. On the left, there is a vertical sidebar with a pink border containing a navigation menu. The menu items include "Dashboard", "Tables", "Billing", "Virtual Reality", "RTL", "ACCOUNT PAGES", "Profile", "Sign In", and "Sign Up". Above the sidebar, the title "Soft UI Dashboard" is displayed with a small icon. The main content area has a white background. At the top, there is a search bar with the placeholder "Type here..." and a sign-in button. Below the search bar are four cards showing "Today's Money (\$53,000 +55%)", "Today's Users (2,300 +3%)", "New Clients (+3,462 -2%)", and "Sales (\$103,430 +5%)". The main content area contains several sections: "Built by developers" with a "Soft UI Dashboard" card featuring a rocket icon; "Work with the rockets" with a dark blue card; a bar chart titled "Sales overview" showing values from 0 to 600; and a line chart showing sales trends over time.

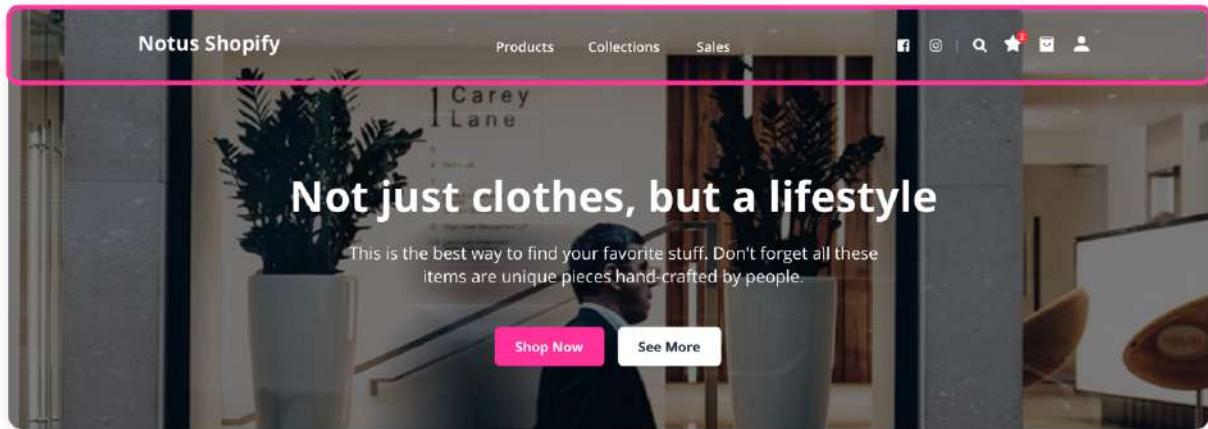
- footer menu - at the bottom of the page.

The screenshot shows a contact form. At the top, there is a text input field and a checkbox labeled "I agree to the [Terms and Conditions](#)". Below the checkbox is a "SEND MESSAGE" button. A large, semi-transparent modal window is overlaid on the page, showing a close-up photograph of three teal upholstered chairs with wooden legs. The background of the page is white, and the overall design is clean and modern.

The screenshot shows a footer menu with a pink border. It is divided into five main sections: "Soft UI Design System" (with links to Social media and a Blog), "Company" (About Us, Freebies, Premium Tools, and a link to the footer menu), "Resources" (Illustrations, Bits & Snippets, Affiliate Program), "Help & Support" (Contact Us, Knowledge Center, Custom Development, and Sponsorships), and "Legal" (Terms & Conditions, Privacy Policy, and Licenses (EULA)). At the bottom of the footer, there is a small note: "All rights reserved. Copyright © 2021 Soft UI Design System by Creative Tim."

The Anatomy of the Elements

Also, depending on the interface's complexity, it can be simple,

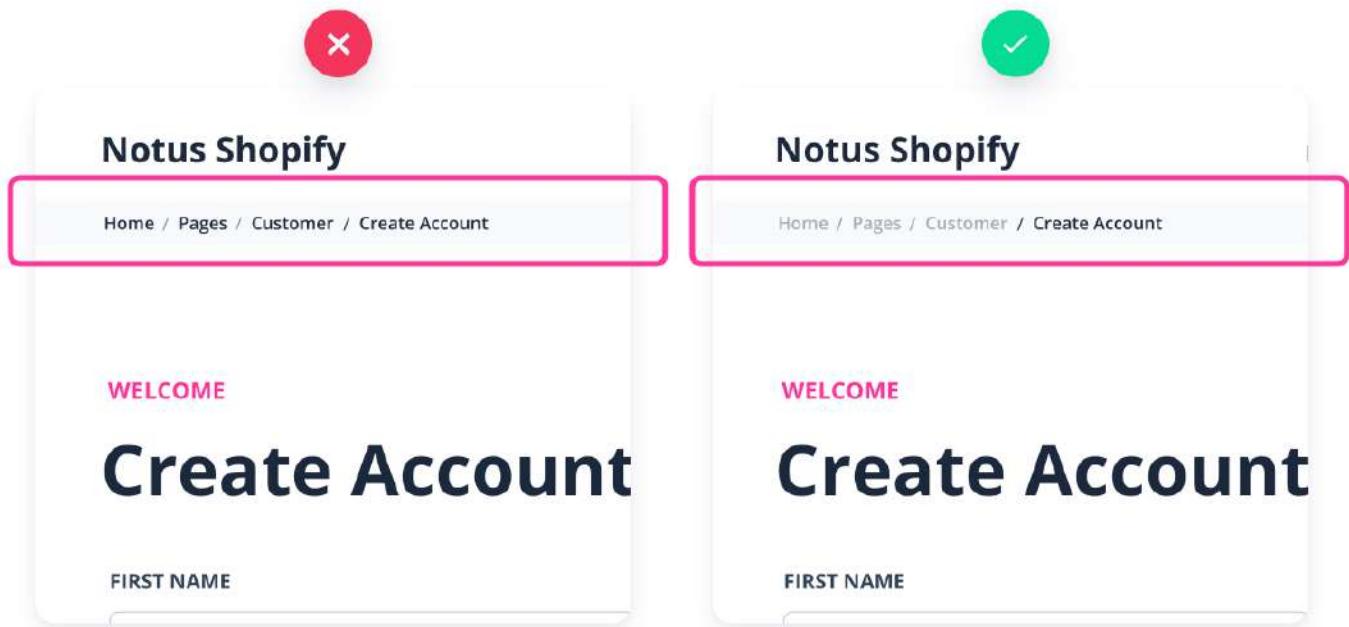


or with dropdowns. The presence of a down arrow tells the user that there are several categories to choose from.

A screenshot of the Soft UI PRO website. The top navigation bar has links for "Pages", "Account", "Blocks", and "Docs". A dropdown menu is open over a section titled "Hug". The dropdown contains several categories: "Landing Pages" (Coworking, Rental, Case Study), "Support" (Help Center, Help Center Basic, Contact Us, Contact Us Basic, FAQ, Privacy), "Blogs" (Single Article, Blog Posts, Categories, Author), "Company" (About Us, Pricing, Career, Work with us, Terms & Conditions), "Apps" (Mobile App, Desktop App), and "Extra" (Automotive, VR, Smart Home). A "READ MORE" button is visible on the right side of the page.

Breadcrumbs

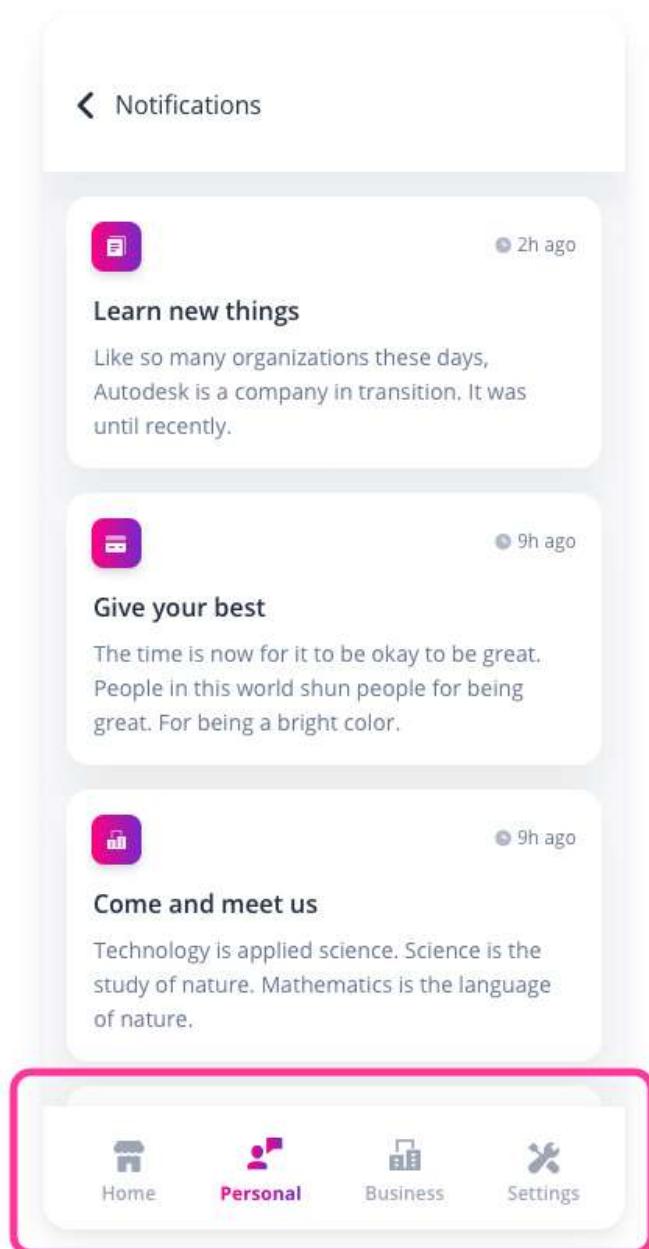
Breadcrumbs are necessary for small websites with more than two pages. They need to be accurate to be effective. For this type of navigation, the links must be highlighted enough for the user to understand the hierarchy of the pages; otherwise, they can confuse the user.



Tabs

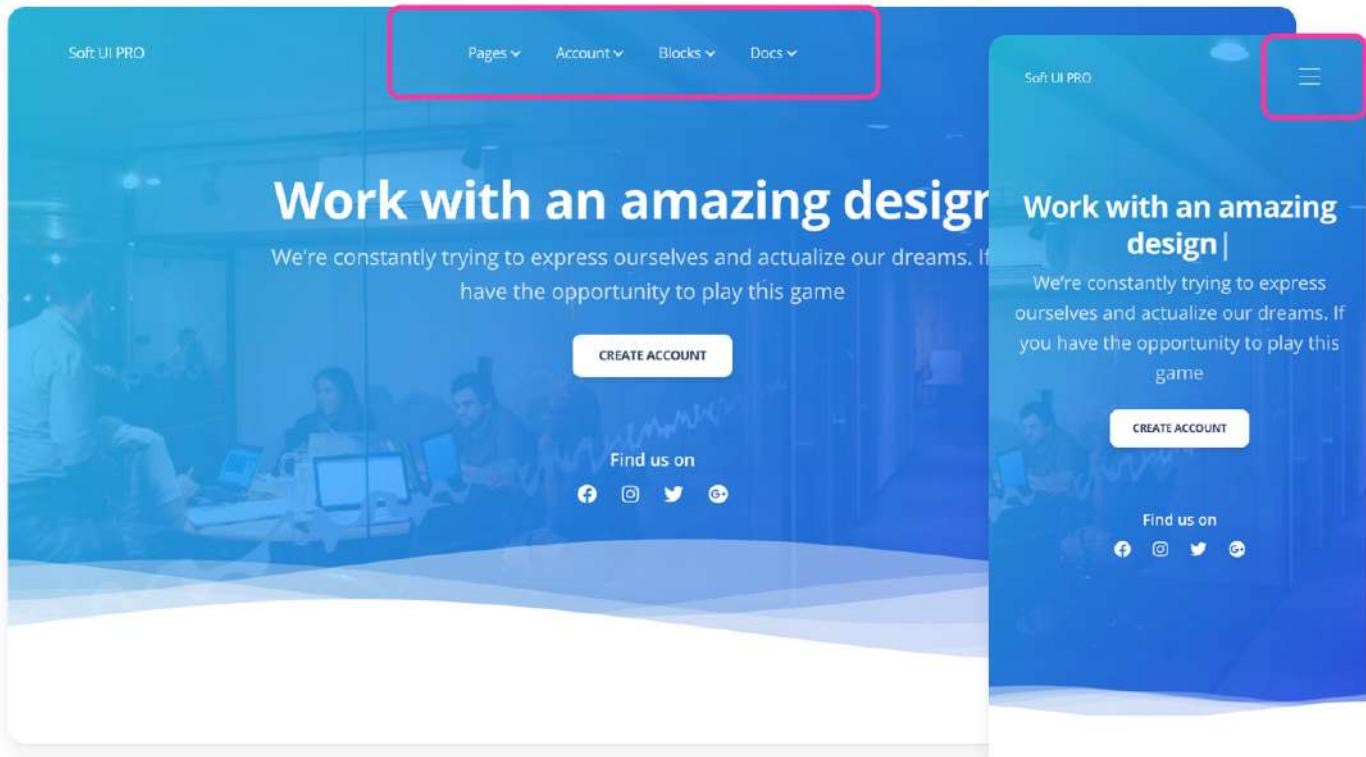
Tabs create navigation only on small devices such as mobile. They appear at the bottom of the screen and are placed on the most important screens in the application, which must not be more than 5. If there are more than 5, they will become too small, and make it difficult for the user to tap on them.

The Anatomy of the Elements



b. Consistency

Avoid over-detailed navigation, which can confuse the user, and prioritize the main pages. Instead, the interaction should have a direct interchange, a clean design, and responsive compatibility.

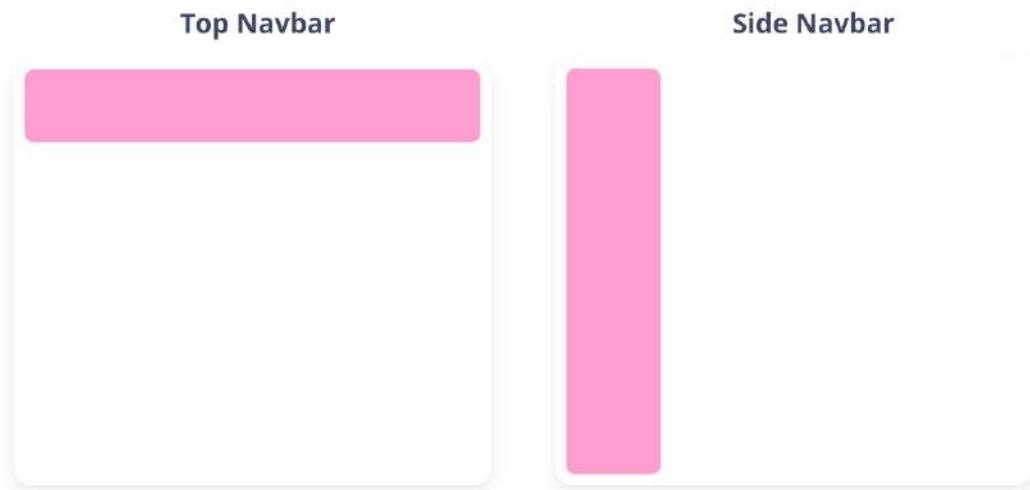


PART IV

An Eye for UI/UX Design

1. Navigation Bar

The navigation bar can be a Top Navbar type for the websites or Side Navbar, most often for dashboards.



a. How to Design

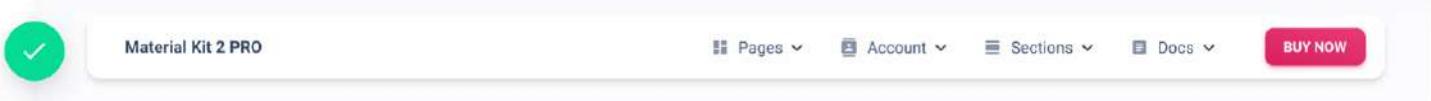
When you have to design a navigation bar, you need to pay attention to the following aspects.

Border Radius

Border Radius: 0px



Border Radius: 12px



Remember what was said about the sharp objects? Try to avoid them and add a border radius greater than 6px. Your navigation bar will look more friendly.

Consistency

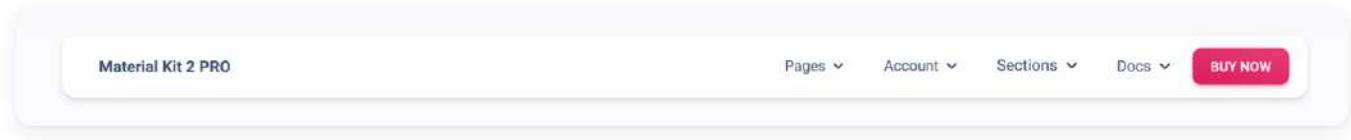
Don't forget about consistency. For example, the button inside the navigation bar should have the same border radius as the navigation bar.



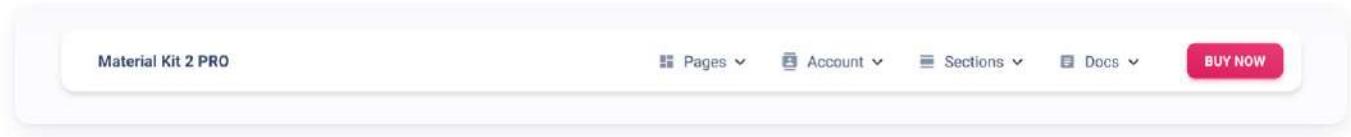
Icons

The navigation bar can contain icons or not, depending on how minimalist you want the design to be. By adding icons, it can be much more intuitive for the user.

Without Icons



With Icons



If you choose to use icons, never use the same color as the text. Instead, add an opacity between 50% and 60% for visual harmony.

Icons Opacity: 0%



Icons Opacity: 60%



Margins

The links should breathe, so adjust the margins as appropriate. Margins smaller than 12px can confuse the user. If you have multiple links and only small margins can fit, try to prioritize the links so that they can breathe.

Margins Left and Right: 4px



Margins Left and Right: 32px



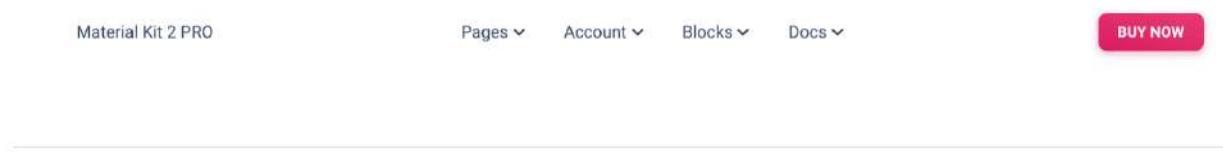
Also, the content must be suitably framed in the navigation bar, and the surrounding margins must be equal for a visual balance. Avoid setting them smaller than 16px.



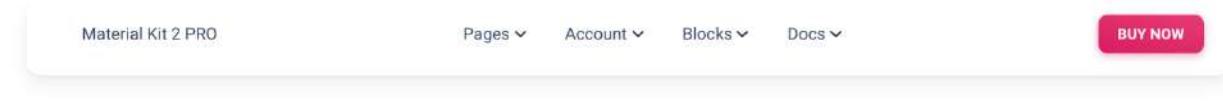
b. Choose a Style

The navigation bar can be created in different styles. Once you choose a style, be consistent and use it on all pages of the project. Avoid making it higher than 80px, so it will not influence the focus of the header section.

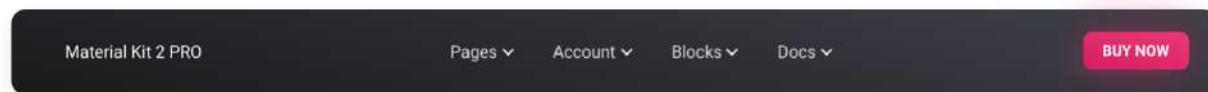
Navbar Transparent



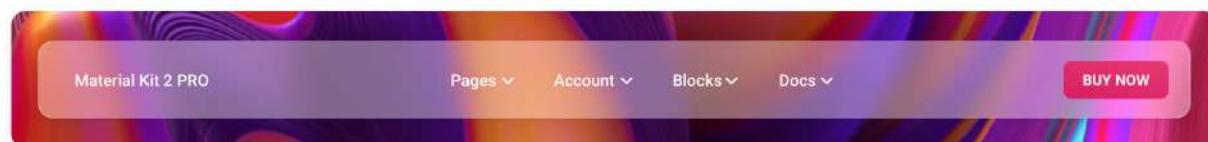
Navbar Light



Navbar Dark



Navbar with Blur Effect



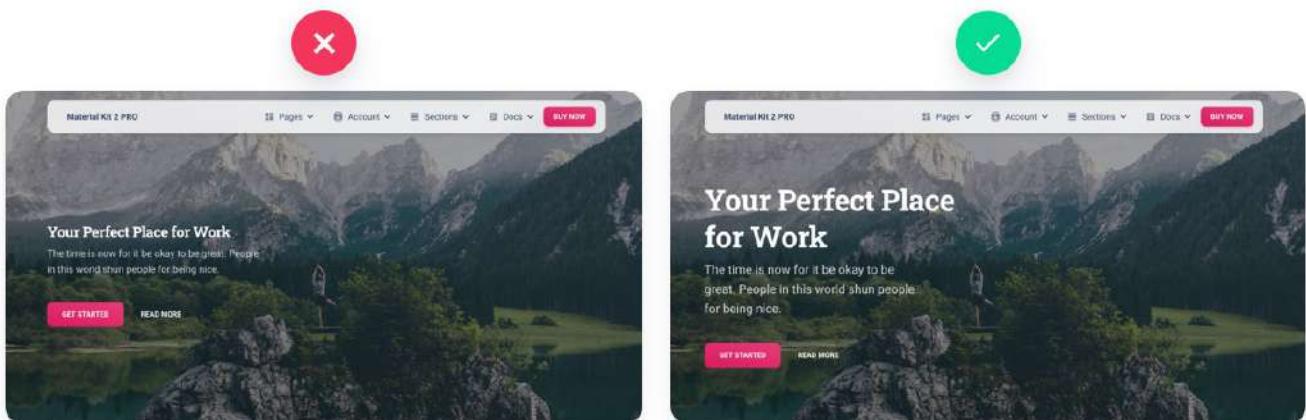
2. Headers

The header is a strategic part of the page that properly implemented, can convince the users to spend more time on the website. The users, especially those who are on the website for the first time, do not inspect everything. They scan over it, so the page should include the elements that catch their attention and satisfy them to stay on the website.

The Layout Scanning Patterns F-Pattern and Z-Pattern, from the Button Chapter, are also helpful in the header's design.

Typography

An essential element of the header is the typography. Avoid using too much text. The title should not contain more than 10 words, and the appropriate size according to the typography scale is H1. Under the title is usually a description which could be H5 or H6. It is essential to create and respect the hierarchy.



a. So, What Should a Header Include?

The header should not contain all the elements and sections that you want your user to see. The header section would be overloaded with information and this must be avoided. Usually, each page has its header with its specific purpose, and the information included must be shared accordingly.

Brand's Elements

The essential elements of a brand will help the user to remember and recognize it. The logo and the brand name are a “must-have,” other elements that you can add depending on what the website presents are the slogan, a description about the company and its mission, product images, or photos of the team.

Material Kit 2 PRO

Pages Account Blocks Docs

BUY NOW

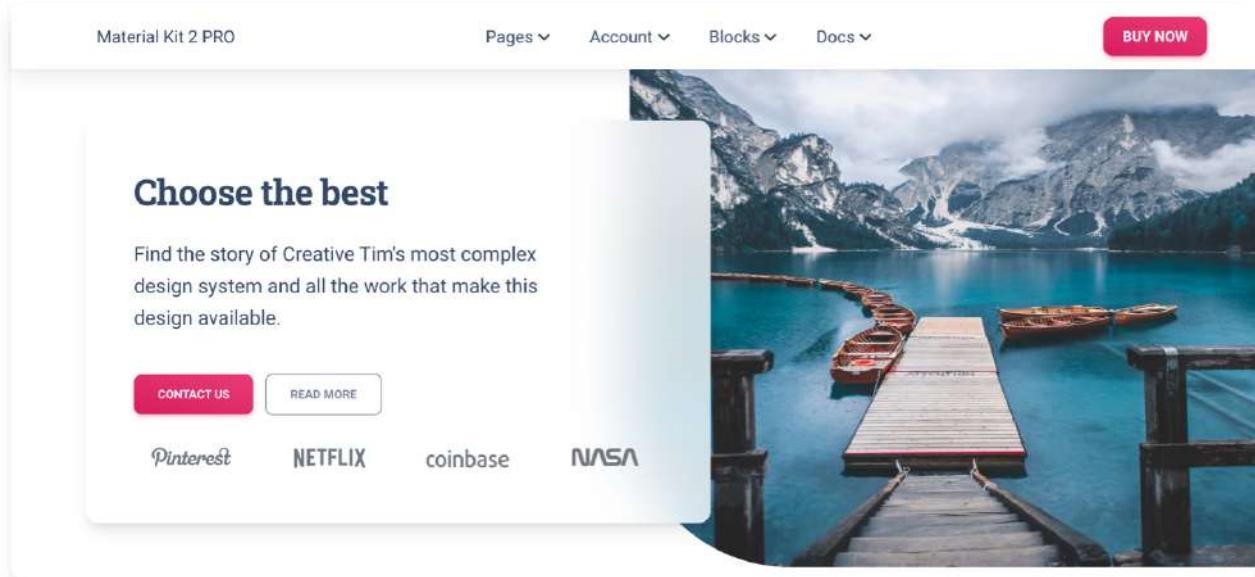
Desired Experiences

The time is now for it to be okay to be great. For being a bright color. For standing out.

DISCOVER READ MORE

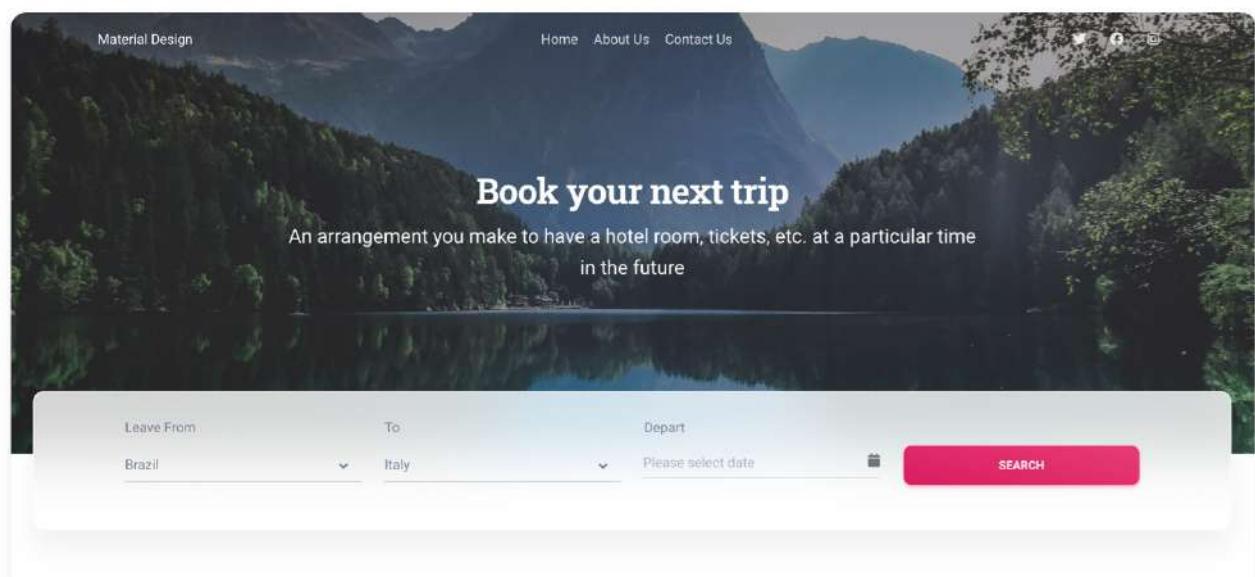
Call to Action

The button in the header is essential and aims to redirect the user to the main element of the website, such as a product, item, or service.



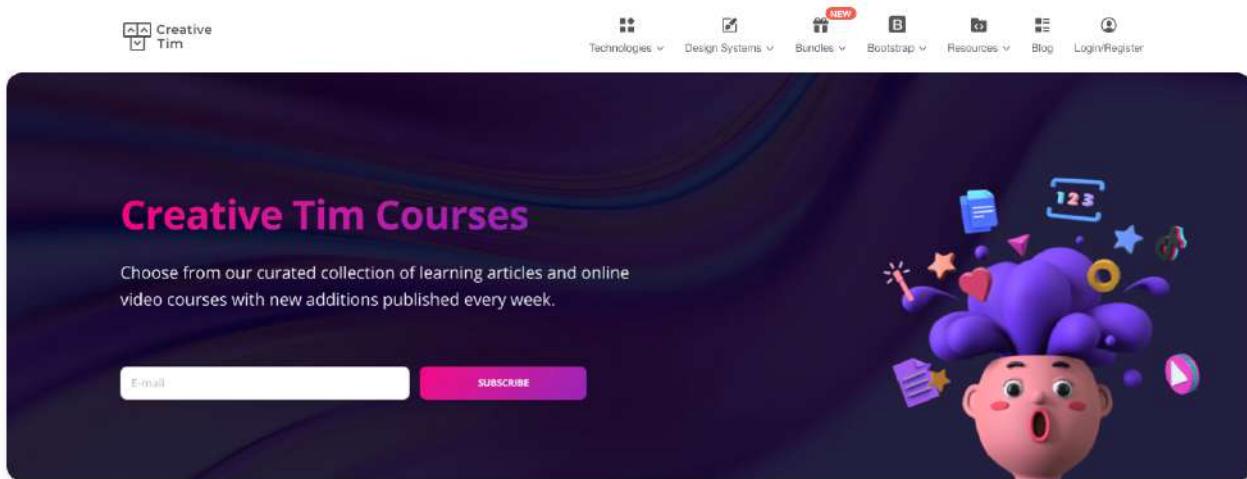
Search Section

If the website has several categories, options, or products, help your user with a search section integrated into the header. This section is very suitable for travel or booking websites.



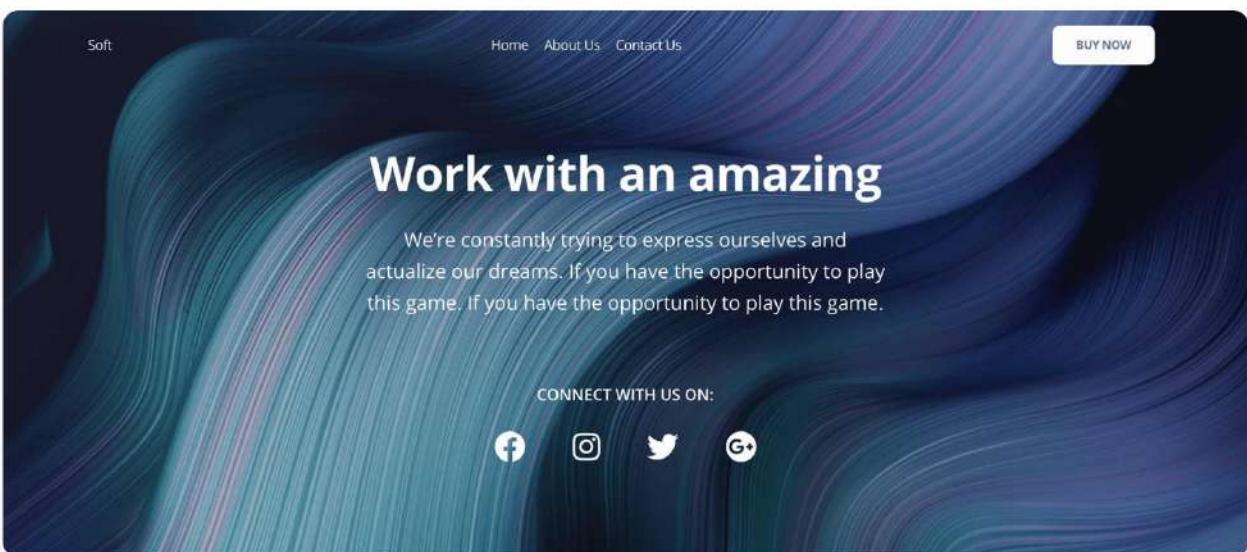
Subscription Section

By integrating a subscribe section, you can enlarge your database and keep your users updated with the activity on the website. However, be careful not to spam them.



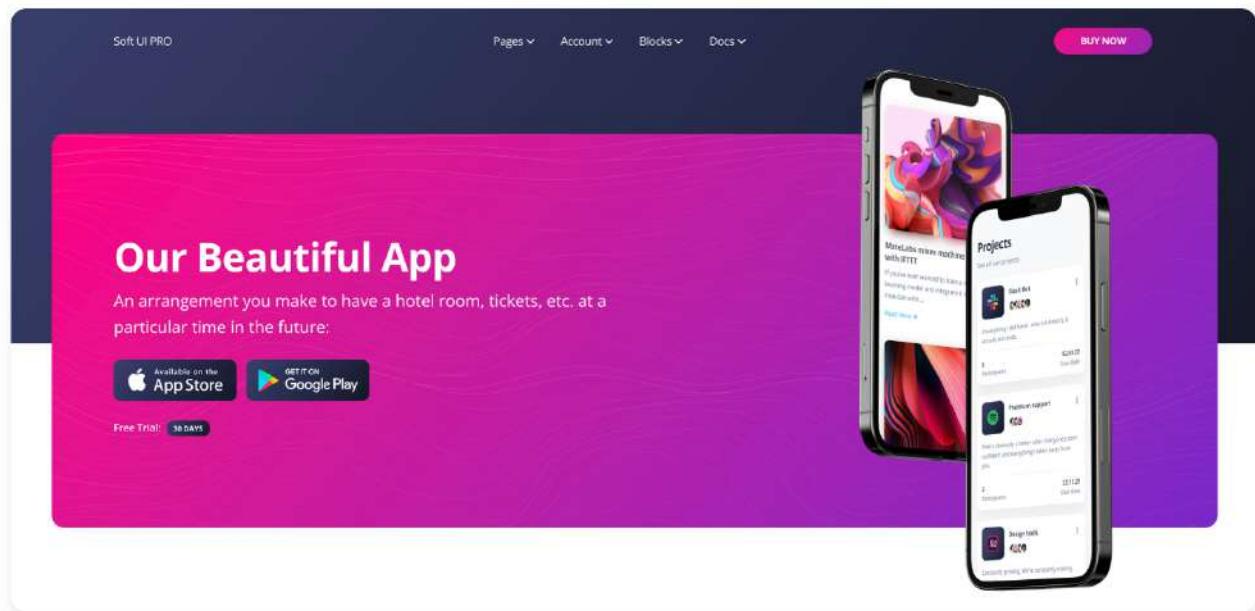
Social Buttons

If the website also has activity on social media platforms such as Twitter, Instagram, Facebook, and LinkedIn, social buttons will help the user find these accounts more easily. These buttons are typically found on the bottom part of the website.



Download/Buy Buttons

The integration of the buy or download buttons directly in the header helps the user perform an action faster.

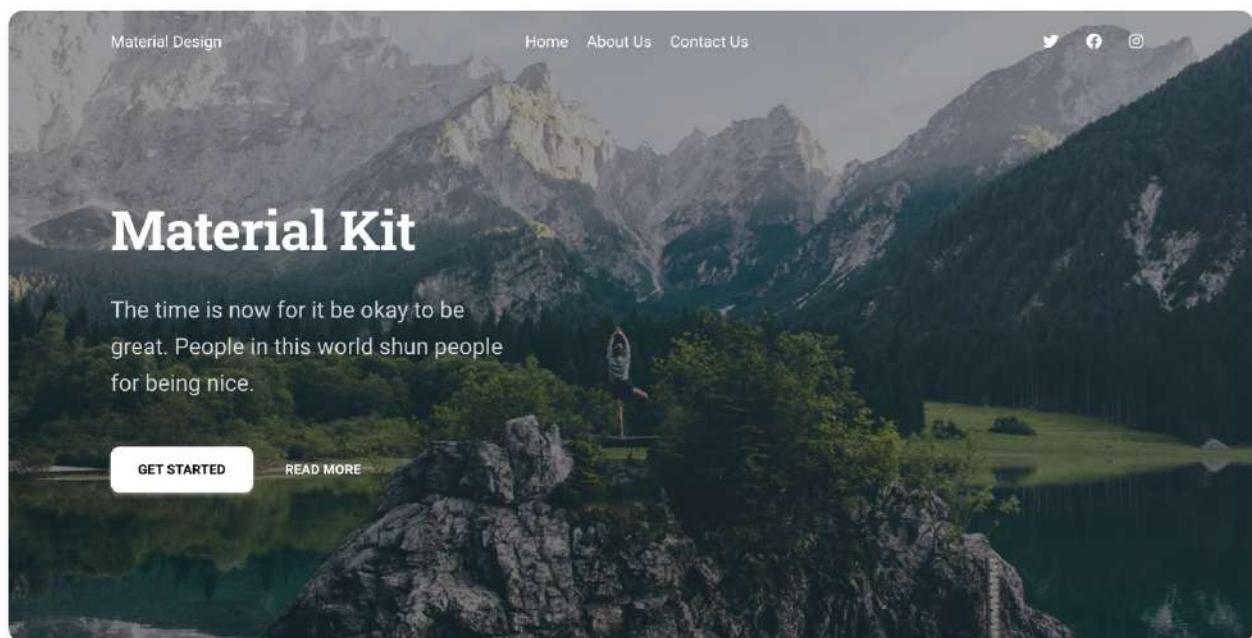


b. Choose a Style

Similar to the navigation bar, headers can be created in different styles. Once you choose a style, be consistent and use it on all pages of the project.

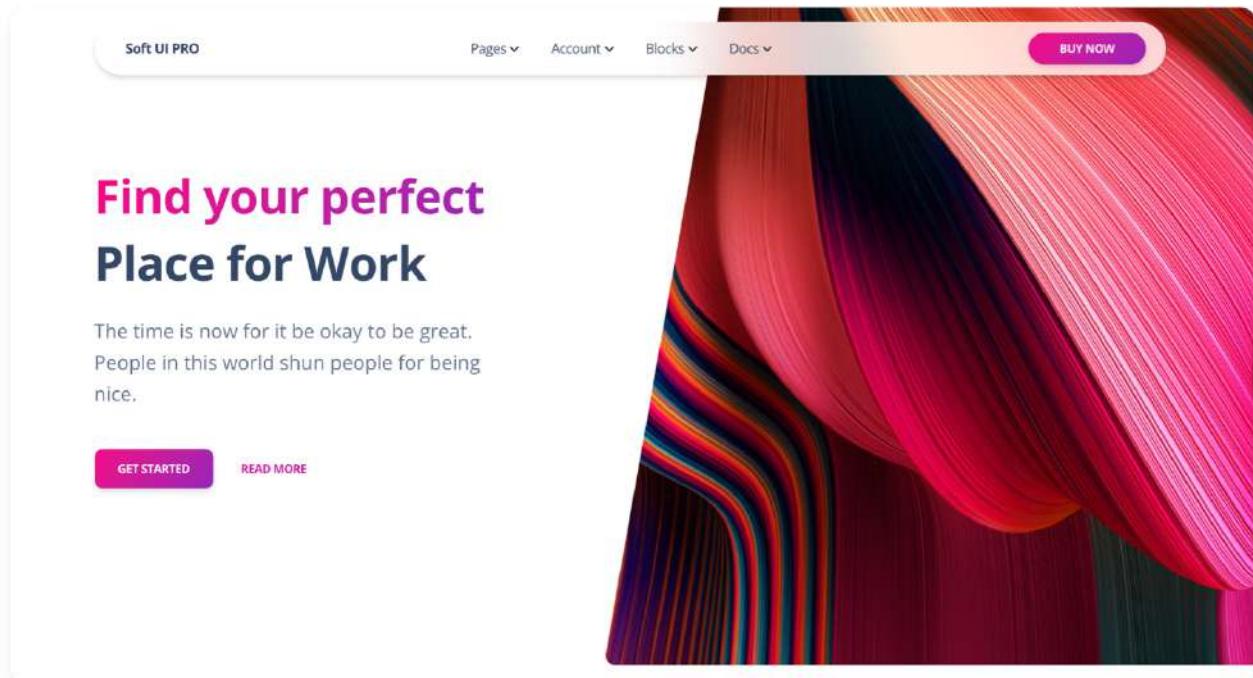
Background Image

For this style, the image resolution must be appropriate, and sometimes the addition of a black filter with opacity could be necessary. When choosing the image, do not forget that it is the first thing the user sees, and it should convey emotion.



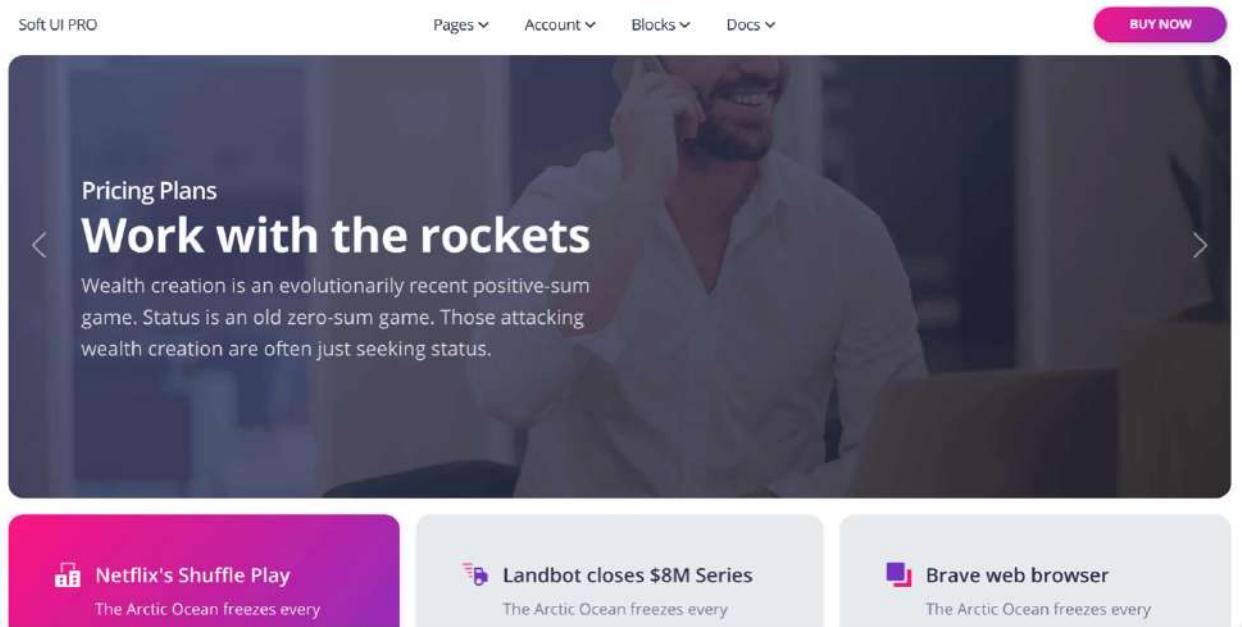
Side Image

Similar to the background image, even if it is only visible in half of the header.



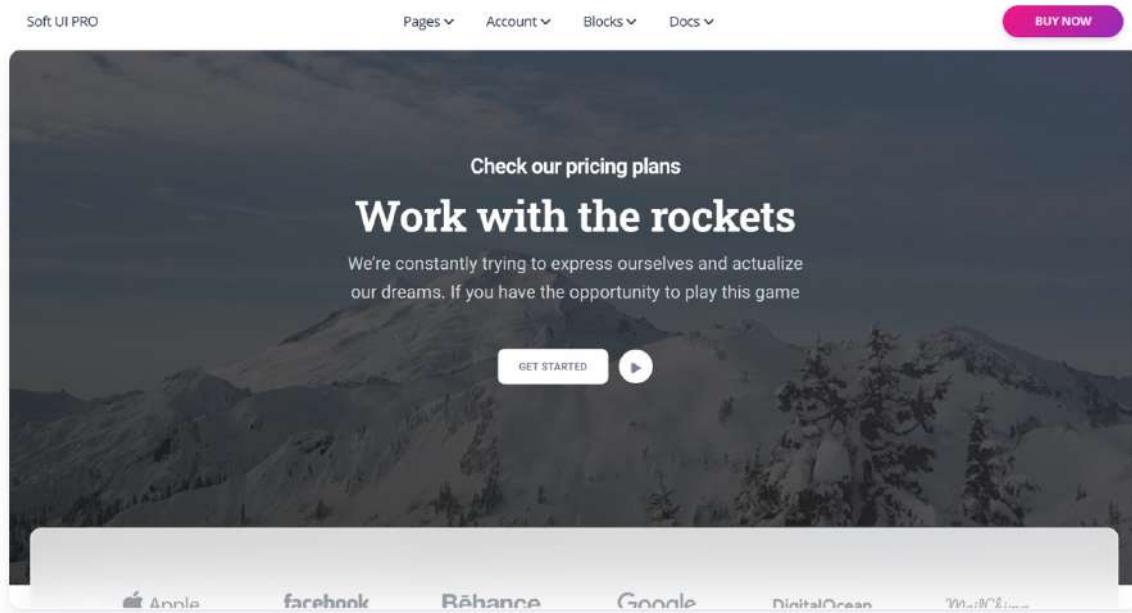
Carousel

This style of header helps to integrate more information content without tiring the user. Thus, using a dynamic header can create a positive experience.



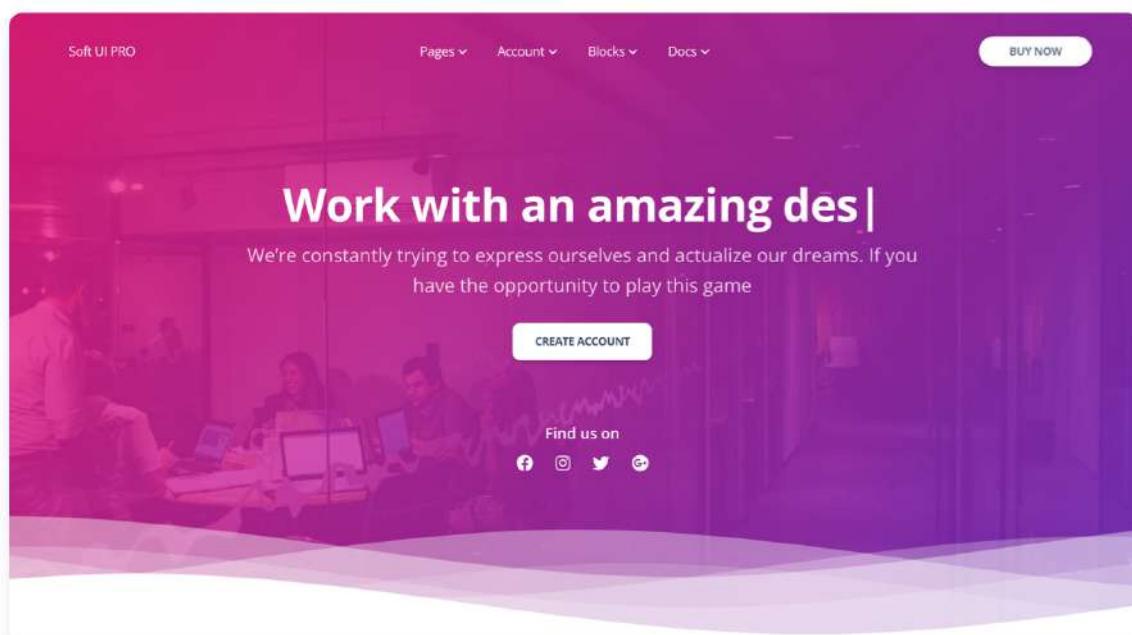
Background Video

Integrating a video on the background of the header can capture the user's attention quite quickly. But, first, make sure it is at the proper resolution.



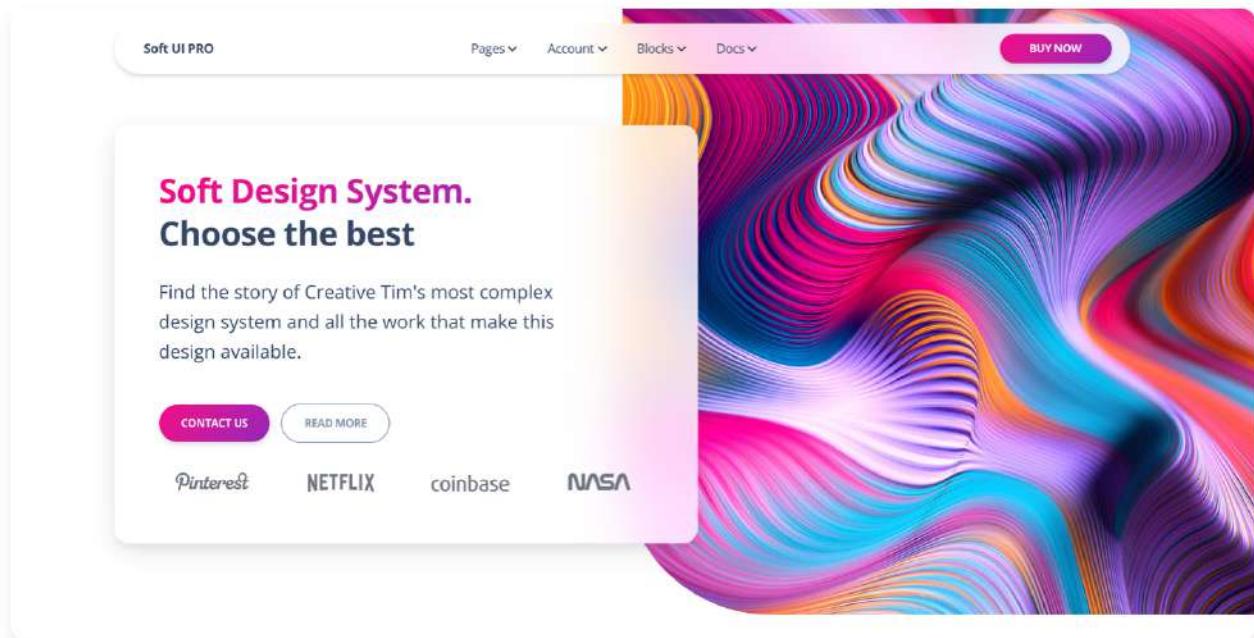
Waves Effect

This style is also dynamic, which creates a smooth transition to the next section.

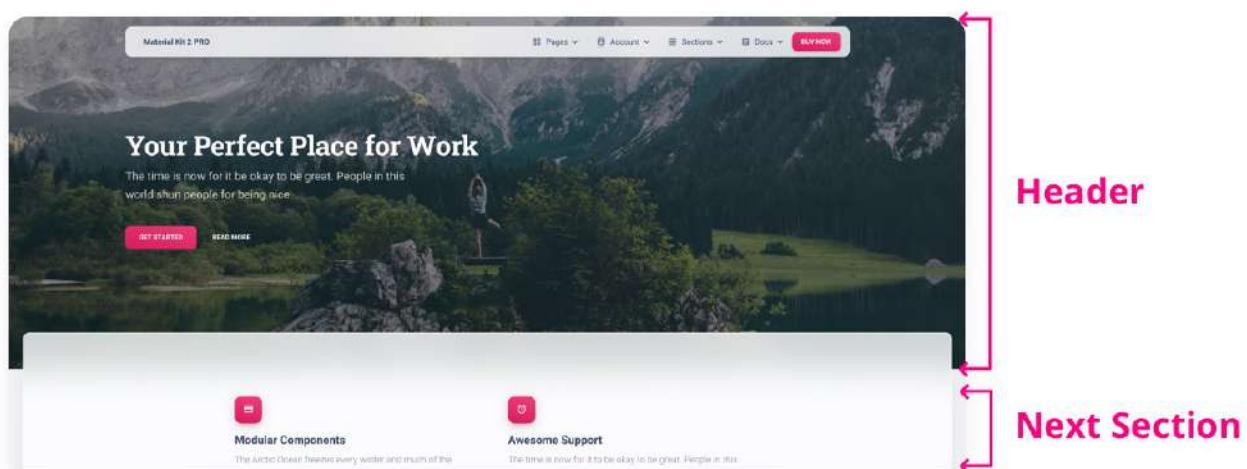


Blur Effect

Because Glassmorphism has become a trend, and if you like frozen icons, you can also integrate this effect into the header for consistency.

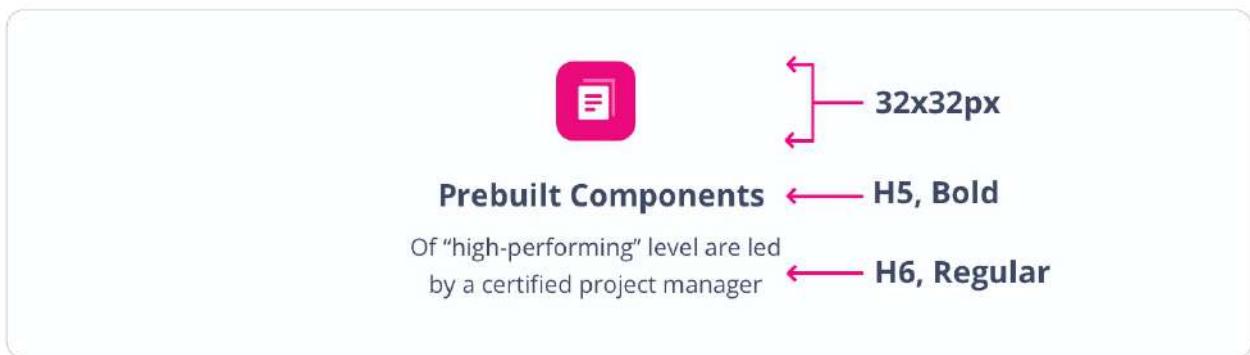


When designing the header, try not to cover the entire visual area; showing a part of the next section may arouse the user's curiosity to scroll.



3. Features

As it is called "Features," this section is dedicated to the features of the product, service, application, or what is presented on the website.



a. How to Design

Center-Alignment



When you have a short description, like two lines, align to center. In this situation, the text with center-alignment looks great and can be read without difficulty.

Left-Alignment

If you have descriptions longer than 2 lines, the text should be left-aligned. Thus it is not difficult to follow the text when the user ends up reading it.

Prebuilt Components	Modern Interface	Awesome Support
 The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue.	 People are so scared to lose that they don't even try. Like, one thing people can't say is that I'm not trying, and I'm not trying.	 The time is now for it to be okay to be great. People in this world shun people for being great. For being a bright color.

Prebuilt Components	Modern Interface	Awesome Support
 The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue.	 People are so scared to lose that they don't even try. Like, one thing people can't say is that I'm not trying, and I'm not trying.	 The time is now for it to be okay to be great. People in this world shun people for being great. For being a bright color.

Consistency

When a few descriptions are too long, rewrite the content and simply highlight the idea of the text.

The diagram illustrates two versions of a slide layout. Both versions feature three columns: 'Prebuilt Components' (with a document icon), 'Modern Interface' (with a rocket icon), and 'Awesome Support' (with a person icon). Above the first column is a red circle with a white 'X'. Above the second column is a green circle with a white checkmark. The text in the 'Modern Interface' column is significantly longer in the top version compared to the bottom version.

Prebuilt Components	Modern Interface	Awesome Support
Of "high-performing" level are led by a certified project manager.	People are so scared to lose that they don't even try. Like, one thing people can't say is that I'm not trying, and I'm not trying my hardest	The time is now for it to be okay to be great. People in this world shun people for being great.

This diagram shows the same slide layout as the one above, but with shorter text in the 'Modern Interface' column of the top version. The visual elements remain consistent, with red 'X' and green checkmark icons above the respective columns.

Prebuilt Components	Modern Interface	Awesome Support
Of "high-performing" level are led by a certified project manager.	If everything I did failed - which it doesn't, it actually succeeds.	The time is now for it to be okay, to be great in this world.

Content Area

Usually, the features section has a title and a description. Avoid using the exact width of the content area.

Read More About Us

Pain is what we go through as we become older. We get insulted by others, lose trust for those others. We get back stabbed by friends.

Prebuilt Components Modern Interface Awesome Support

Of "high-performing" level are led by a certified project manager.

If everything I did failed - which it doesn't, it actually succeeds.

The time is now for it to be okay, to be great in this world.

Read More About Us

Pain is what we go through as we become older. We get insulted by others, lose trust for those others. We get back stabbed by friends.

Prebuilt Components Modern Interface Awesome Support

Of "high-performing" level are led by a certified project manager.

If everything I did failed - which it doesn't, it actually succeeds.

The time is now for it to be okay, to be great in this world.

Details

If there are short features of 4-5 words, avoid the classic bullets and add some checkmarks that create more value.



Read More About Us

Pain is what we go through as we become older.
We get insulted by others and lose trust.

- Showcase and embed your work with.
- Publish across social channels in a click.
- Sell your videos worldwide.
- Make more profit.



Read More About Us

Pain is what we go through as we become older.
We get insulted by others and lose trust.

- ✓ Showcase and embed your work with.
- ✓ Publish across social channels in a click.
- ✓ Sell your videos worldwide.
- ✓ Make more profit.

Also, the icons fit and look very clean.



Read More About Us

Pain is what we go through as we become older.
We get insulted by others and lose trust.

- Showcase and embed your work with.
- Publish across social channels in a click.
- Sell your videos worldwide, make more profit.



Read More About Us

Pain is what we go through as we become older.
We get insulted by others and lose trust.

-  Showcase and embed your work with.
-  Publish across social channels in a click.
-  Sell your videos worldwide, make more profit.

b. Choose a Style

Simple

This is simple style that shows just text content.

Prebuilt Components	Modern Interface	Awesome Support
Of "high-performing" level are led by a certified project manager.	If everything I did failed - which it doesn't, it actually succeeds.	The time is now for it to be okay, to be great in this world.

With Icons

This style is the most common. Be careful when choosing icons; they should illustrate the text and help avoid user confusion. You can return to the Chapter 8 Icons from The Anatomy of the Elements, to read more about icons.

Prebuilt Components	Modern Interface	Awesome Support
Of "high-performing" level are led by a certified project manager.	If everything I did failed - which it doesn't, it actually succeeds.	The time is now for it to be okay, to be great in this world.

Prebuilt Components	Modern Interface	Awesome Support
Of "high-performing" level are led by a certified project manager.	If everything I did failed - which it doesn't, it actually succeeds.	The time is now for it to be okay, to be great in this world.

With Logos

Similar to icons, depending on the text, they can be replaced by logos.

Get your own app

The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue whatever.

[CONTACT US](#)

		
Payment Vendor	Organize Your Team	E-commerce
Check out our proven methods, guides, and exercises that help make work better, and people happier.	Check out our proven methods, guides, and exercises that help make work better, and people happier.	Check out our proven methods, guides, and exercises that help make work better, and people happier.
		
Digital Product Design	Better Communication	Logo Design
Check out our proven methods, guides, and exercises that help make work better, and people happier.	Check out our proven methods, guides, and exercises that help make work better, and people happier.	Check out our proven methods, guides, and exercises that help make work better, and people happier.

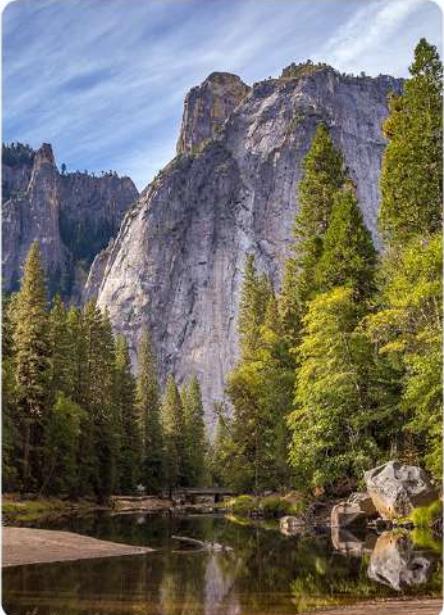
With Image

In this style, the image can also be replaced with illustration.

Read More About Us

Pain is what we go through as we become older. We get insulted by others and lose trust.

- ✓ Showcase and embed your work with.
- ✓ Publish across social channels in a click.
- ✓ Sell your videos worldwide.
- ✓ Make more profit.



With Links

If you choose this style, make sure that the links have a proper contrast.

Prebuilt Components
The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue.

[Read More >](#)

Modern Interface
People are so scared to lose that they don't even try. Like, one thing people can't say is that I'm not trying, and I'm not trying.

[Read More >](#)

Awesome Support
The time is now for it to be okay to be great. People in this world shun people for being great. For being a bright color.

[Read More >](#)

Prebuilt Components
The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue.

[Read More >](#)

Modern Interface
People are so scared to lose that they don't even try. Like, one thing people can't say is that I'm not trying, and I'm not trying.

[Read More >](#)

Awesome Support
The time is now for it to be okay to be great. People in this world shun people for being great. For being a bright color.

[Read More >](#)

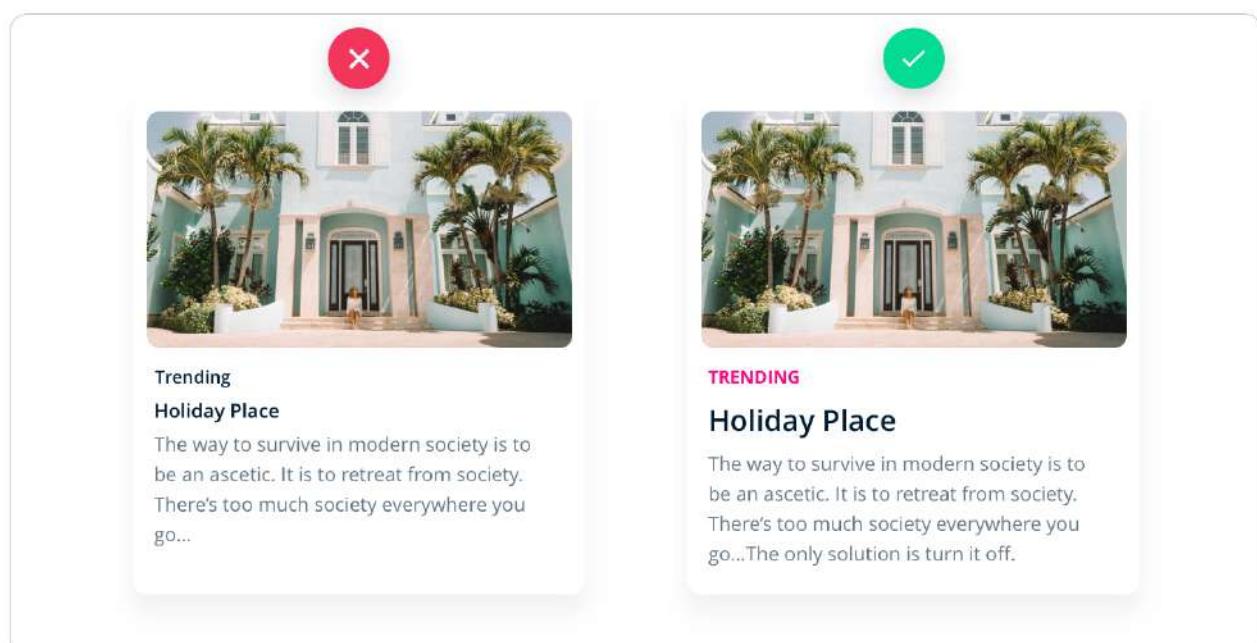
4. Cards

Cards have a significant impact on your website or mobile application. If they are designed suitably, they can improve the UX considerably. Cards work well for many sections of a page and have multiple uses. They can contain images, descriptions, files, charts, videos, and much more.

a. How to Design

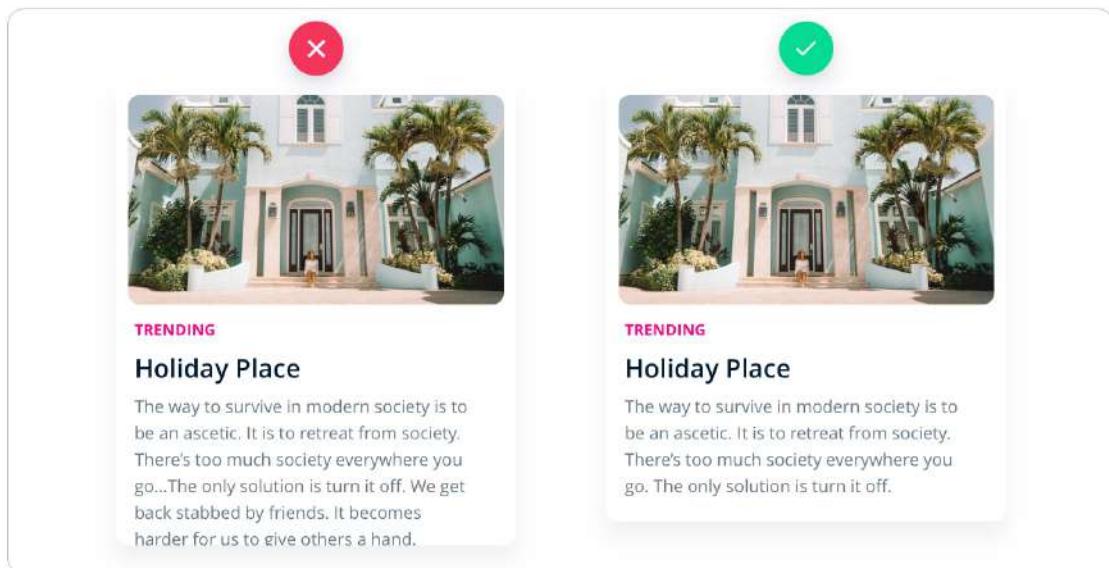
Create Visual Hierarchy

Visual hierarchy creates focus on the essential information. For example, place the main content at the top of the card and use the typography's scale to highlight it. Also, the white space and contrast can separate content areas that need more visual separation.



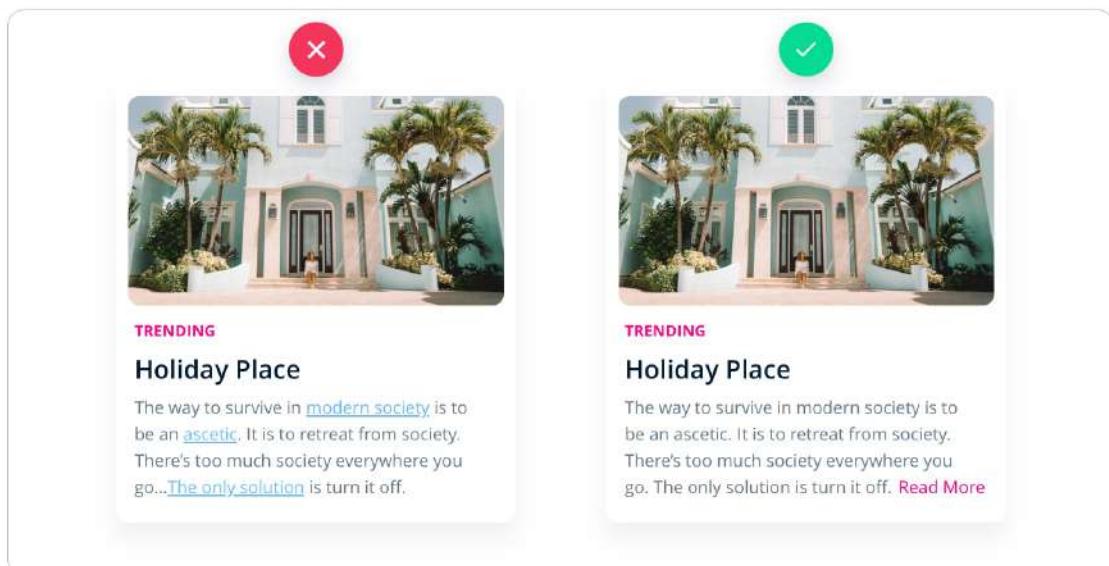
Control the Content

The card should include only necessary information. Avoid adding too much content to a card because it can become extensive or too lengthy. However, if you need to add more text, make sure it is correctly framed on the card.



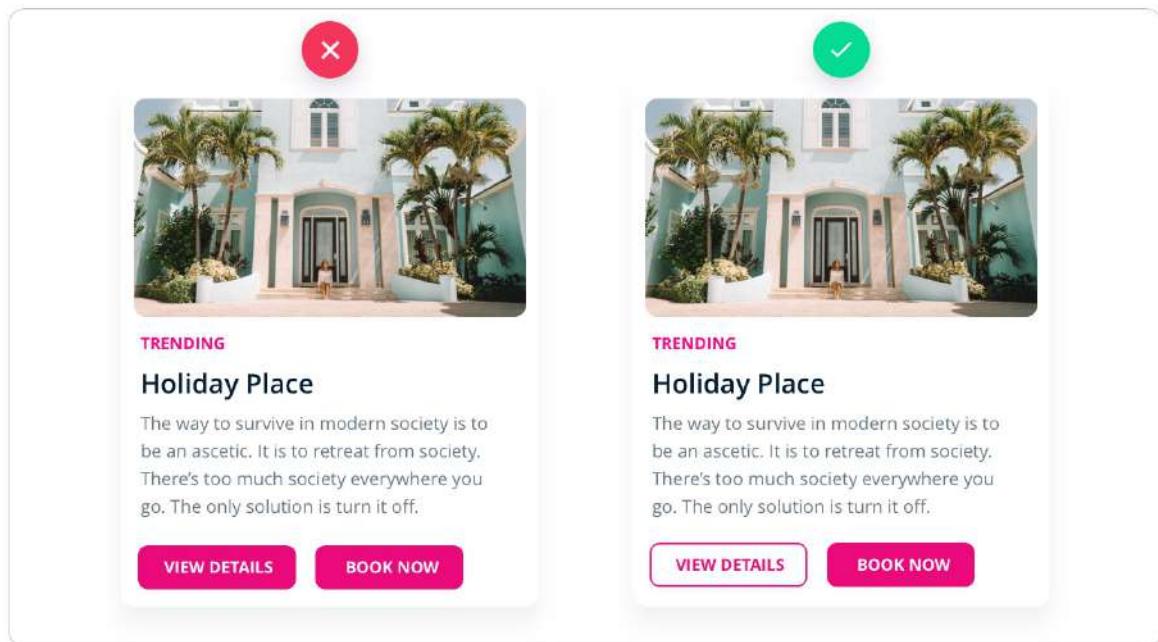
Integrate Link

The integration of several links in the card can affect the card's purpose, that of being a link itself. However, a single link can be helpful to make it clear to the user that he can find more information.



Call to Actions

The presence of buttons in the cards is expected, so the functions of the buttons must be obvious without confusing the user about which is the primary button and which is secondary.



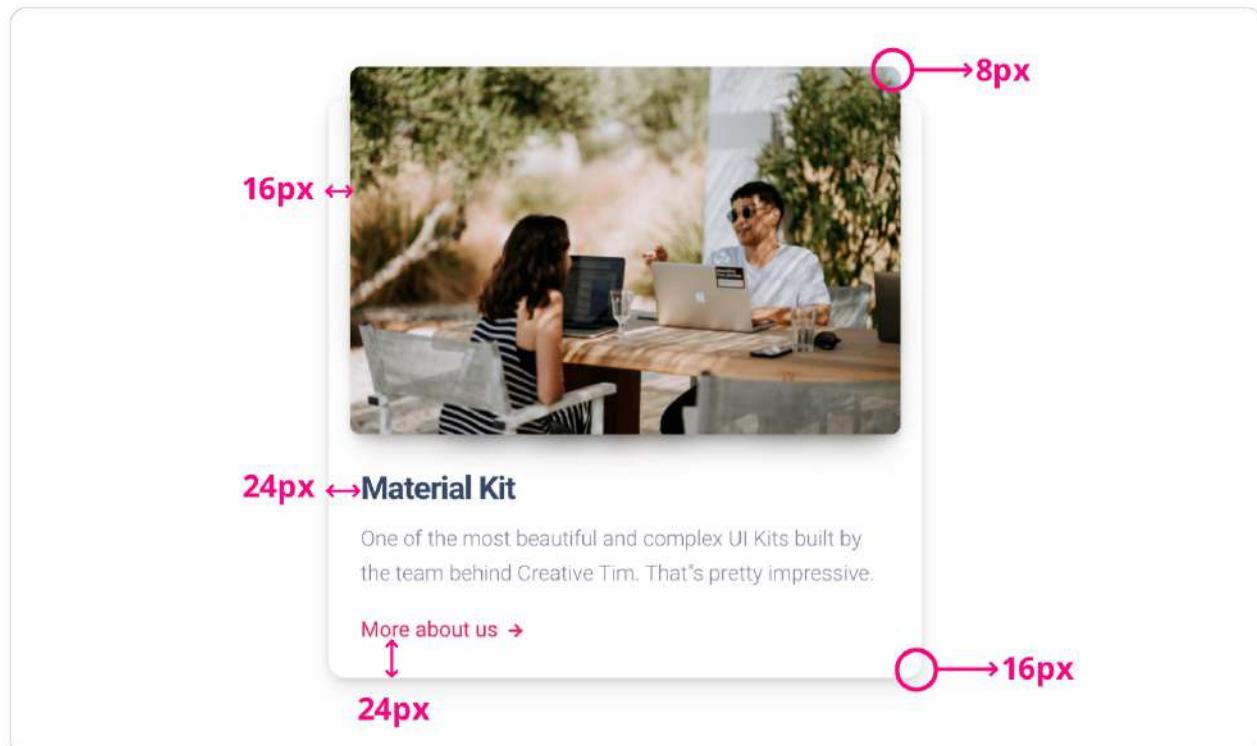
With Image Inside

When you integrate an image in the card, make sure that it is perfectly framed, for example, the margins of the image above, left, and right must all be equal. Another essential detail is border radius; the border radius of the image must be smaller than that card's border radius.



With Image Raised

Similarly, when using a card with an image inside, a raised image follows the same rules. The text will always have margins with few pixels in addition to the image's margins, to avoid an optical illusion of misaligned elements.



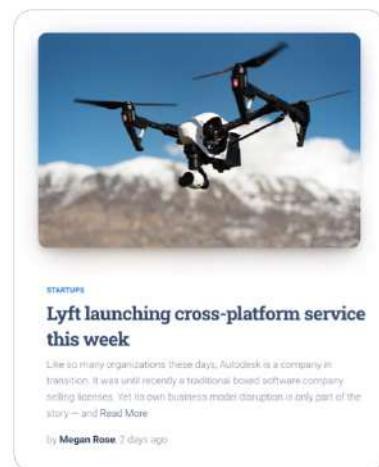
Responsive

Cards can easily scale down to any resolution owing to the fact that their squared shape fits in any grid system. Instead of being swiped horizontally, you can enable vertical scrolling for smaller screens.

Desktop



Mobile



Consistency

If the content is not controlled, misalignments may result in an unsightly website. On the other hand, the consistency in the framing of the cards creates a clean design and easy-to-read information. Take a look at these cards,

Entire Apartment • 3 Guests • 2 Beds
Lovely and cosy apartment

Ses latest trick is offering a hands-free TV viewing experience, that will allow consumers to turn on or off their television, change inputs, fast forward.

FROM / NIGHT

Private Room • 1 Guests • 1 Sofa
Single room in the center of the city

As Uber works through a huge amount of internal management turmoil, the company is also consolidating and rationalizing more of its international business. Different people have different taste, and various types of music have many ways of leaving an impact on someone.

FROM / NIGHT

Entire Apartment • 4 Guests • 2 Beds
Independent house bedroom kitchen

Music is something that every person has in her own specific opinion about. Different people have different taste, and various types of music. Music is something that every person has his or her own specific opinion about. Different people have different taste, and various types of music. Different people have different taste, and various types of music.

FROM / NIGHT

Entire Apartment • 2 Guests • 1 Bed
Cozy Double Room Near Station

Different people have different taste, and various types of music have many ways of leaving an impact on someone.

FROM / NIGHT

Entire Flat • 8 Guests • 3 Rooms
Cheapest hotels for a luxury vacation

Today, the company announced it will be combining its ride-on-demand business and different people have different taste, and various types.

FROM / NIGHT

Entire Apartment • 2 Guests • 1 Bed
Zen Gateway with pool and garden

Fast forward, rewind and more, without having to first invoke a specific skill, or even press a button on their remote.

FROM / NIGHT

and now at these.

Entire Apartment • 3 Guests • 2 Beds
Lovely and cosy apartment

Ses latest trick is offering a hands-free TV viewing experience, that will allow consumers to turn on or off their television, change inputs, fast forward.

FROM / NIGHT

Private Room • 1 Guests • 1 Sofa
Single room in the center of the city

As Uber works through a huge amount of internal management turmoil, the company is also consolidating and rationalizing more.

FROM / NIGHT

Entire Apartment • 4 Guests • 2 Beds
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Cheapest hotels for a luxury vacation

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FROM / NIGHT

Entire Apartment • 2 Guests • 1 Bed
Cozy Double Room Near Station

Different people have different taste, and various types of music have many ways of leaving an impact on someone.

FROM / NIGHT

b. Choose a Style

Blog Card

Create your blog cards simply. They have a consistent and repeated structure but use different images and font sizes to represent the card's most essential elements.



Trending Articles

Single room in the center of the city

As Uber works through a huge amount of internal management turmoil, the company is also consolidating and rationalizing more of its international business.

[READ ARTICLE](#)

Short Sentences Gives You the Liberty

Paradoxically, using more short sentences gives you the liberty to write beautiful long sentences.

But in a way that's never been done before.

 Mathew Glock
Author

5 Ways to Improve your Life.

Create first, edit second. Never do them at the same time.

 Lorea Sirman
Redactor



How to Build a \$24 Billion Dollar Company in Just 2 Years.

I've come to the conclusion that 50% of folks in this world don't even spend enough time alone with their thoughts to have their own opinions. They haven't done the work to decide what they think. And that isn't a rewarding way to live.



8 Powerful Mental Models to Help You Win.

By Andrew Peterson



High performers are like surfers.

By Lorea Michael

 **Podcasts**
An interview with Tesla founder.

By Alexa Rossa

 **Interviews**
Make \$500k through small biz. or raise it from family.

By Jonathan Silvia

 **Podcasts**
Lengthen your time horizon.

By Andrew Joe

Booking Card

A simple style, just content.



Private Room • 1 Guests • 1 Sofa

Single room in the center of the city

As Uber works through a huge amount of internal management turmoil, the company is also consolidating and rationalizing more of its international business.

FROM / NIGHT

Profile Card

It should include only the necessary information, avatar, name, and social links. Let your Profile Page offer the complex details about your profile instead.



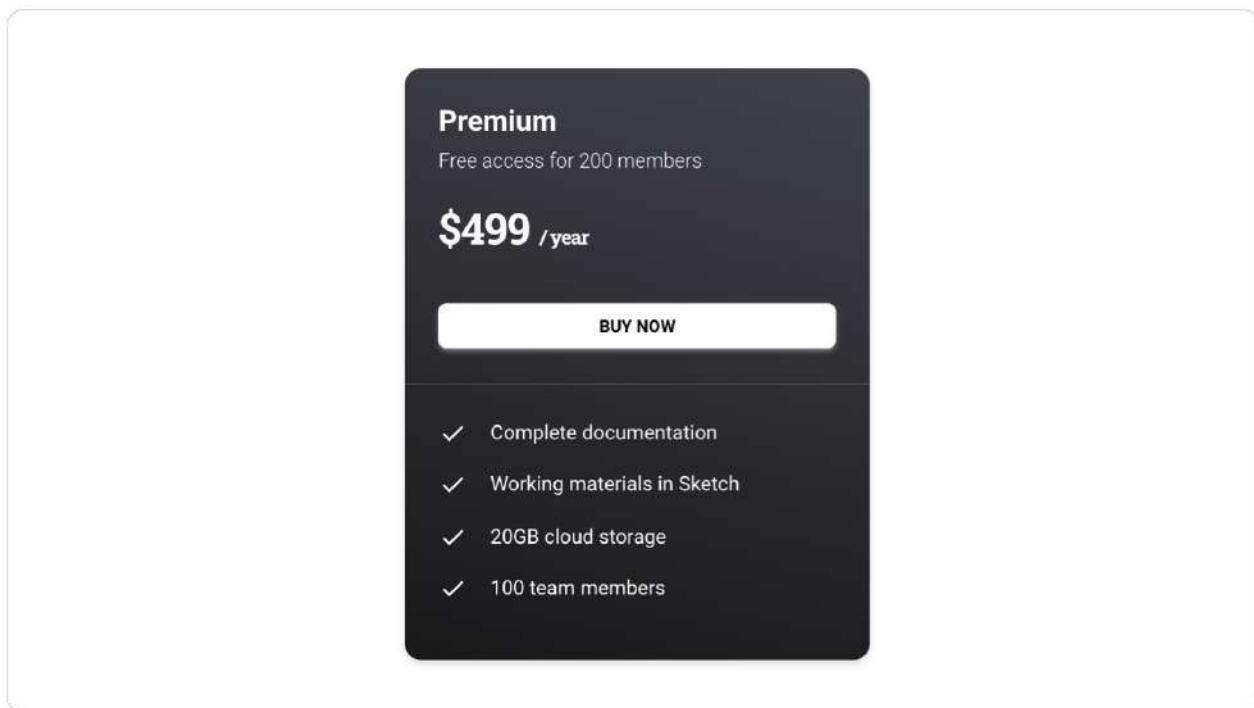
Michael Frisen
PHP DEVELOPER
[Twitter](#) [LinkedIn](#) [GitHub](#)



Laurent Shaun
LARAVEL SENIOR
[Facebook](#) [LinkedIn](#) [GitHub](#)

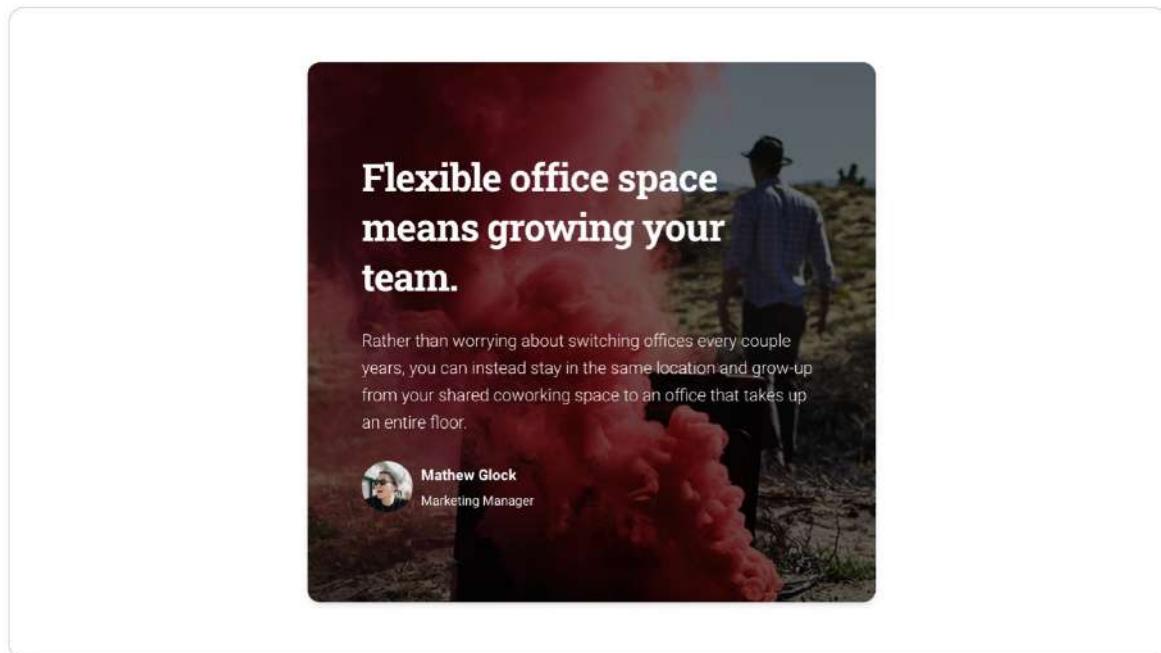
Pricing Card

Regarding the pricing card, the main elements are the buy button, the price, and the features. Make sure these elements are used consistently.



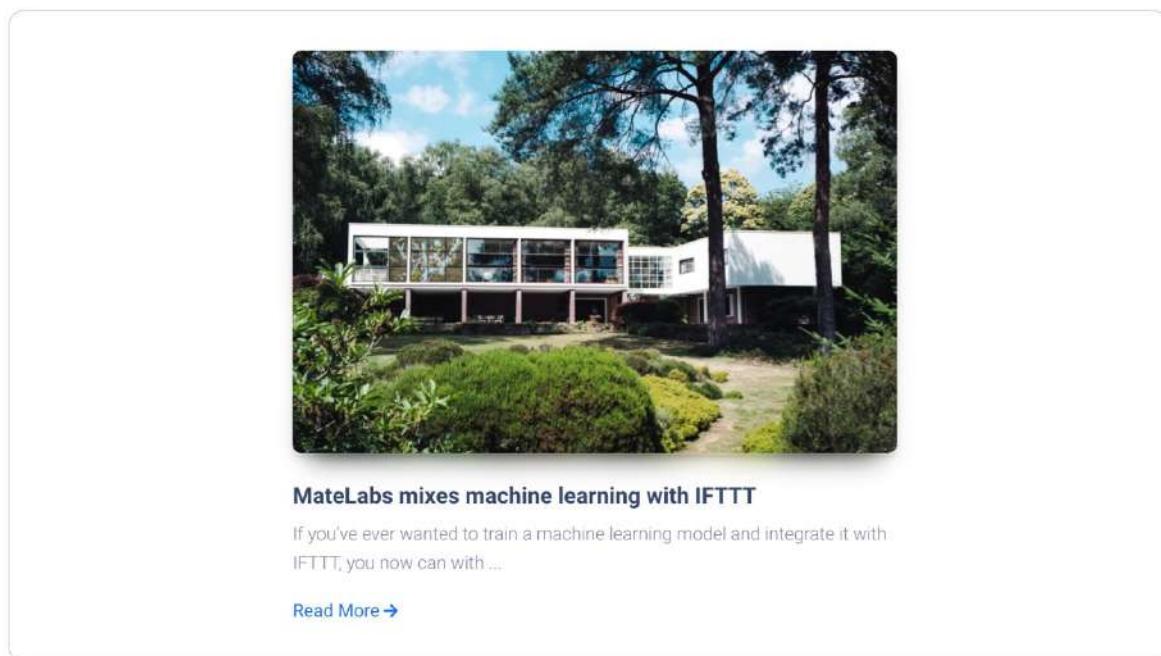
Background Card

For this card style, the contrast needs to be appropriate, and the text on the image needs to be visible.



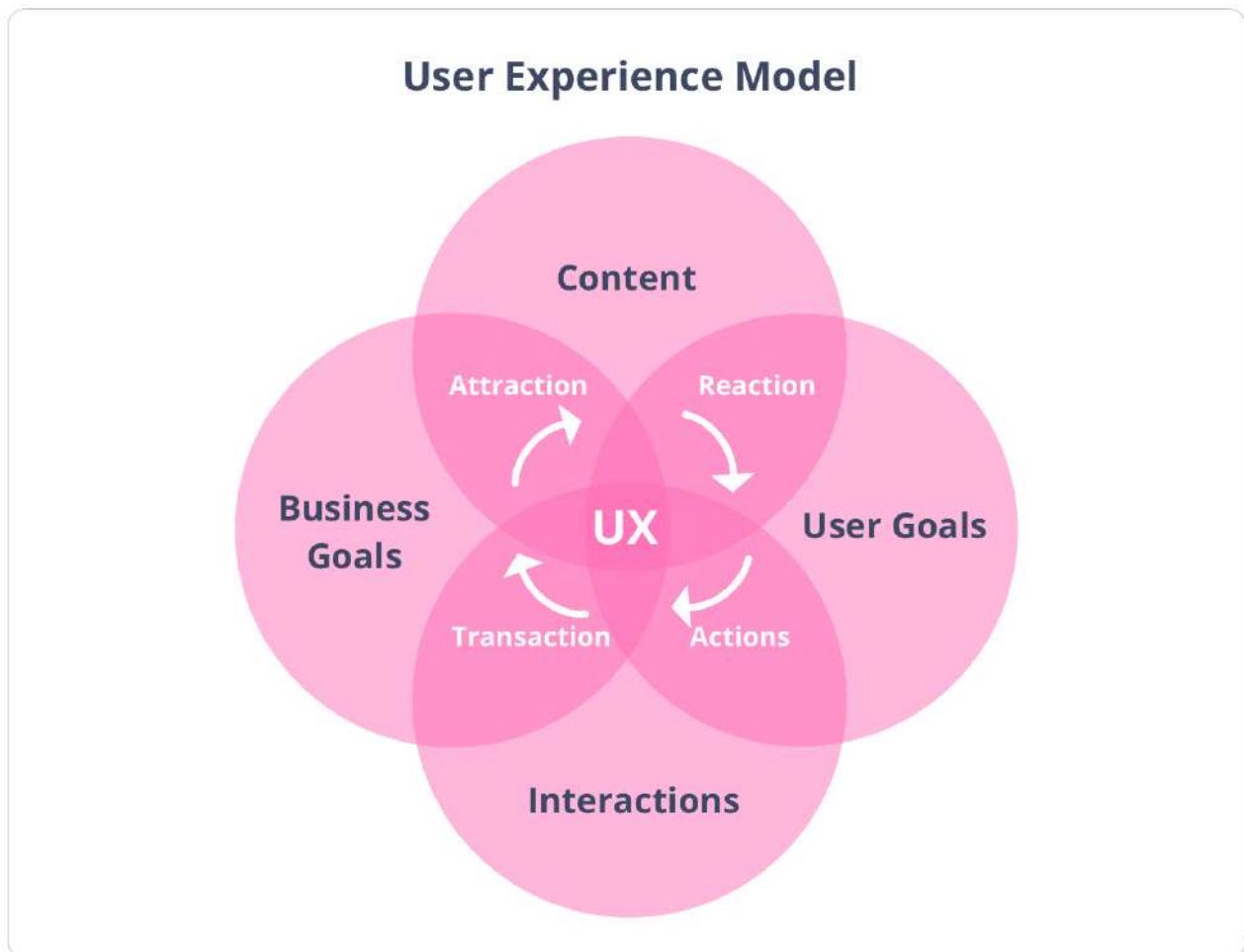
Card with a Colored Shadow

For a more remarkable effect, you can add a colored shadow to the image.



5. Content

The good content is considered a good User Experience.



User Experience Model by Corey Stern

The CUBI Experience Model, which is an acronym describing its four components; Content, User Goals, Business Goals, and Interactions, is powerful in its declaration of content as a main component to an overall user experience.

a. Use Meaningful Content

The content should guide the design, but at the same time, the design should guide the content. Therefore, despite the saying “content first,” the content should be created not just first, but considered before, during, and beyond a project.

Typography

Make content easy to understand for users by choosing and using the correct typography. The information is presented properly through visual weight and hierarchy.

Value

Choose clear words, a call to action should easily be identified and create a value proposition. Content should help users to quickly grasp the brand voice, tone, and messaging.

Responsive

The experience follows the progressive enhancement as the screen size decreases or increases. Try to limit content to only the most important so that it can be easily read on small devices.

User's Needs

Meet the expectation of the users by delivering user-centered design, and focusing on the user's needs and expectations.

b. Content Areas

Below, I will add the most helpful content areas. Obviously, these areas can be modified and adjusted depending on the content you have to insert.

With images

Descriptions that are too long can clutter up the page quickly. Consider reformulating long texts by emphasizing the main idea. When you create an album with images, even if they have different sizes, make sure that there is the same distance between them. Also, you should match the images between them to have a well-organized section, like in the Tetris game.

X

CO-WORKING

Explore our places in London

If you can't decide, the answer is no. If two equally difficult paths, choose the one more painful in the short term (pain avoidance is creating an illusion of equality)



✓

CO-WORKING

Explore our places in London

If you can't decide, the answer is no. If two equally difficult paths, choose the one more painful in the short term.



With text and image

For text areas, use line-height correctly. In this example, I used font-size 16px so the most suitable line-height is 26px. Don't forget to highlight the call to action with the right colors that pass the contrast test. Also, the image integration must enhance the section, so its size must match the text.

×

+

Stand up for every move

line-height: 16px → Society has put up so many boundaries, so many limitations on what's right and wrong that it's almost impossible to get a pure thought out. It's like a little kid, a little boy, looking at colors.

Before somebody tells you you shouldn't like pink because that's for girls, or you'd instantly become a gay two-year-old. Why would anyone pick blue over pink? Pink is obviously a better color.

link: #abadb9 → More about us →

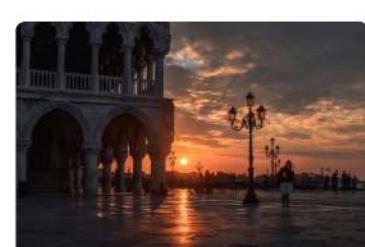


image size
400x300px

✓

+

Stand up for every move

line-height: 26px → Society has put up so many boundaries, so many limitations on what's right and wrong that it's almost impossible to get a pure thought out. It's like a little kid, a little boy, looking at colors.

Before somebody tells you you shouldn't like pink because that's for girls, or you'd instantly become a gay two-year-old. Why would anyone pick blue over pink? Pink is obviously a better color.

link: #344767 → More about us →



image size
400x400px

Articles

You can create a visual hierarchy using different text sizes from the typography scale. To have consistency, use at most 3 sizes. You should also use the appropriate line-height.

A new way to buy your next home

If you can't decide, the answer is no. If there are equally difficult paths, choose the one more painful in the short term (pain avoidance is creating an illusion of equality).

font size:16px → **Short Sentences Gives You the Liberty**

Paradoxically, using more short sentences gives you the liberty to write beautiful long sentences. But in a way that's never been done before.

By **Matthew Glick** Author

font size:18px → **5 Ways to Improve your Life.**

Create first, edit second. Never do them at the same time.

By **Dress Simran** Author

font size:24px

8 Powerful Mental Models to Help You Win.

I've come to the conclusion that 80% of folks in this world don't even spend enough time alone with their thoughts to have their own opinions. They haven't done the work to decide what they think. And that isn't a rewarding way to live.

By **Andrew Peterson**

font size: 20px

High performers are like surfers.

I've come to the conclusion that 50% of folks in this world don't even spend enough time alone with their thoughts to have their own opinions. They haven't done the work to decide what they think. And that isn't a rewarding way to live.

By **Cross Michael**

Podcasts
An interview with Tesla founder
By **Alexa Rose**

Interviews
Make \$50k through small biz or raise it from family
By **Jonathan Silva**

Podcasts
Lengthen your time horizon
By **Andrew Jor**

A new way to buy your next home

If you can't decide, the answer is no. If there are equally difficult paths, choose the one more painful in the short term (pain avoidance is creating an illusion of equality).

font size: 30px → **Short Sentences Gives You the Liberty**

Paradoxically, using more short sentences gives you the liberty to write beautiful long sentences. But in a way that's never been done before.

By **Matthew Glick** Author

font size: 30px → **5 Ways to Improve your Life.**

Create first, edit second. Never do them at the same time.

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font size: 24px

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By **Jonathan Silva**

Podcasts
Lengthen your time horizon
By **Andrew Jor**

Logos

The presence of the large companies' logos inspire confidence and credibility for the user. They should be noticeable, but try to avoid creating too much focus on that area. Instead, the titles regarding the features can be better highlighted.

font size: 16px →

Social Conversations

We get insulted by others, lose trust for those others. We get back stabbed by friends. It becomes harder for us to give others a hand.

[More about us →](#)

Social Conversations

We get insulted by others, lose trust for those others. We get back stabbed by friends. It becomes harder for us to give others a hand.

[More about us →](#)

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[More about us →](#)

opacity: 50%

Comments

Create a group of elements with proper spacing. The focus on icons can be minimized by adding an opacity of 50%. Similarly, the “like” icon should be red only on the active state. Also, for this type of content, it is much more intuitive for the user to click the “Reply” button on the right.

The image displays two versions of a comment card interface side-by-side, illustrating design differences in layout and spacing.

Version 1 (Left): This version shows a standard comment card. It includes a profile picture, the author's name "Tina Andrew" with a timestamp "2 minutes ago", the comment text, and a reply button. Below the comment is a "Post your comment" input field and a "REPLY" button. The "REPLY" button is positioned to the right of the input field. Above the "REPLY" button, there are icons for reply, like, and dislike, with the number "12" indicating likes. The spacing between the comment text and the reply button is labeled "18px".

Version 2 (Right): This version shows a revised comment card. It includes a profile picture, the author's name "Tina Andrew" with a timestamp "2 minutes ago", the comment text, and a reply button. Below the comment is a "Post your comment" input field and a "REPLY" button. The "REPLY" button is positioned to the right of the input field. Above the "REPLY" button, there are icons for reply, like, and dislike, with the number "12" indicating likes. The spacing between the comment text and the reply button is labeled "6px".

Blog

Titles always look better when you highlight them. A section with a lot of information, such as an article, needs to have proper paragraph structure. If the text blocks are too close to each other, it becomes difficult for the reader to understand.

 THE IDEA

Create a design system that can be used in any product available ← font size: 20px

This is the paragraph where you can write more details about your product. Keep you user engaged by providing meaningful information. Remember that by this time, the user is curious, otherwise he wouldn't scroll to get here. Add a button if you want the user to see more. We are here to make life better.

16px  And now I look and look around and there's so many Kanyes I've been trying to figure out the bed design for the master bedroom at our Hidden Hills compound... and thank you for turning my personal jean jacket into a couture piece.

The way to survive in modern society is to be an ascetic. It is to retreat from society. There's too much society everywhere you go...The only solution is turn it off.

 THE IDEA

Create a design system that can be used in any product available ← font size: 30px

This is the paragraph where you can write more details about your product. Keep you user engaged by providing meaningful information. Remember that by this time, the user is curious, otherwise he wouldn't scroll to get here. Add a button if you want the user to see more. We are here to make life better.

36px  And now I look and look around and there's so many Kanyes I've been trying to figure out the bed design for the master bedroom at our Hidden Hills compound... and thank you for turning my personal jean jacket into a couture piece.

The way to survive in modern society is to be an ascetic. It is to retreat from society. There's too much society everywhere you go...The only solution is turn it off.

6. Teams

In general, almost all pages have a section where they mention their team. People are important, so the sections with information about them must be done correctly.

This section should display elements such as an image with the person, name, position, and the social buttons for his accounts, and maybe a favorite quote.

a. How to Design

Faces

X

The Executive Team

This is the paragraph where you can write more details about your team. Keep your user engaged by providing meaningful information.



Nora Hazel
LEGAL SECRETARY
Do not dwell in the past, do not dream of the future, concentrate the mind...
[Facebook](#) [Twitter](#) [LinkedIn](#)

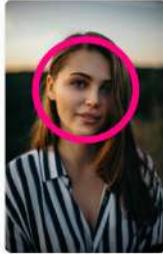


Otto Gonzalez
LANDSCAPE ARCHITECT
Success is not final, failure is not fatal. It is the courage to continue that counts...
[Facebook](#) [Twitter](#) [LinkedIn](#)

✓

The Executive Team

This is the paragraph where you can write more details about your team. Keep your user engaged by providing meaningful information.



Nora Hazel
LEGAL SECRETARY
Do not dwell in the past, do not dream of the future, concentrate the mind...
[Facebook](#) [Twitter](#) [LinkedIn](#)



Otto Gonzalez
LANDSCAPE ARCHITECT
Success is not final, failure is not fatal. It is the courage to continue that counts...
[Facebook](#) [Twitter](#) [LinkedIn](#)

An Eye for UI/UX Design

For this section, avoid artistic images. The purpose of this area is to see the members of a team or the leaders of a company. Therefore, the photos which present a human's face will have more credibility than an artistic image that allows the interpretation at the user's discretion.

Contrast

Another essential detail is consistency. Images that dissolve somewhat into the background, create an unpleasant effect. Instead, you should use

Our Awesome Team

This is the paragraph where you can write more details about your team. Keep you user engaged by providing meaningful information.


Alec Thompson
CEO / Co-Founder
And I love you like Kanye loves Kanye. We need to restart the human foundation.


Alessia Bran
Marketing Specialist
And I love you like Kanye loves Kanye. We need to restart the human foundation.


Danny Oles
Developer
And I love you like Kanye loves Kanye. We need to restart the human foundation.

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This is the paragraph where you can write more details about your team. Keep you user engaged by providing meaningful information.


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Danny Oles
Developer
And I love you like Kanye loves Kanye. We need to restart the human foundation.

images that make a good contrast. You can use soft shadows to outline the image or use a filter with enough opacity to see the details of the picture.

A Team Member's Name is Important

The person's position is an element that can appear, but it is not the most essential. Because you have created a section where the user wants to read about the team, the focus must be on the members' names.

The Executive Team
Building the future

Miriam Lendra
DESKTOP PUBLISHER

Natalie Paisley
CREDIT ANALYST

Mark Audrey
ECONOMIST

Wang Skylar
AVIATION INSPECTOR

font-size: 16px → Miriam Lendra
DESKTOP PUBLISHER

The Executive Team
Building the future

Miriam Lendra
DESKTOP PUBLISHER

Natalie Paisley
CREDIT ANALYST

Mark Audrey
ECONOMIST

Wang Skylar
AVIATION INSPECTOR

font-size: 32px → Miriam Lendra
DESKTOP PUBLISHER

b. Choose a Style

With Description

For this style, try to keep the description brief.

The Executive Team

There's nothing I really wanted to do in life that I wasn't able to get good at.
That's my skill.

	Emma Roberts UI Designer Artist is a term applied to a person who engages in an activity deemed to be an art.		William Pearce Boss Artist is a term applied to a person who engages in an activity deemed to be an art.
	Ivana Flow Athlete		Sophia Garcia JS Developer

With Stats

Stats added to team cards create value, so use this style if you have content to complete this section.

You are into a great company

This is the paragraph where you can write more details about your team. Keep your user engaged by providing meaningful information.

	Hattie McKenzie Montreal, QC 323 Projects 500+ Hours 24/7 Support		Annie Spratt Bucharest, RO 450 Projects 400+ Hours 24/7 Support		Bruce Mars Atlanta, U.S. 750 Projects 800+ Hours 24/7 Support
--	--	--	--	--	--

With Social Buttons

Social buttons are very common in this section. They can be considered an individual style, but can also appear in all team styles, creating complexity.

Join our awesome team

 Michael Frisen
PHP DEVELOPER
[Twitter](#) [LinkedIn](#) [GitHub](#)

 Laurent Shaun
LARAVEL SENIOR
[Facebook](#) [LinkedIn](#) [GitHub](#)

 Ramon Siente
VUE.JS SPECIALIST
[Twitter](#) [LinkedIn](#) [GitHub](#)

7. Logo Areas

In general, almost all pages have a section where they mention their team. People are important, so the sections with information about them must be done correctly.

In this section will appear elements such as an image with the person, name, position, social buttons to his accounts, and maybe a representative quote.

a. How to Incorporate Corporate Logos

Colored

Colored logos are logos exactly as they are presented by brands. Before using a brand logo, make sure you use it correctly as the brand requires.



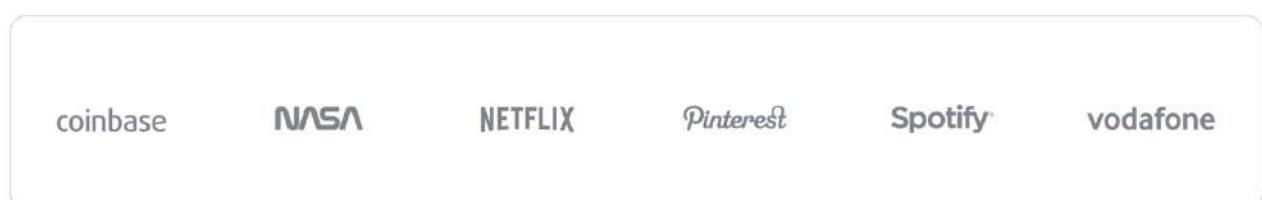
For example, Google offers a guide with the "do" and "don't" situations to use their logo.

A screenshot of Google's Brand element guidelines page. On the left, there is a diagram showing three examples of how to use the Google logo: a correct use (laptop screen with the full color Google logo), an incorrect use (a small gray square with the word 'Google' in white), and another correct use (a white square with the red Google logo). On the right, there are two bullet points with icons: a green checkmark next to 'Use the appropriate color' and a red X next to 'Don't modify the logo'. The text for 'Use the appropriate color' explains that the full-color version on a white background is preferred, with grey or white versions being acceptable if constraints allow. The text for 'Don't modify the logo' advises against changing colors, distorting the logo, or adding extra elements.

Google's Brand element guidelines

Gray

There will be situations where gray logos will fit better. If the brand does not already offer such a variant of the logo on gray, you can create it by decreasing the color saturation level. In this way, you do not risk changing the concept of the logo.



Scalable

The logos in small sizes are difficult to notice. Make sure the logo is scalable and has the right size for the context.

"Knowledge is either from direct experience or from verifiable, falsifiable science. There is knowledge that is transmitted but not verifiable / falsifiable. They're slowed down by their perception of themselves."

Louis Miriam, coo

Spotify

"Knowledge is either from direct experience or from verifiable, falsifiable science. There is knowledge that is transmitted but not verifiable / falsifiable. They're slowed down by their perception of themselves."

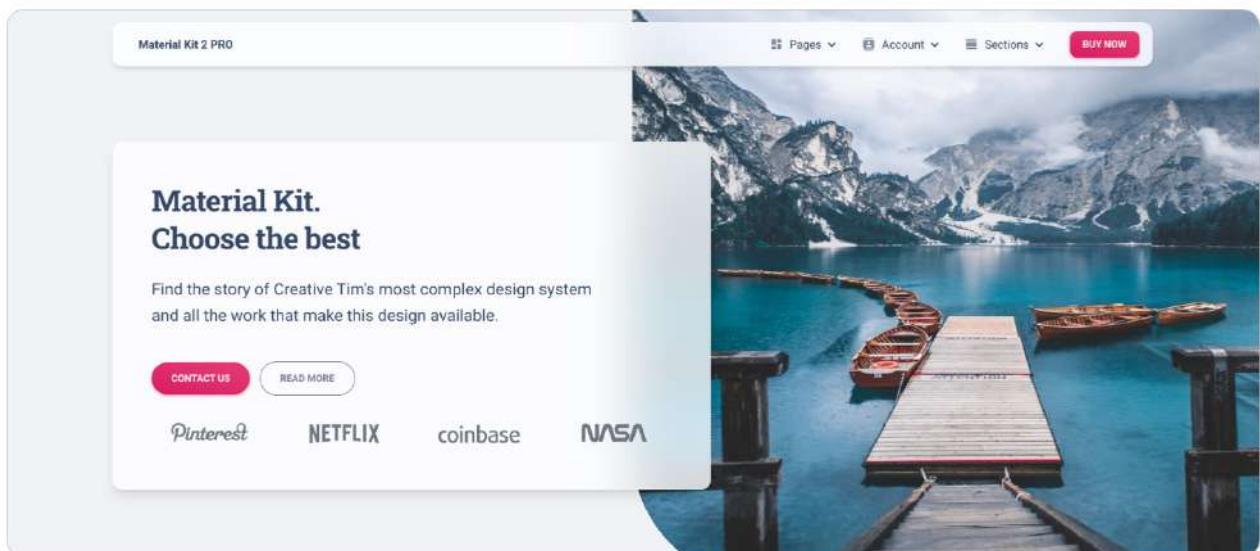
Louis Miriam, coo

Spotify

b. Where to use Corporate Logos

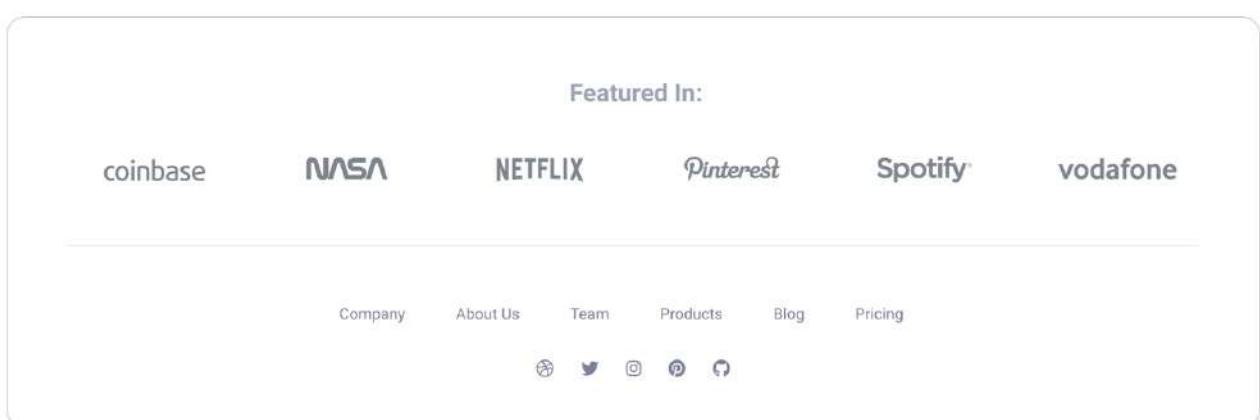
Header Section

Most often, the logos are in the header section. This is the first section that the user interacts with, so the presence of logos offers credibility and professionalism.



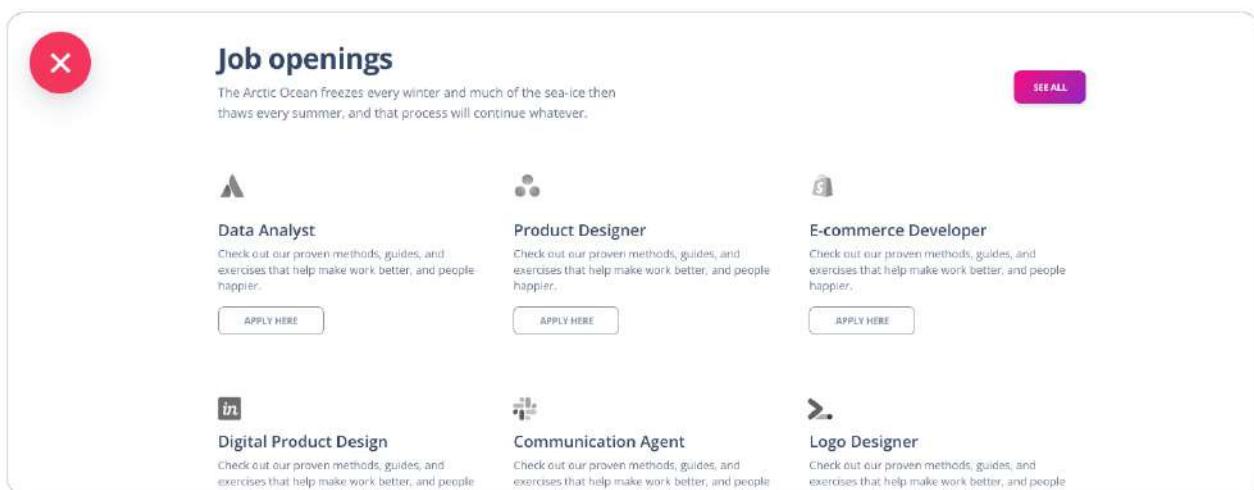
Footer Section

The logos also can appear in the pre-footer area to inspire confidence and site credibility.



Jobs Section

Specifically, for a section that lists job opportunities, avoid using gray logos. This is a situation where you will want to use colored logos. This is because people looking for a job will better recognize the company logo.

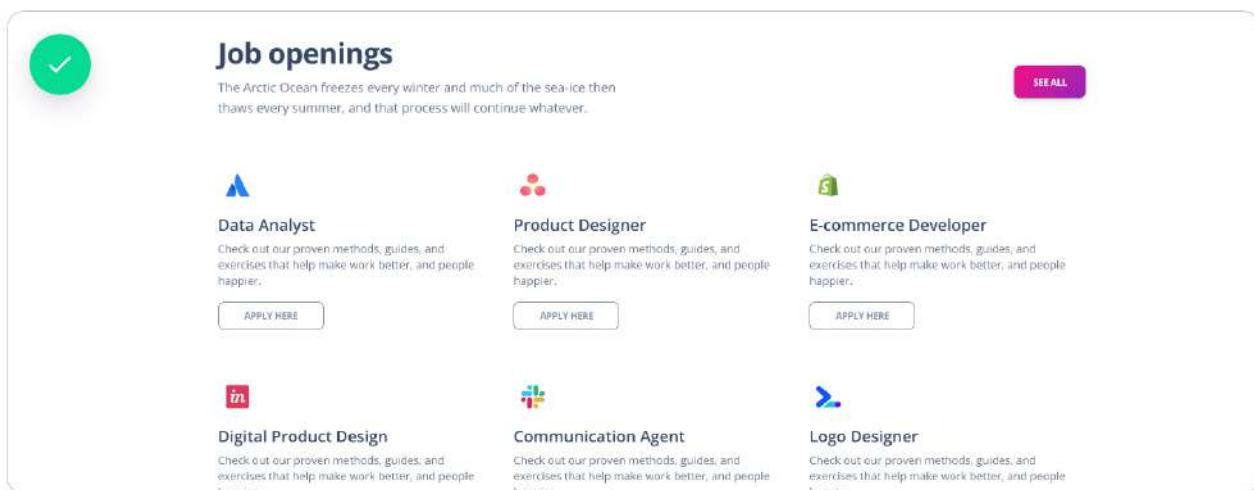


The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue whatever.

Job openings

SEE ALL

 Data Analyst Check out our proven methods, guides, and exercises that help make work better, and people happier. APPLY HERE	 Product Designer Check out our proven methods, guides, and exercises that help make work better, and people happier. APPLY HERE	 E-commerce Developer Check out our proven methods, guides, and exercises that help make work better, and people happier. APPLY HERE
 Digital Product Design Check out our proven methods, guides, and exercises that help make work better, and people happier. APPLY HERE	 Communication Agent Check out our proven methods, guides, and exercises that help make work better, and people happier. APPLY HERE	 Logo Designer Check out our proven methods, guides, and exercises that help make work better, and people happier. APPLY HERE



The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue whatever.

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SEE ALL

 Data Analyst Check out our proven methods, guides, and exercises that help make work better, and people happier. APPLY HERE	 Product Designer Check out our proven methods, guides, and exercises that help make work better, and people happier. APPLY HERE	 E-commerce Developer Check out our proven methods, guides, and exercises that help make work better, and people happier. APPLY HERE
 Digital Product Design Check out our proven methods, guides, and exercises that help make work better, and people happier. APPLY HERE	 Communication Agent Check out our proven methods, guides, and exercises that help make work better, and people happier. APPLY HERE	 Logo Designer Check out our proven methods, guides, and exercises that help make work better, and people happier. APPLY HERE

Review Section

The presence of logos in a review section establishes credibility. The user can create an opinion about a product or service much faster if he has read some reviews provided by users of the product.

Although their presence is essential, do not create too much contrast, and avoid pure black. Use a light gray instead.

Think about us

That's the main thing people are controlled by! Thoughts - their perception of themselves!

Mathew Glock
① 5 min read

"If you have the opportunity to play this game of life you need to appreciate every moment."

★★★★★

Mathew Glock
Posted on 28 February

"If you have the opportunity to play this game of life you need to appreciate every moment."

★★★★★

Mathew Glock
① 5 min read

"If you have the opportunity to play this game of life you need to appreciate every moment."

★★★★★

Apple **facebook** **Bēhance** **Spotify** **coinbase** **Pinterest** #000000

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★★★★★

Apple **facebook** **Bēhance** **Spotify** **coinbase** **Pinterest** #A9ADB3

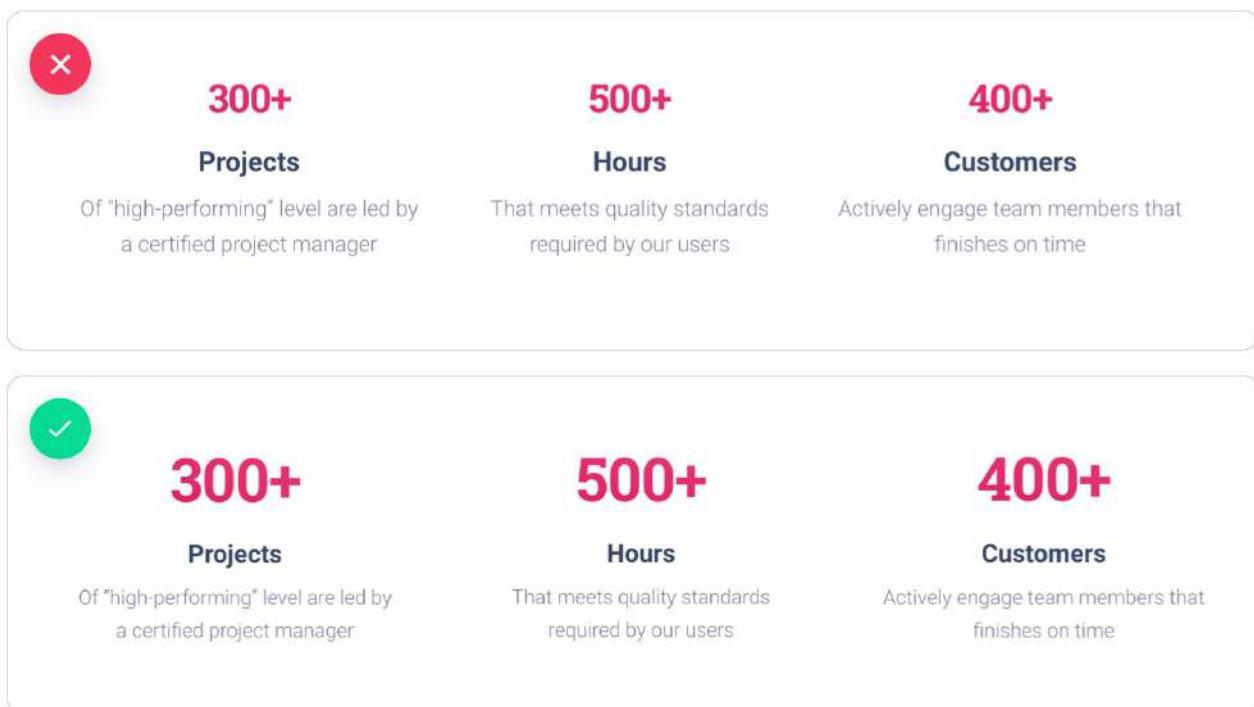
8. Stats

The stats section is a section that creates a positive user experience by incorporating numbers in a playful way. Here you can integrate statistics about the number of projects, products, customers, working hours, reviews, sales, or others. Sometime, this information can influence the user; for example, it can help him make a buying decision faster.

a. How to Design

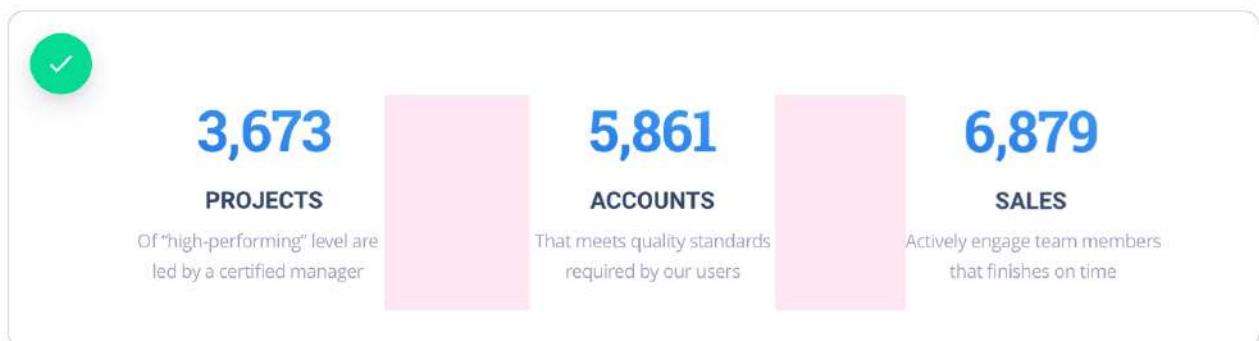
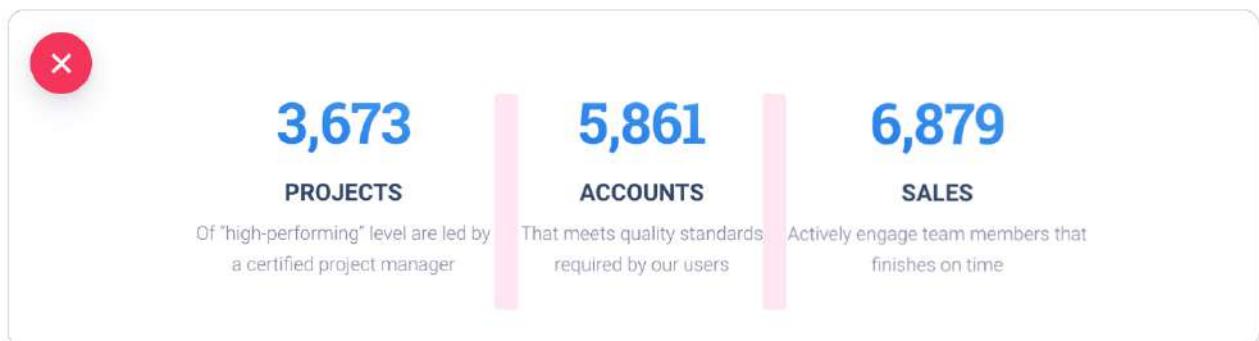
Size

As I said, this information is valuable, so avoid a small size for texts. For example, according to the typography scale, you could use H1, H2, or H3.



White Space

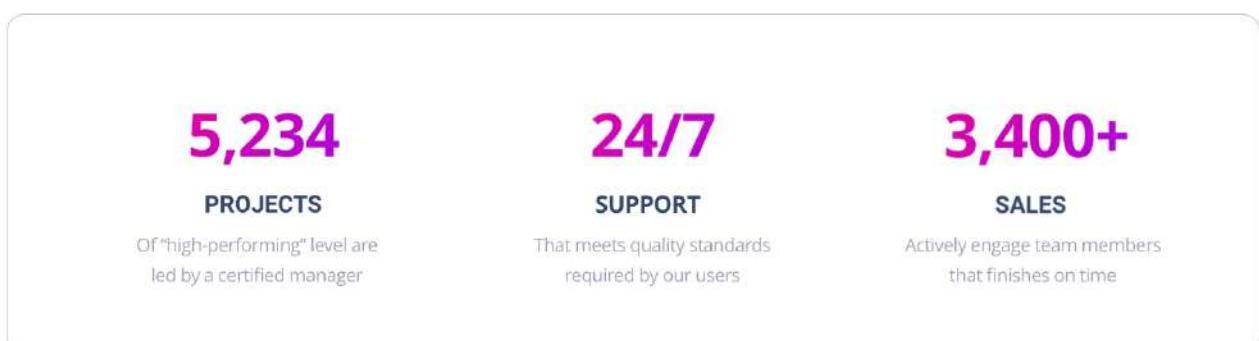
There are many numbers, so the text must breathe. Use the white space to have a clean section.



b. Choose a Style

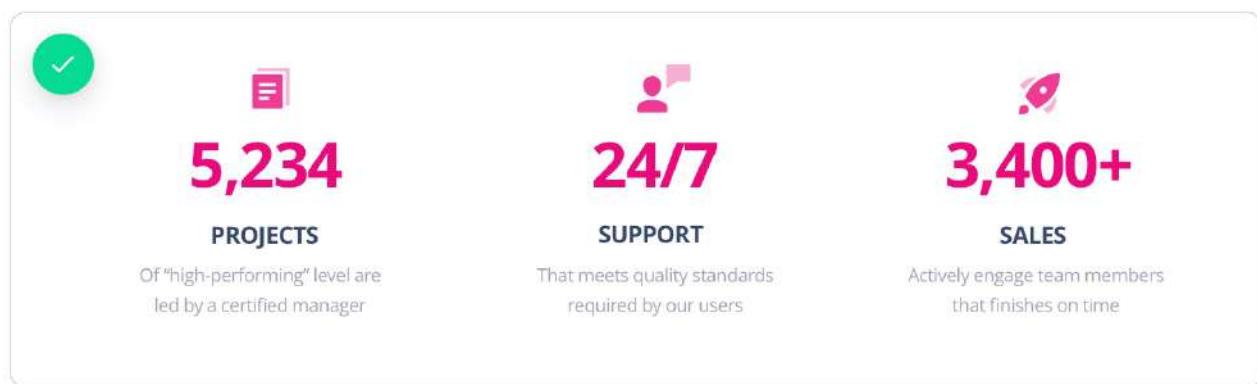
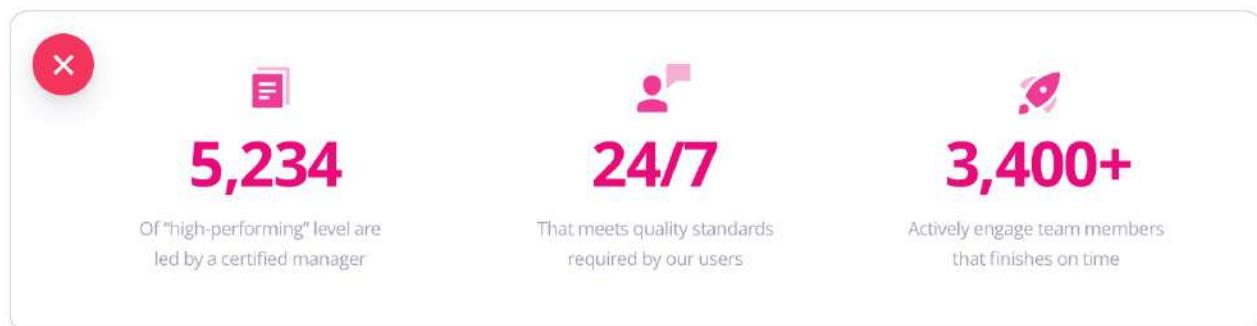
With Gradient

The gradient over text creates a more enticing effect.



With Icons

Icons in this context have a decorative role. Do not use icons instead of titles. For the user, it should be easy to understand what the stats refer to; otherwise, they should read the description and then make a summary.



With Growth

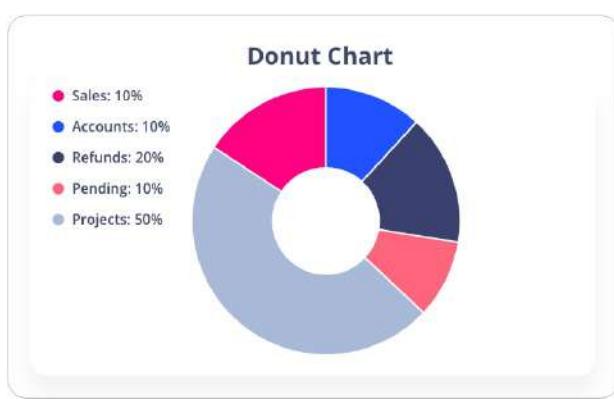
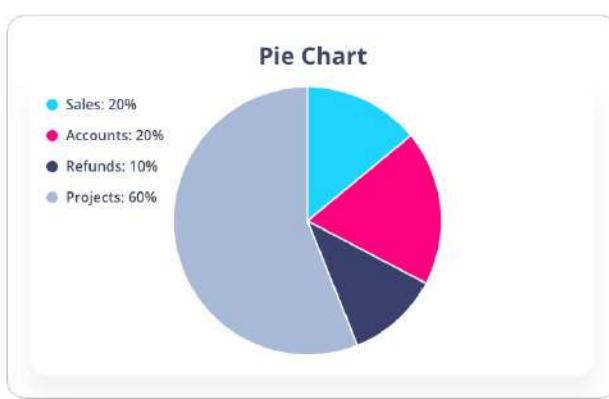
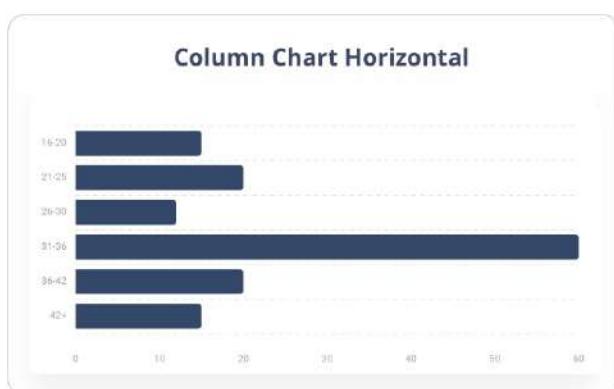
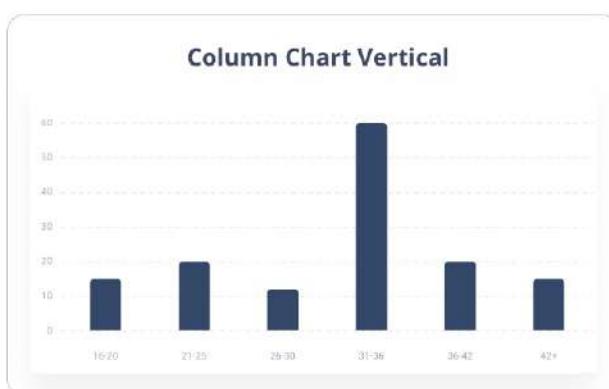
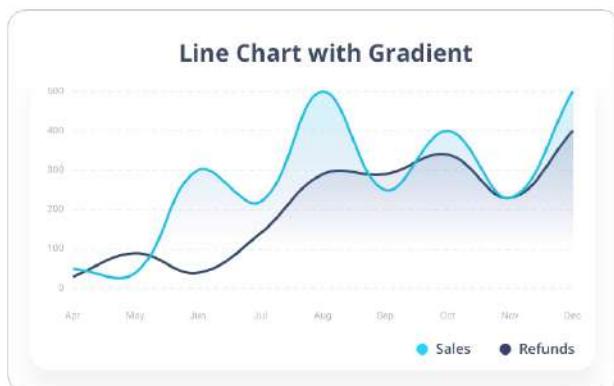
Using this style of stats, you can show the user the historical growth of the website or application.



9. Charts

Charts are the most common components for dashboards. They provide complex data and statistics, so their design must be easy to understand without confusing the user. In addition, charts contain several elements, so each part has a valuable role.

a. Styles



b. How to Design Charts

Readable Charts

The user must easily read the information from a chart without looking for extra explanations. Therefore, avoid creating abstract charts with a fancy design because their usefulness is essential.



For bar or column charts, offer the possibility to sort the data ascending or descending. Thus, the user can follow the information much more clearly in this way.



Useful Details

Additional information can add value to the chart. You can use tooltips with expanded details but avoid using them as substitutes for essential elements in a graph. These details will appear on hover action.



Keep away from 3D

Although the 3D design is currently trendy, this does not mean that you should apply it in just any component. In this situation, it is not suitable, only if it is a virtual application.



Grid Lines

The grid line has the role of keeping the connection between the data and the axis. Thus, visually, the user's eyes can highlight the areas he is interested in following.



No Lorem Ipsum

Create charts suitable for real situations. Avoid using lorem ipsum in charts. For example, the developer who implements this design will find it challenging to structure the data that you intended to display properly.



The Importance of the Legend

The legend has the role of structuring the chart information, and it is useful when there are more than 2 reports.



Colors

Choose colors for reports that can be easily distinguished, have proper contrast, and use them to differentiate the data in the chart.



10. Tables

Charts are the most common components in dashboards. They provide complex data and statistics, so their design must be easy to understand without confusing it. In addition, charts contain several elements, so each part has a valuable role.

a. Styles

Simple Form

The most common and easy to read layout, this style contains the only horizontal line.

Top Referral Users			
USER	VALUE	PROFIT	REFUNDS
 Alice Vinget 8,232 orders	\$130,992	\$9,500	13 ▲
 John Alura 12,821 orders	\$20,600	\$4,200	40 ▲
 Andrew Sian 2,421 orders	\$40,600	\$9,430	54 ▼
 Luca Willaim 5,921 orders	\$91,300	\$7,364	05 ▲
 Richel Manuel 921 orders	\$140,925	\$20,531	99 ▼

Zebra Stripes

This style helps the user's eye to follow the row depending on the background color. Thus, it is appropriate for data-heavy tables.

Top Referral Users				
USER		VALUE	PROFIT	REFUNDS
 Alice Vinget 8.232 orders		\$130,992	\$9,500	13 ▲
 John Alura 12.821 orders		\$20,600	\$4,200	40 ▲
 Andrew Sian 2.421 orders		\$40,600	\$9,430	54 ▼
 Luca Willaim 5.921 orders		\$20,600	\$7,364	05 ▲
 Richel Manuel 921 orders		\$140,925	\$20,531	99 ▼

Grid Line

This style contains horizontal and vertical lines, and it is recommended that you use it only for tables with a lot of information. However, I suggest using it rarely, because heavy data tables are complicated to follow. One option would be to divide the data into two or more tables.

Top Referral Users				
USER		VALUE	PROFIT	REFUNDS
 Alice Vinget 8.232 orders		\$2,500	\$9,500	13 ▲
 John Alura 12.821 orders		\$80,250	\$4,200	40 ▲
 Andrew Sian 2.421 orders		\$40,600	\$9,430	54 ▼
 Luca Willaim 5.921 orders		\$91,300	\$7,364	05 ▲
 Richel Manuel 921 orders		\$2,500	\$75,000	99 ▼

b. How to Design

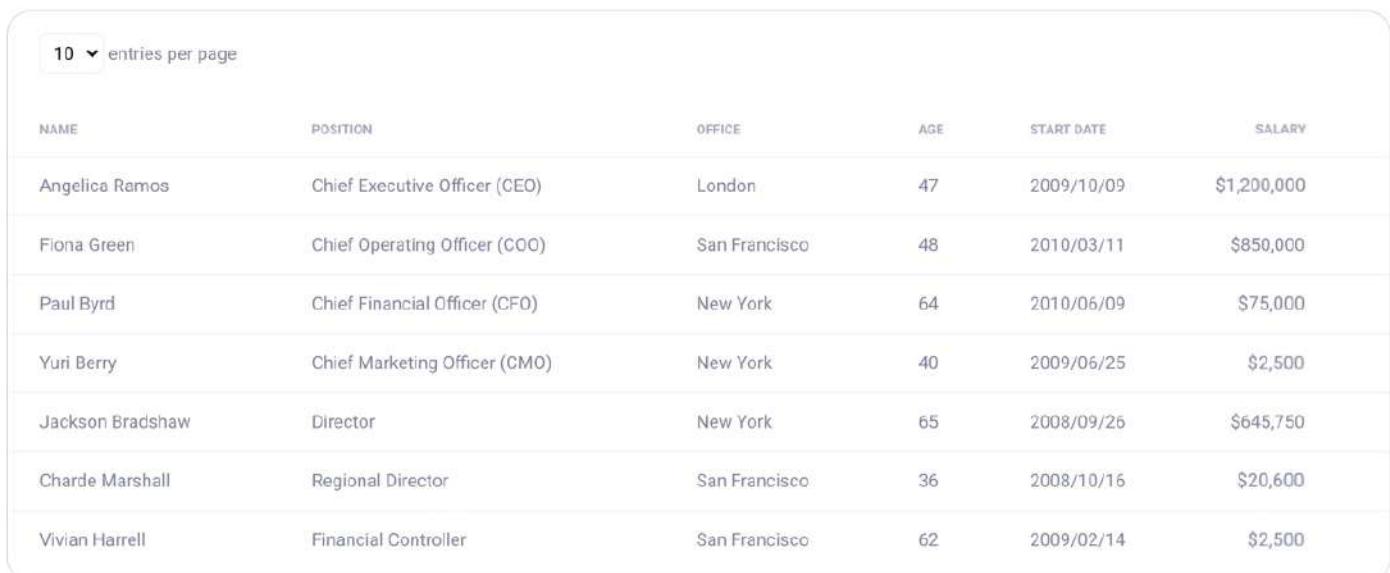
To have a table that contains easy-to-read data, be easy to understand, and compare the data in it, consider the following alignments.

Align Left the Textual Data

The user's eye is accustomed to reading the texts from left to right, so to capitalize on this habit, keep the textual data aligned to the left.

Align Right the Numeric Data

The only way to effectively compare numeric data is to view it right-aligned. Thus, the information in the table is much easier to read.



A screenshot of a table from a user interface. At the top left, there is a dropdown menu set to "10 entries per page". The table has six columns: NAME, POSITION, OFFICE, AGE, START DATE, and SALARY. The data rows are as follows:

NAME	POSITION	OFFICE	AGE	START DATE	SALARY
Angelica Ramos	Chief Executive Officer (CEO)	London	47	2009/10/09	\$1,200,000
Fiona Green	Chief Operating Officer (COO)	San Francisco	48	2010/03/11	\$850,000
Paul Byrd	Chief Financial Officer (CFO)	New York	64	2010/06/09	\$75,000
Yuri Berry	Chief Marketing Officer (CMO)	New York	40	2009/06/25	\$2,500
Jackson Bradshaw	Director	New York	65	2008/09/26	\$645,750
Charde Marshall	Regional Director	San Francisco	36	2008/10/16	\$20,600
Vivian Harrell	Financial Controller	San Francisco	62	2009/02/14	\$2,500

Align Center Icons or Badges

Icons and badges will generally be about the same size, so align center to create consistency.

AUTHOR	FUNCTION	TECHNOLOGY	EMPLOYED	
 John Michael john@creative-tim.com	Manager Organization	ONLINE	23/04/18	Edit
 Alexa Liras alexa@creative-tim.com	Programator Developer	OFFLINE	11/01/19	Edit
 Laurent Perrier laurent@creative-tim.com	Executive Projects	ONLINE	19/09/17	Edit
 Michael Levi michael@creative-tim.com	Programator Developer	ONLINE	24/12/08	Edit
 Richard Gran richard@creative-tim.com	Manager Executive	OFFLINE	04/10/21	Edit

Line Height

Avoid condensed rows, even if you have a lot of table data because small white spaces inhibit the reader. It is not necessary to put all the information on a single table page; you can use the pagination, making everything cleaner, more spacious and tidier.

X					
10 ▾ entries per page					
NAME	POSITION	OFFICE	AGE	START DATE	SALARY
Angelica Ramos	Chief Executive Officer (CEO)	London	47	2009/10/09	\$1,200,000
Fiona Green	Chief Operating Officer (COO)	San Francisco	48	2010/03/11	\$850,000
Paul Byrd	Chief Financial Officer (CFO)	New York	64	2010/06/09	\$75,000
Yuri Berry	Chief Marketing Officer (CMO)	New York	40	2009/06/25	\$2,500
Jackson Bradshaw	Director	New York	65	2008/09/26	\$645,750
Charde Marshall	Regional Director	San Francisco	36	2008/10/16	\$20,600
Vivian Harrell	Financial Controller	San Francisco	62	2009/02/14	\$2,500
Fiona Green	Chief Operating Officer (COO)	San Francisco	48	2010/03/11	\$850,000
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Yuri Berry	Chief Marketing Officer (CMO)	New York	40	2009/06/25	\$2,500
Jackson Bradshaw	Director	New York	65	2008/09/26	\$645,750

An Eye for UI/UX Design

48px I

NAME	POSITION	OFFICE	AGE	START DATE	SALARY
Angelica Ramos	Chief Executive Officer (CEO)	London	47	2009/10/09	\$1,200,000
Fiona Green	Chief Operating Officer (COO)	San Francisco	48	2010/03/11	\$850,000
Paul Byrd	Chief Financial Officer (CFO)	New York	64	2010/06/09	\$75,000
Yuri Berry	Chief Marketing Officer (CMO)	New York	40	2009/06/25	\$2,500
Jackson Bradshaw	Director	New York	65	2008/09/26	\$645,750
Charde Marshall	Regional Director	San Francisco	36	2008/10/16	\$20,600
Vivian Harrell	Financial Controller	San Francisco	62	2009/02/14	\$2,500

10 entries per page

1 2 3 4

Functions

For a positive user experience, you can integrate a filter that will allow the user to view only the information they are specifically looking for. Also, another essential function would be to sort the data by applying an arrow in the table header so that the user can sort by ascending or descending, or a search input.

NAME	POSITION	OFFICE	AGE	START DATE	SALARY
Angelica Ramos	Chief Executive Officer (CEO)	London	47	2009/10/09	\$1,200,000
Fiona Green	Chief Operating Officer (COO)	San Francisco	48	2010/03/11	\$850,000
Paul Byrd	Chief Financial Officer (CFO)	New York	64	2010/06/09	\$75,000
Yuri Berry	Chief Marketing Officer (CMO)	New York	40	2009/06/25	\$2,500
Jackson Bradshaw	Director	New York	65	2008/09/26	\$645,750
Charde Marshall	Regional Director	San Francisco	36	2008/10/16	\$20,600
Vivian Harrell	Financial Controller	San Francisco	62	2009/02/14	\$2,500

10 entries per page

Search...

1 2 3 4

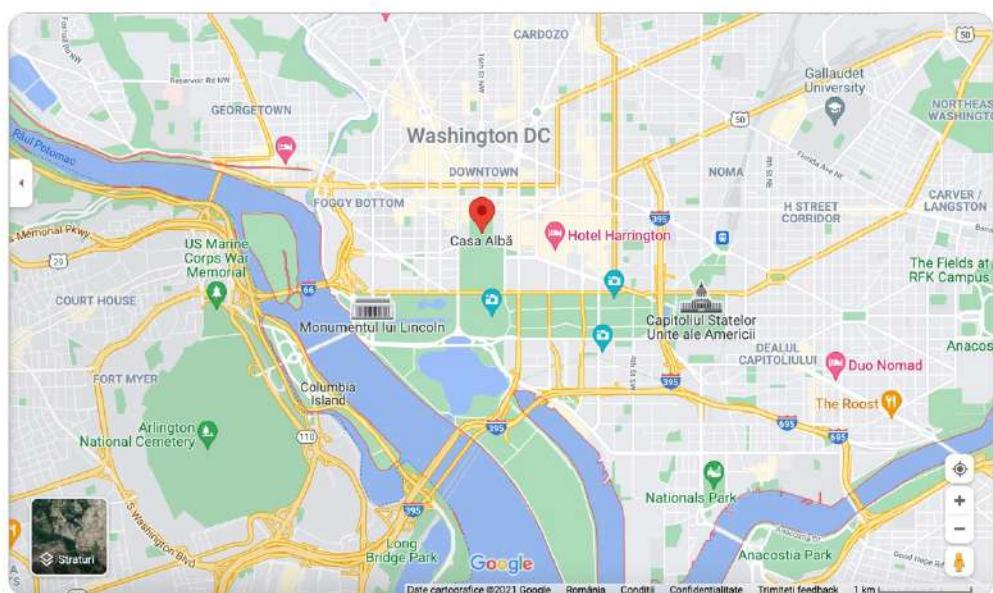
11. Maps

As of late, Maps have become an indispensable element in sites and especially in applications. Their purpose is to help the user find a location, specific directions, or explore the area.

a. Styles

Google Maps

The most commonly used map is the "Google Maps." It is complex , yet it's easy to find restaurants, streets, hotels, and landmarks.



Vector Maps

If the site has a more minimalist design and "Google Maps" does not seem to fit, you can use a more straightforward and simpler map that isn't as detailed. The main focus is only on the areas of the user's interest.



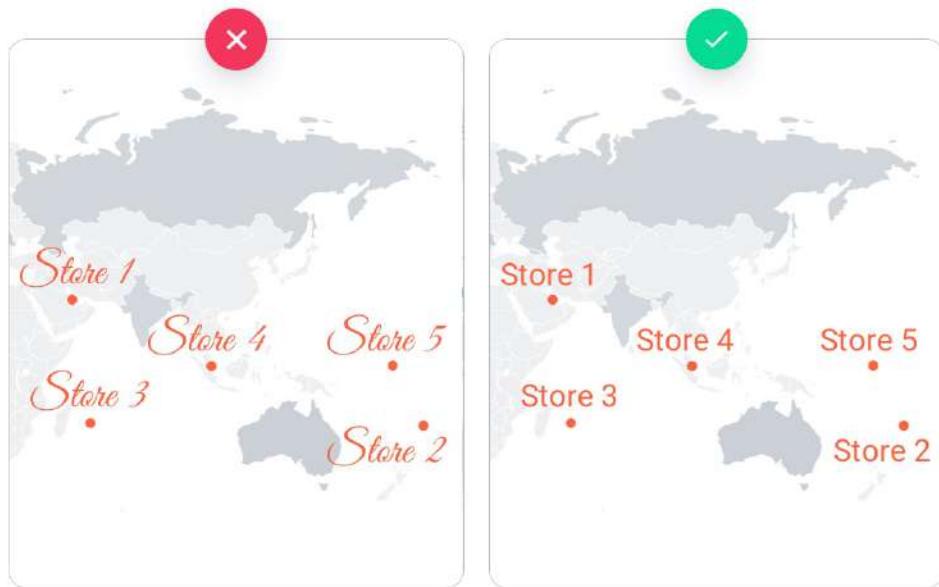
b. How to Design

Typography

Because the map also has a functional purpose, not only aesthetic, it is essential to be clear and transmit the information the user needs. An element that underlies the map is typography. The text is about 70% of the map, so you must choose the typeface appropriately. In addition, it must be easy to read, without letters with special effects.

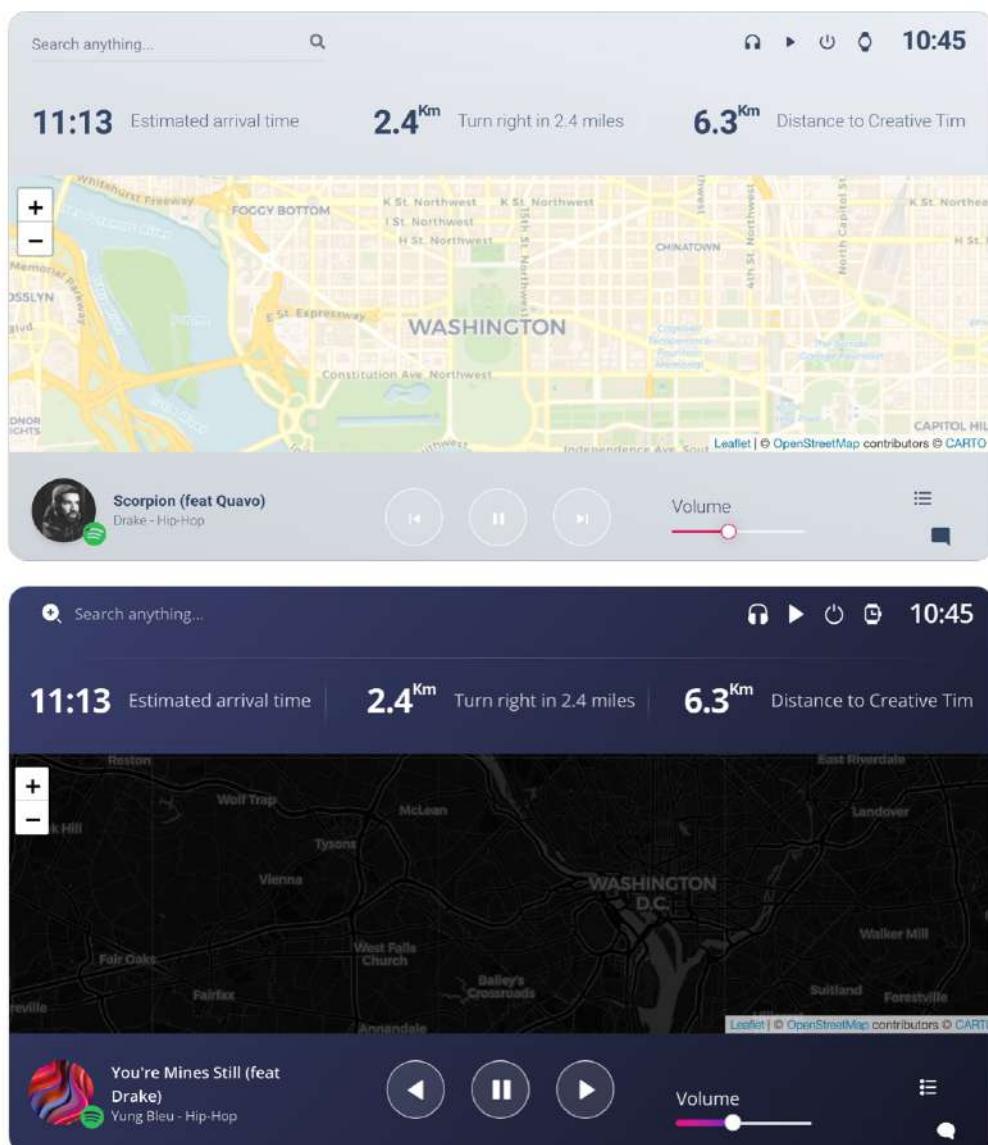
Avoid Information Density

Avoid illustrating too much information that does not seem necessary. Instead, focus strictly on the information sought, without confusing the user with other details.



Light and Dark

Consider creating both light and dark variants. For example, for the user who prefers a dark theme, it is better suited to have the dark version of the map. On the other hand, another user-friendly function would be to show the light map's version during daytime and allow the users to change to the dark version, if desired.



12. Widgets

Widgets are the elements that look like some cards, only that they have several active functions within an application or a dashboard.

a. How to Design

Easy to read and understand

Because they are small elements, widgets must contain information that the user can read and understand quickly.



Applicable

The information in the widget must be relevant to the user. It usually contains information that the user checks daily, so avoid text that is too long or images that are too large.

Summary of the day MODERATE

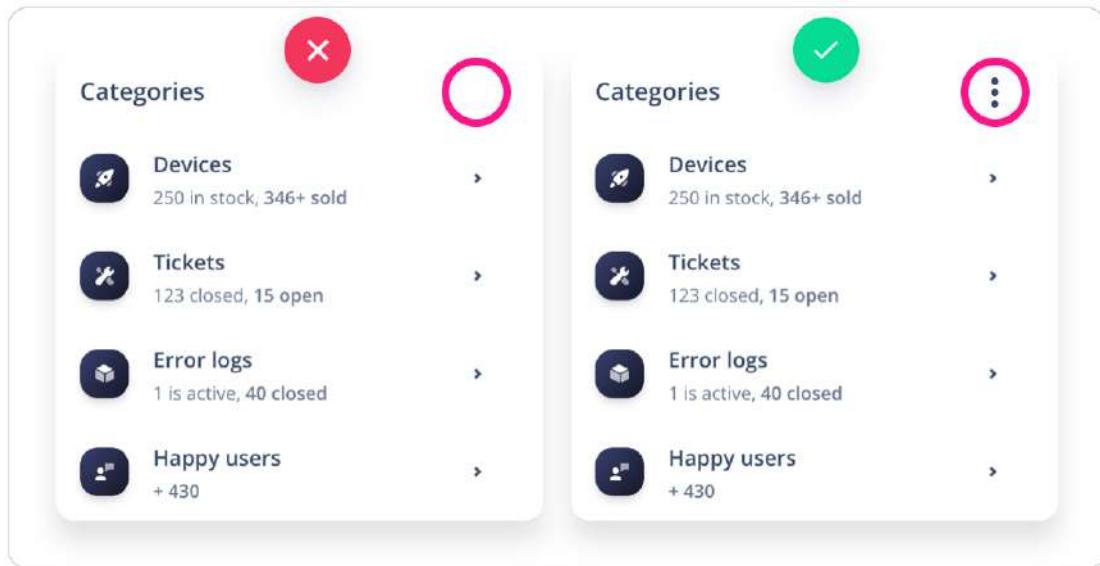
And now I look and look around and there's so many Kanyes I've been trying to figure out the bed design for the master bedroom at our Hidden Hills compound... and thank you for turning my personal jean jacket into a couture piece. The way to survive in modern society is to be an ascetic. It is to retreat from society. There's too much society everywhere you go...The only solution is turn it off.

Summary of the day MODERATE

And now I look and look around and there's so many Kanyes I've been trying to figure out the bed design for the master bedroom at our Hidden Hills.

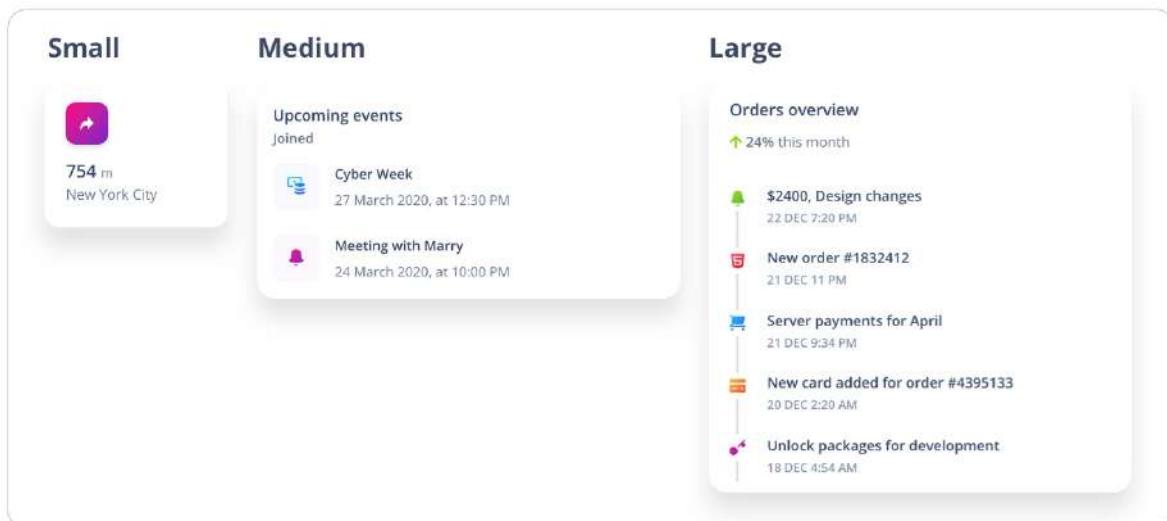
Customizable

Widgets are elements that contain information chosen by users, so they must be easy to modify and adjust according to their preferences. For this reason, it is necessary to add some features for the settings.



Size

There are three sizes: small, medium, and large. Choose the right size depending on the content. Avoid choosing wide if the content you have fits better into a small widget. The most significant focus should be on the content.



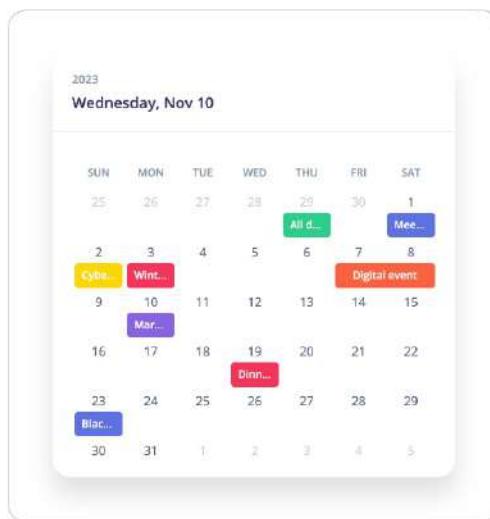
b. Styles

The most common widget styles are:

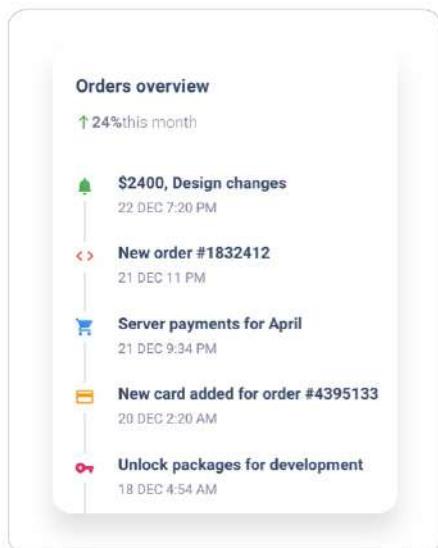
Widget With Icons



Widget with Calendar



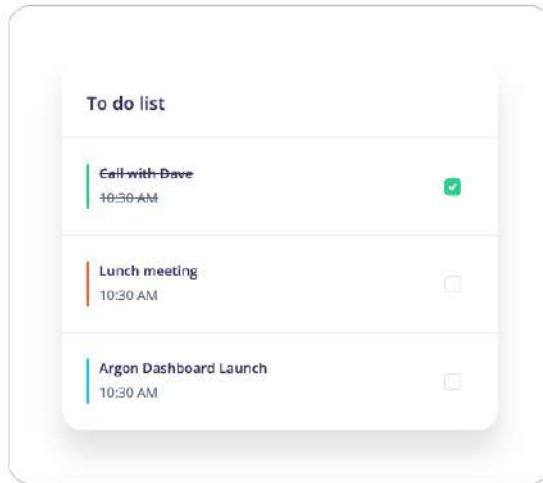
Widget with Timeline



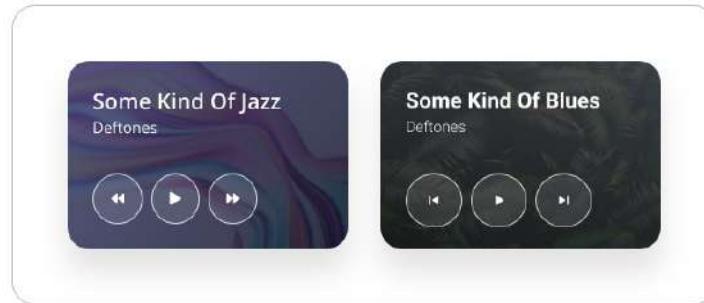
Widget with Chart



Widget with a To-Do-List



Widget with a Music Player



13. FAQ (Frequently Asked Questions)

A Frequently Asked Questions (FAQ) list is often used in articles, websites, email lists, and online forums, where common questions tend to recur. The purpose of a FAQ is generally to provide information on frequent questions or concerns; however, the format is a useful means of organizing information, and text consisting of questions and their respective answers may thus be called a FAQ, regardless of whether the questions are actually frequently asked.

The FAQ has become an important component of websites, either as a stand-alone page or as a website section with multiple subpages per question or topic. Embedded links to FAQ pages have become commonplace in website navigation bars, bodies, or footers.

The FAQ page is an important consideration in web design, in order to achieve several goals of customer service and search engine optimization (SEO), including reducing the workload of in-person customer service employees, improving site navigation, and linking to or integrating within product pages.

a. How to Design

Line Height

This section contains a lot of text, so make sure you use the correct font size and line height. If the line height is too small, it won't be easy to read the entire section.

A comparison of line height in a UI component. On the left, a red circle with a white 'X' contains the text '16px'. To its right is a screenshot of a UI section titled 'How do I order?' with a plus sign on the right. Below it is a section titled 'How can i make the payment?' with a minus sign on the right. A large amount of text is shown under 'How can i make the payment?'. On the right, a green circle with a white checkmark contains the text '26px'. To its right is another screenshot of the same UI section, but with a larger line height. The text under 'How can i make the payment?' is much more readable due to the increased line height.

A comparison of line height in a UI component. On the left, a green circle with a white checkmark contains the text '26px'. To its right is a screenshot of a UI section titled 'How do I order?' with a plus sign on the right. Below it is a section titled 'How can i make the payment?' with a minus sign on the right. A large amount of text is shown under 'How can i make the payment?'. On the right, a green circle with a white checkmark contains the text '26px'. To its right is another screenshot of the same UI section, but with a larger line height. The text under 'How can i make the payment?' is much more readable due to the increased line height.

White Space

Use the white space to create a clean section. Choosing the proper distance between the questions will help the user to read the headings.

How do I order? +

How can i make the payment? +

How much time does it take to receive the order? +

Can I resell the products? +

Where do I find the shipping details? +

How do I order? +

How can i make the payment? +

How much time does it take to receive the order? +

Can I resell the products? +

Where do I find the shipping details? +

Separating Lines

These lines help to frame the text and highlight the question. They are not always used, but they help structure the content.

How do I order? +

How can i make the payment? +

How much time does it take to receive the order? +

Can I resell the products? +

Where do I find the shipping details? +

How do I order? +

How can i make the payment? +

How much time does it take to receive the order? +

Can I resell the products? +

Where do I find the shipping details? +

Icons

The icon is an essential element, and in this section, it has an active function. It helps to convey to the user that that area is expandable, and he can find helpful information.

How do I order?

How can i make the payment?

How much time does it take to receive the order?

Can I resell the products?

Where do I find the shipping details?

How do I order? +

How can i make the payment? +

How much time does it take to receive the order? +

Can I resell the products? +

Where do I find the shipping details? +

14. Contact Us

The “Contact Us” is one of the most important section or page on any website or application. It is typically one of the most visited site pages for most companies, because it is the only one that helps to create a connection between the user and those responsible for the site.

a. How to Design

Find the Required Information

As "Contact Us" implies, the essential information that must be on this page is comprised of contact methods such as an address, telephone

The image displays two wireframe prototypes of a contact page, likely from a design kit. Both prototypes feature a blue header bar with navigation links: 'Material Kit2 PRO', 'Pages', 'Account', 'Sections', and a 'BUY NOW' button. The main content area has a blue background with a mountain landscape image. At the top of this area, the text 'How can we help you?' is centered. Below it is a smaller text block: 'We always want to hear from you! Let us know if there is anything that we can help you with.' The first prototype shows a single contact method: a phone icon followed by the text 'Phone +1(424) 535 3523'. The second prototype shows three contact methods: an envelope icon for 'Email' (with the address 'hello@creative-tim.com'), a phone icon for 'Phone' (with the number '+1(424) 535 3523'), and a location pin icon for 'Address' (with the address 'St. Andrew Samian33. NY').

number, or an official email. Try to offer the user as many contact options as possible.

Contact Form

A Contact Form is like an email within the website or application. In this way, the user sends a message with questions or feedback, leaves contact details, and then is contacted by someone from support. Therefore, the contact form must contain all the necessary elements to accomplish this function.

The placeholders in this situation can be very helpful.

 **Contact us**

For further questions, including partnership opportunities, please email hello@creative-tim.com or contact using our contact form.

Full Name  Email 

Message



 **Contact us**

For further questions, including partnership opportunities, please email hello@creative-tim.com or contact using our contact form.

Full Name  Email 
eg. Abbie eg. abbie@mail.com

What can we help you?
Describe your problem in at least 250 characters



Please keep in mind that Contact Forms with too many fields to fill out, may overwhelm the user and cause them to abandon the form. Consider carefully what information you really need from the user as a first contact.

Terms and Conditions

In certain situations, because the company will process the user's data, do not forget to allow the user to read the terms and conditions and then decide for himself if he agrees.

The image displays two side-by-side versions of a mobile contact form, both titled "Contact us".

Left Version: This version does not require users to agree to terms and conditions. It features a red circular close button at the top left. The form includes fields for First Name (eg. Michael) and Last Name (eg. Prior), an Email Address field (eg. material@design.com), and a text area for "How can we help you?". A large, scenic image of a person in a boat on a lake is visible on the right. At the bottom is a black "SEND MESSAGE" button.

Right Version: This version includes a mandatory terms and conditions agreement. It features a green circular checkmark button at the top left. The form includes fields for First Name (eg. Michael) and Last Name (eg. Prior), an Email Address field (eg. material@design.com), and a text area for "How can we help you?". Below these fields is a toggle switch labeled "agree to the Terms and Conditions". A large, scenic image of a person in a boat on a lake is visible on the right. At the bottom is a black "SEND MESSAGE" button.

15. Footers

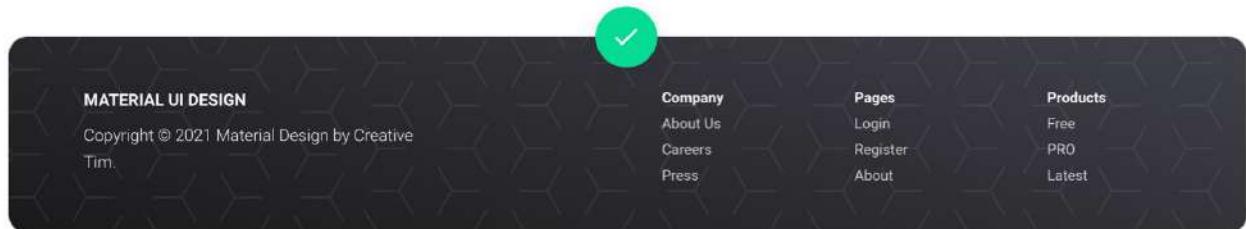
If a user scrolls through the entirety of your homepage, and still cannot find what he is looking for, the website's footer becomes a last chance. The purpose of a website footer is to help visitors by adding information and navigation options at the bottom of web pages.

a. How to Design

Simple

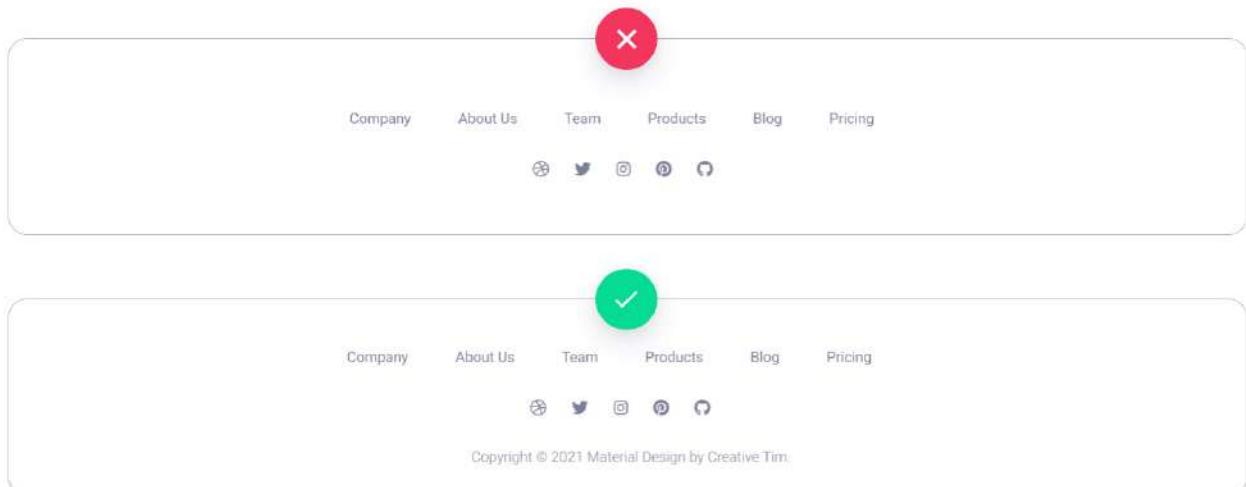
A simple footer basically has links to the main pages of the website. Make sure they are presented in order, and the space between them is appropriate. If the space is too small, the user may become confused and may miss an important link.

It would help if you also created a hierarchy using different fonts.



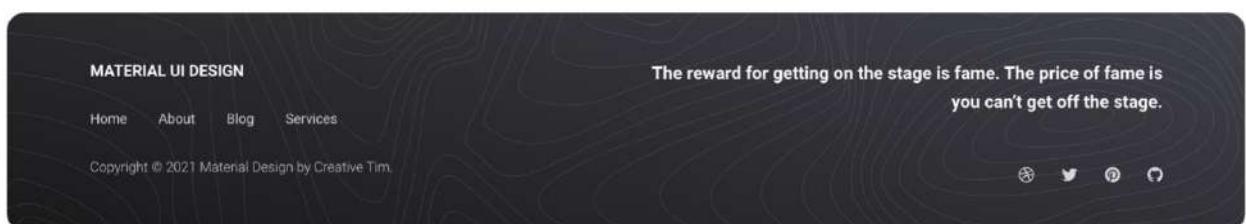
Copyright

For this element, use the current year and the copyright symbol. It is a small detail that can easily protect against website plagiarism.



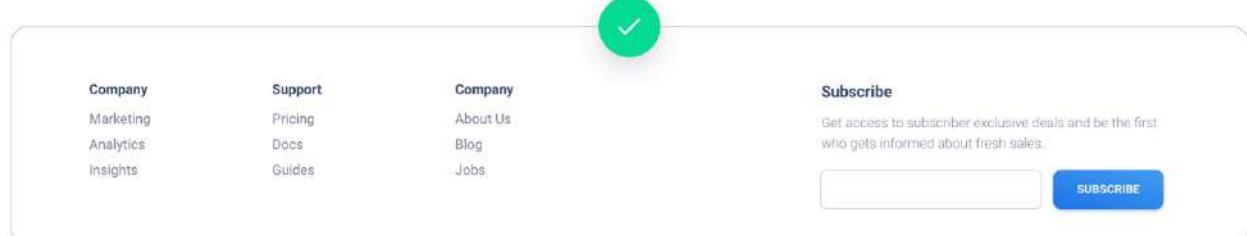
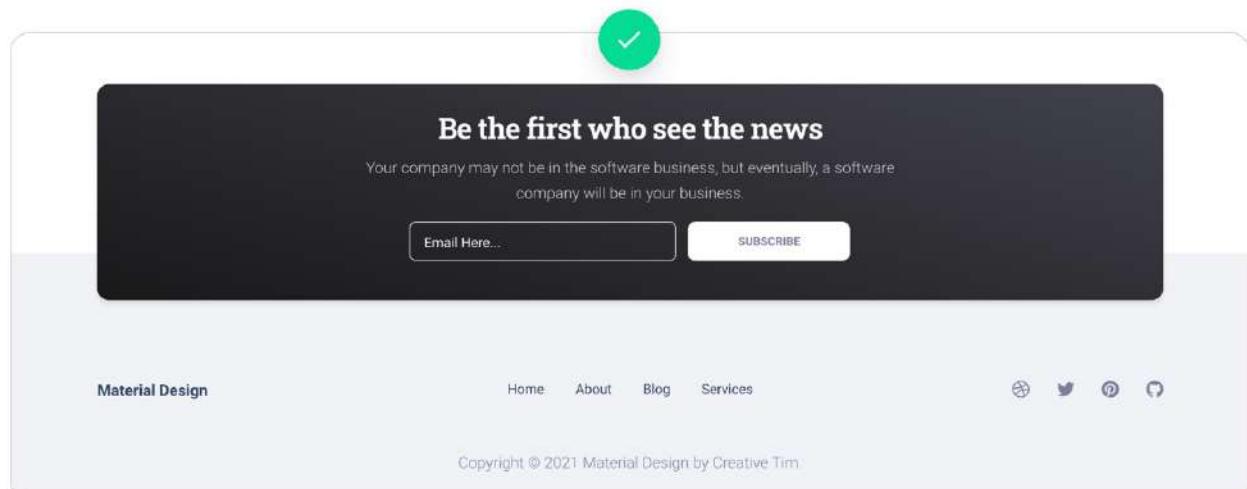
With Social Buttons

Although many designers avoid using social icons in the footer because they are afraid that users are redirected to Facebook or Instagram and do not return, it is good to have a connection between these platforms.



With Subscribe

Despite the myth that users never get to see the footer, once they do get to this section, it is recommended to provide a call-to-action. More precisely, after the user has viewed the whole website and is interested in more content, he can subscribe.



With Settings

Integrating country-specific settings can create a positive user experience. For example, in some situations, such as an e-commerce website that has integrated prices, make sure that the user can choose the currency for better conversion.



The Company's Mission

The footer is a great place to present the company's logo, mission, and values.

MATERIAL UI DESIGN

Find the story of Creative Tim's most complex design system and all the work that make this design available.

Company

- About Us
- Careers
- Press
- Blog

Pages

- Login
- Register
- Add list
- Contact

Legal

- Terms
- About Us
- Team
- Privacy

Resources

- Blog
- Service
- Product
- Pricing

[Facebook](#) [Twitter](#) [Instagram](#) [Dribbble](#) [Behance](#)

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With Latest Articles

If the website is active in content marketing on social media, you can create an area to promote this by publishing the latest posts directly in the footer.

Creative Tim

[Blog](#) [Bootstrap Cheat Sheet](#) [Affiliate Program](#) [Terms & Conditions](#) [Privacy Policy](#) [FAQ](#) [Get coupon](#)

Proud of

- 749,342 accounts
- 1,347,981 downloads
- 124 sponsored events
- Tools
- Third-Party Tools
- Illustrations
- Bluehost

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- Presentation
- About Us
- Contact Us
- Sponsorships
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Latest News

 Creative Tim Retweeted 
Matt Hartman  @MattHartman
Not sure who Tim is but [@CreativeTim](#)
Courses by [@Axelut](#) Alexandra & Dragos
seems like a good resource for us web
designers & devs. New additions published
weekly [producthunt.com/posts/creative...](#)

16. Sidebars

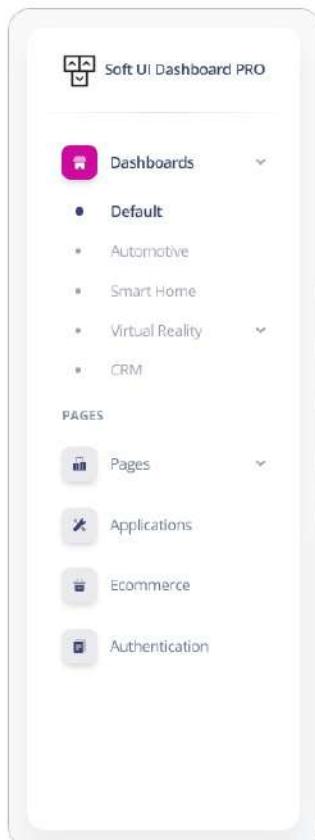
The sidebar is an essential part of the navigation process. It appears most often in dashboards and can be shown either on the left or the right side of the screen. However, it is generally shown on the left and the right for users who read from right to left.

As a Navigation Bar, its purpose is to help users find the pages they are looking for more easily.

a. About Sidebar

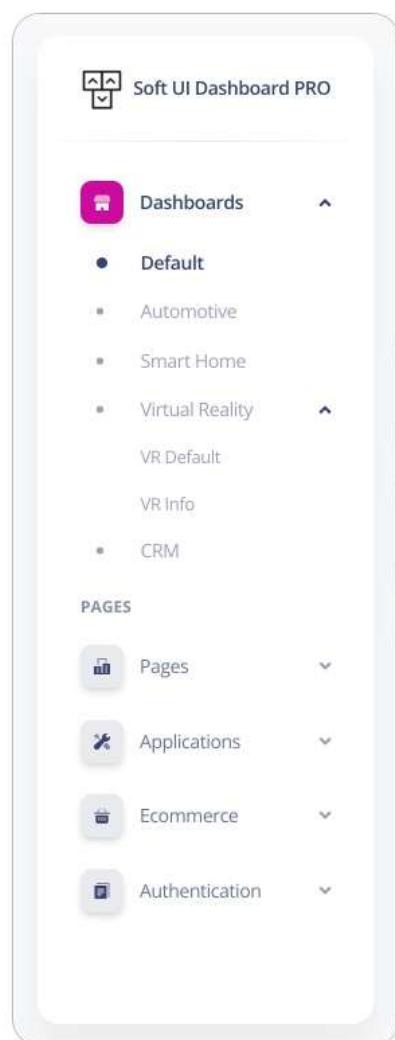
Important Links

Because it is like an open menu, it should display only the main pages and integrate into them the secondary ones.



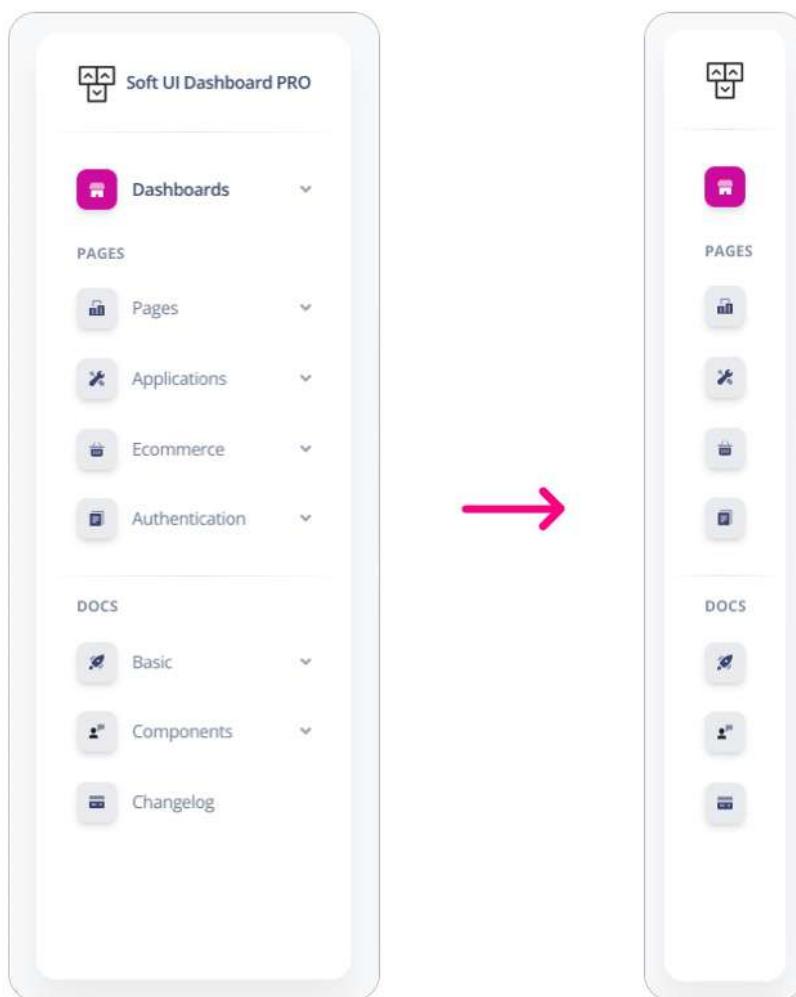
Multi Level Dropdown

Depending on the complexity of the website, you can integrate several links. Make sure you create a correct hierarchy between links that do not confuse the user. It also adds an icon to suggest to the user that he can extend the link.



Responsive

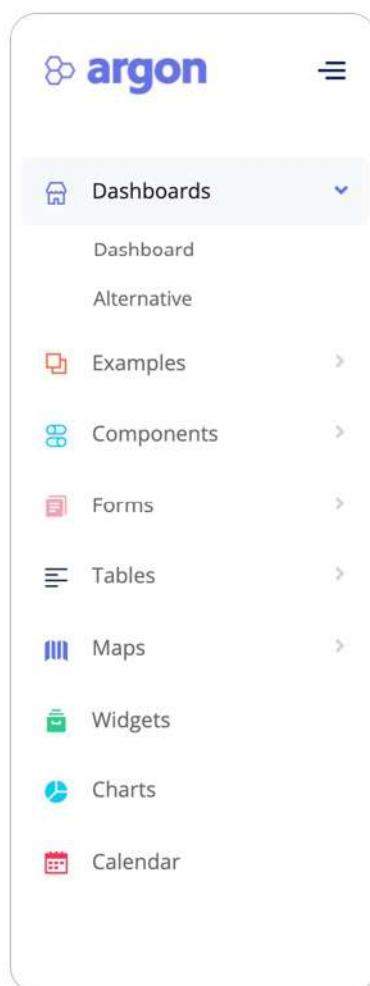
The sidebar has a responsive function. You can resize it depending on the screen, without affecting the content. You can also offer a collapsible and expandable feature, thus allowing the user to see the content on the right more extensively.



b. How to Design

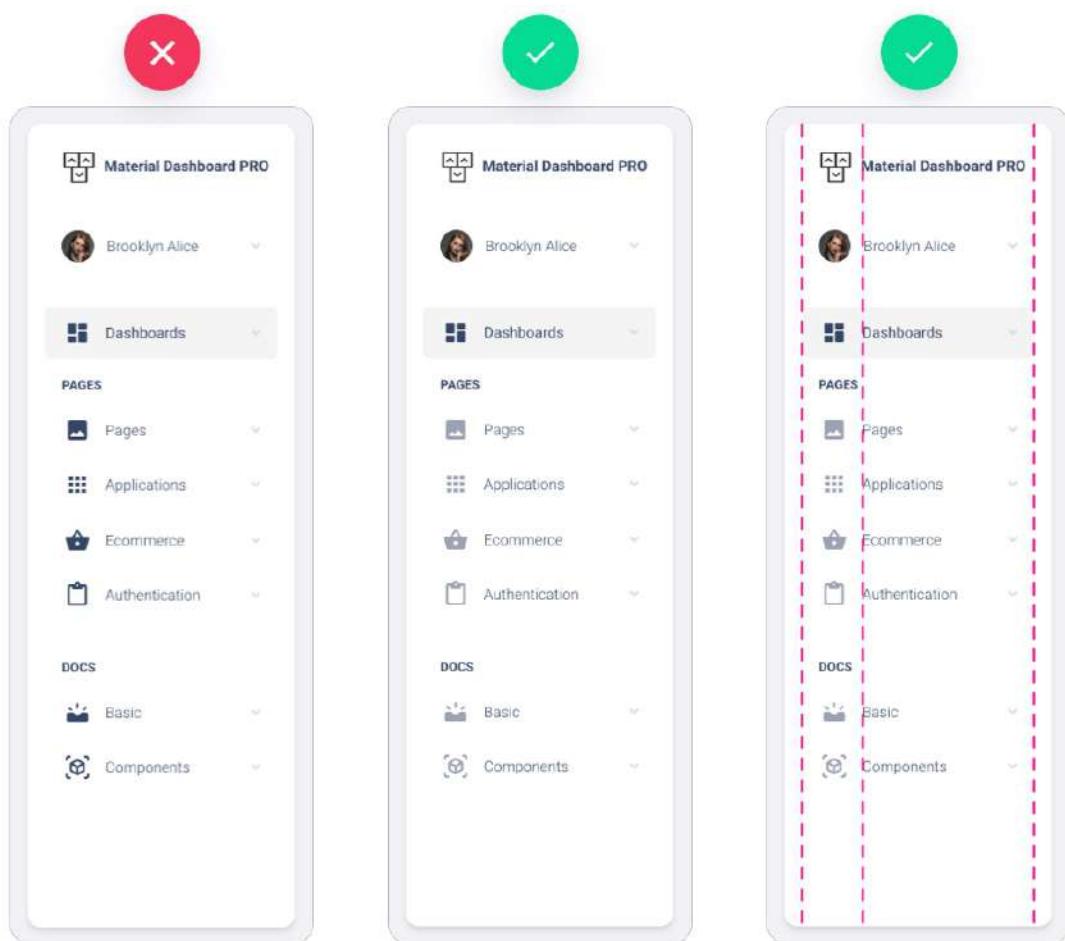
Insert the Logo

For an aesthetic effect, you can integrate the logo or the application's name in the first section of the sidebar. However, most of the time, that area is also functional and refers to the main page.



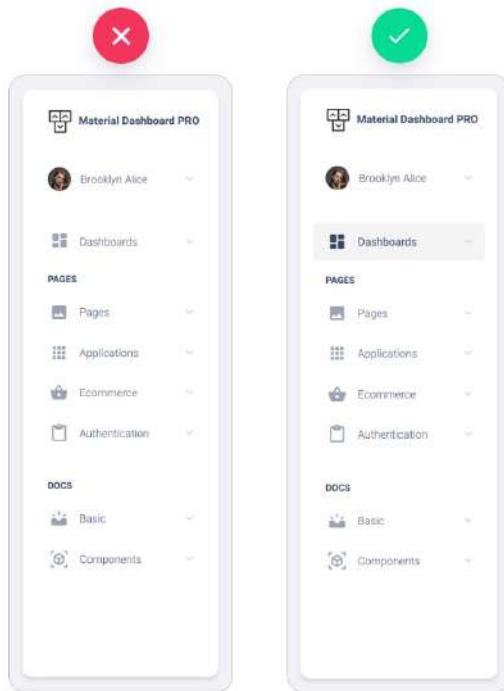
Appropriate Icons

By choosing the appropriate icons for the links, the user can speed up their visually scanning and find what they need quickly. Avoid too much focus on the icons and use a lighter color or 60-70% opacity compared to the text. The icons should be aligned to margin to create a consistent space.



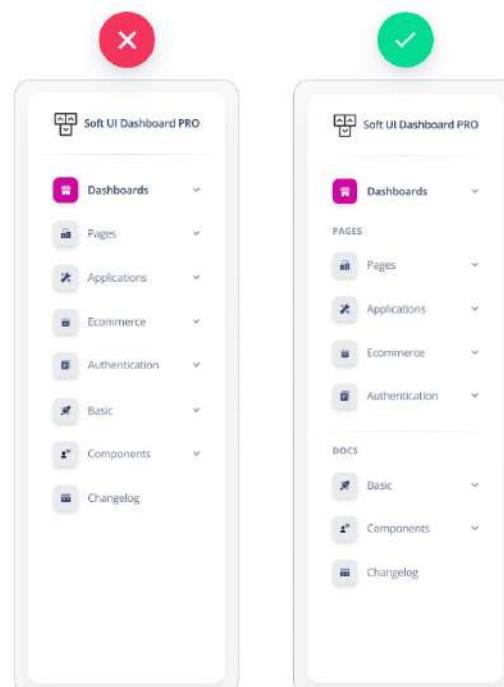
Active Link

Indicates the active link so that the user knows which area he has accessed.



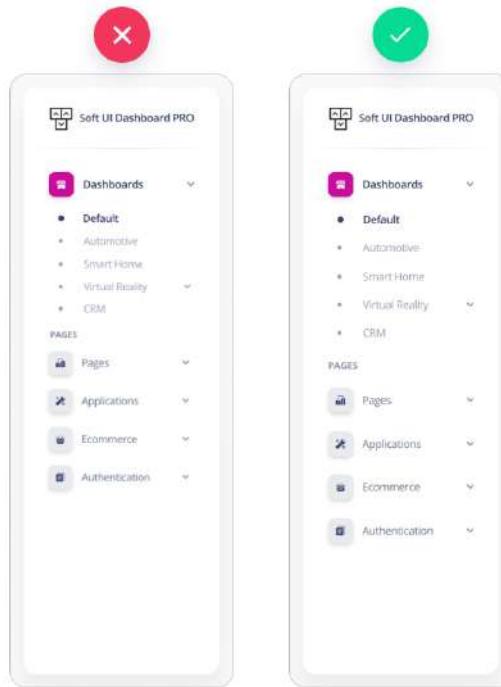
Group of Links

It would help if you structured links into groups to improve the user experience. The structure creates a hierarchy, and the content can be easier to read.



Appropriate Padding

Even if the links are based on one or at most two words, avoid small paddings.



Light and Dark

If the dashboard has the dark version, don't forget to adapt the sidebar as well.



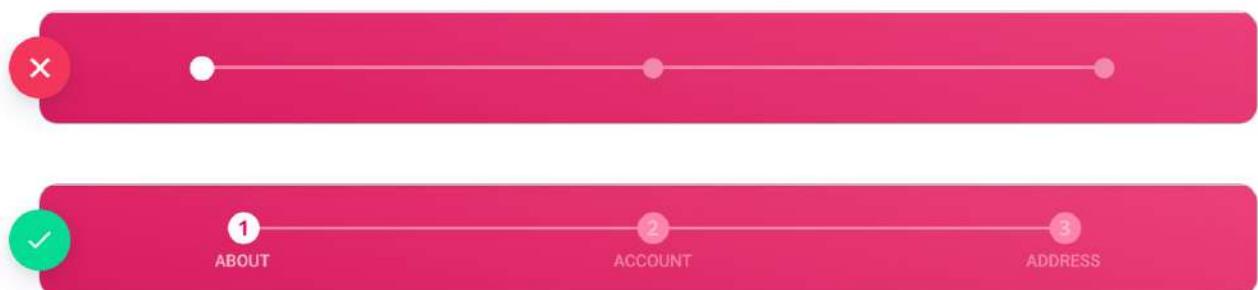
17. Wizards

A wizard is a form that guides the user through a series of steps that he or she must complete, in order to achieve a goal. The purpose of the wizard is to reduce errors by making the user follow succeeding steps. For example, in onboarding processes, a user must enter a set of information to begin using an application. For an easy flow, you can implement a wizard.

a. How to Design a Wizard

Accessibility

It would be helpful to visually indicate where the user is in the process, by numbering steps or highlighting the direction of their workflow.



You probably don't need a wizard if there are less than 2 stages. If there are more than 10 stages, it can become a tedious process for the user to complete, so you should consider streamlining them.

Build Your Profile

This information will let us know more about you.

Let's start with the basic information

Let us know your name and email address. Use an address you don't mind other users contacting you at



First Name

Last Name

Email Address

NEXT

Build Your Profile

This information will let us know more about you.

1 ABOUT 2 ACCOUNT 3 ADDRESS

Let's start with the basic information

Let us know your name and email address. Use an address you don't mind other users contacting you at



First Name

Last Name

Email Address

NEXT

Action Buttons

Include navigation buttons for the next and previous stages. Avoid writing the title of the previous or next in the button title. Keep it simple: "previous" and "next" are clear enough. Allow the user to select the next step only after all the compulsory inputs of the stage have been completed.

Build Your Profile

This information will let us know more about you.

1 ABOUT 2 ACCOUNT ADDRESS

What are you doing? (checkboxes)

Give us more details about you. What do you enjoy doing in your spare time?

Design Code Develop

✓

Build Your Profile

This information will let us know more about you.

1 ABOUT 2 ACCOUNT ADDRESS

What are you doing? (checkboxes)

Give us more details about you. What do you enjoy doing in your spare time?

Design Code Develop

PREV NEXT

Explanations

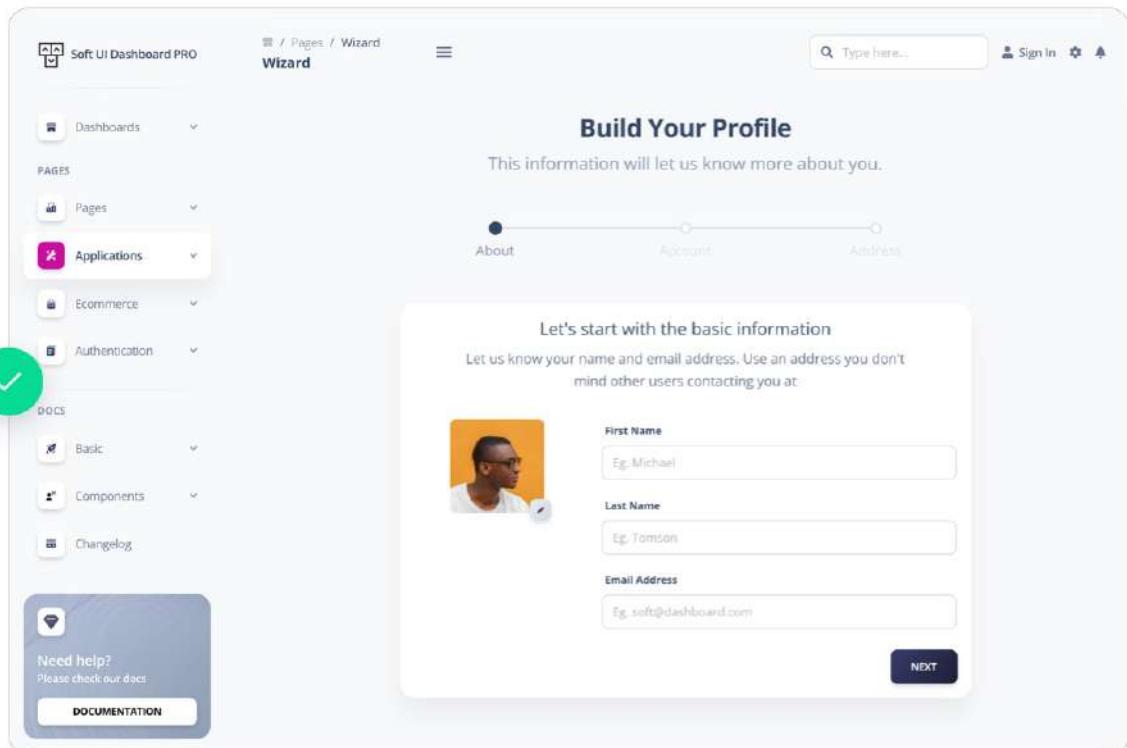
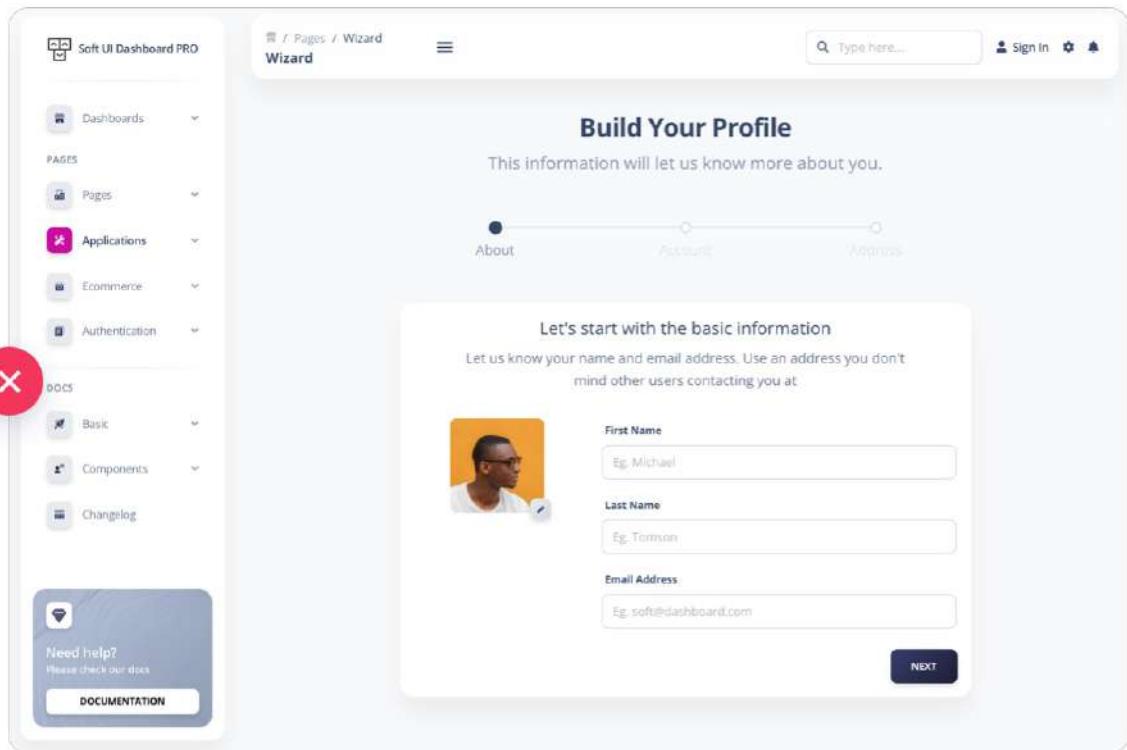
The user must know the purpose of each set of inputs at each stage. Therefore, this description will assist him in completing the form successfully.

The screenshot shows a mobile application interface titled "Build Your Profile". At the top left is a red circular button with a white "X". The title "Build Your Profile" is centered above a subtitle "This information will let us know more about you.". Below the subtitle is a navigation bar with three steps: "1 ABOUT", "2 ACCOUNT", and "3 ADDRESS". The "ABOUT" step is highlighted with a pink background. The main form area contains fields for "Street Name" and "Street No", both with placeholder text. Below these are fields for "City" and "Country", with "Argentina" selected. At the bottom are "PREV" and "SEND" buttons.

The screenshot shows a mobile application interface titled "Build Your Profile". At the top left is a green circular button with a white checkmark. The title "Build Your Profile" is centered above a subtitle "This information will let us know more about you.". Below the subtitle is a navigation bar with three steps: "1 ABOUT", "2 ACCOUNT", and "3 ADDRESS". The "ABOUT" step is highlighted with a pink background. The main form area contains a question "Are you living in a nice area?" followed by a note "We need this information to send you the personalized gift at home." Below this are fields for "Street Name" and "Street No", both with placeholder text. Below these are fields for "City" and "Country", with "Argentina" selected. At the bottom are "PREV" and "SEND" buttons.

Limited Access

Access to other website areas, which could confuse the user, and thereby making it challenging to complete the form, as it may be blocked by wizards. If the user's access is limited to this narrow scope, he can focus more on completing the wizard.



18. Timelines

The timeline is a component used in web design to indicate to the user a history of activities. Based on a chronological axis, you can often use it to provide information about the stages that a project, product, or user has gone through or will go through.

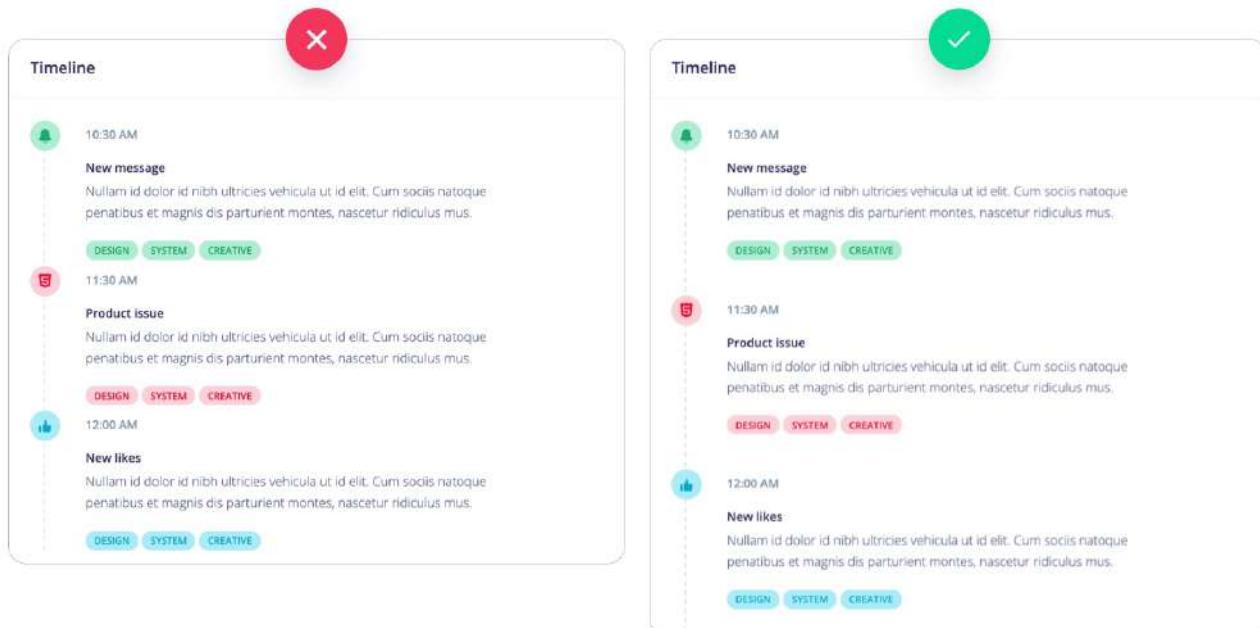
a. How to Design a Timeline

Structure

This component has a simple structure, the chronological axis where the stages are placed, and each step has a date, title, and description. From here, depending on the design and the complexity of a step, you can add icons and badges.

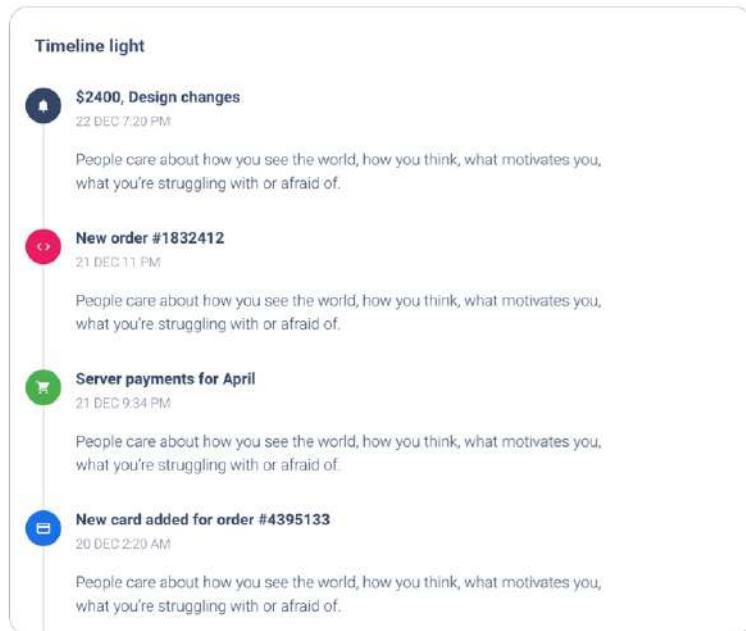
Padding

Avoid slight padding, which can confuse the user and make it challenging to identify steps.



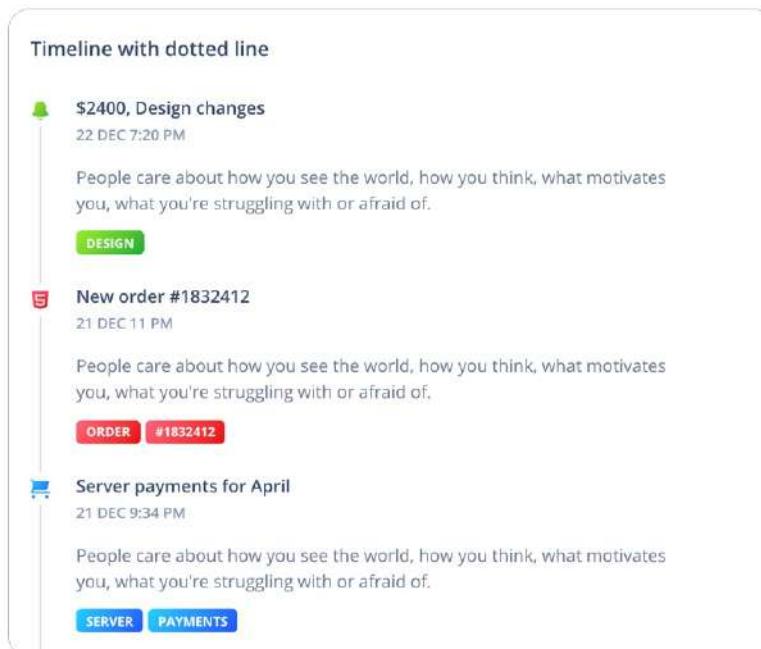
Simple

If you don't have many details to add, keep the timeline simple, clean, and easy to understand.



Badge

Badges are like labels and help the user to follow structured steps, according to shared characteristics.



19. Reviews and Testimonials

Regardless of the theme of the website or application, the feedback received from users has a substantial impact on new ones. In addition, the inclusion of a review section provides veracity which improves the user experience.

a. About Reviews

The Power of the Stars

Top Prototype: This prototype shows three reviews in a grid. The first two reviews are white cards, while the third is a pink card. Each review includes a user profile picture, the user's name, the time of posting, the review text, and a star rating. A red 'X' icon is in the top-left corner of the first card, and a green checkmark icon is in the top-left corner of the second card.

Middle Prototype: Similar to the top one, but the third review is also a white card. It includes a green checkmark icon in the top-left corner of the second card.

Bottom Prototype: This prototype is titled "Our Customers". It features three reviews in white cards. Each card includes a user profile picture, the user's name, the time of posting, the review text, and a star rating. A green checkmark icon is in the top-left corner of the first card.

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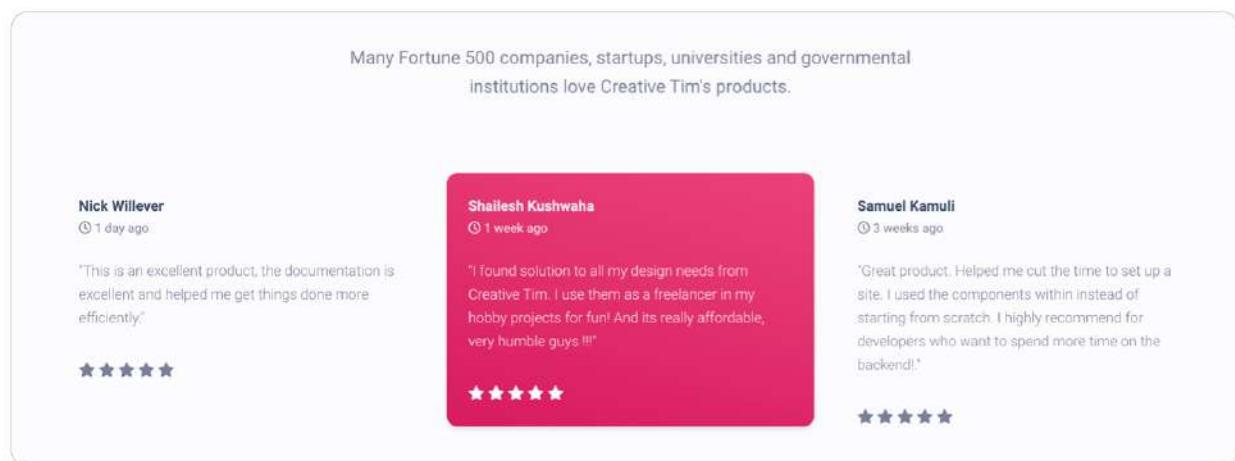
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Bottom Prototype: This prototype is titled "Our Customers". It features three reviews in white cards. Each card includes a user profile picture, the user's name, the time of posting, the review text, and a star rating. A green checkmark icon is in the top-left corner of the first card.

Star-shaped icons are often used to rate and review a product or service, there are usually 5, and the rating is easy to understand. Avoid highlighting ratings and reviews in different colors depending on the grade. Instead, be consistent and use a color. The average user will grasp the concept that 5 stars is an excellent evaluation, and 1 or 2 stars is less than stellar.

Also, don't forget to prepare a design version in case the users don't agree to attach their profile pictures.



b. About Testimonials

The Power of the Word

Testimonials are based on more complex user feedback. He or she has expressed their opinion in broader and more personal terms. Given that the user has taken the time to provide this useful feedback, it is appropriate to give him credit and use quotation marks and italic font style.

An Eye for UI/UX Design



Jessica Davis
CEO @ MARKETING DIGITAL LTD.

Don't walk behind me; I may not lead. Don't walk in front of me; I may not follow. Just walk beside me and be my friend.



Mary Joshiah
MARKETING @ APPLE INC.

The pessimist complains about the wind; the optimist expects it to change; the realist adjusts the sails.



Jessica Davis
CEO @ MARKETING DIGITAL LTD.

*"Don't walk behind me; I may not lead.
Don't walk in front of me; I may not follow.
Just walk beside me and be my friend."*



Mary Joshiah
MARKETING @ APPLE INC.

*"The pessimist complains about the wind;
the optimist expects it to change; the
realist adjusts the sails."*

Sometimes you can give up the italic font, but the quotes are essential; the big ones can create a unique visual effect.



Olivia Harper
@oliviaharper

The connections you make at Web Summit are unparalleled, we met users all over the world.

“



Simon Lauren
@simonlaurent

The networking at Web Summit is like no other European tech conference. Everything is amazing.

”



Lucian Eurel
@luciaeurel

Web Summit will increase your appetite, your inspiration, your motivation and your network.

”

If the people who give testimonials represent the opinions of large companies, do not hesitate to use the company logos. Then, testimonials become official and have a more substantial impact on the mind of the reader.



PART V

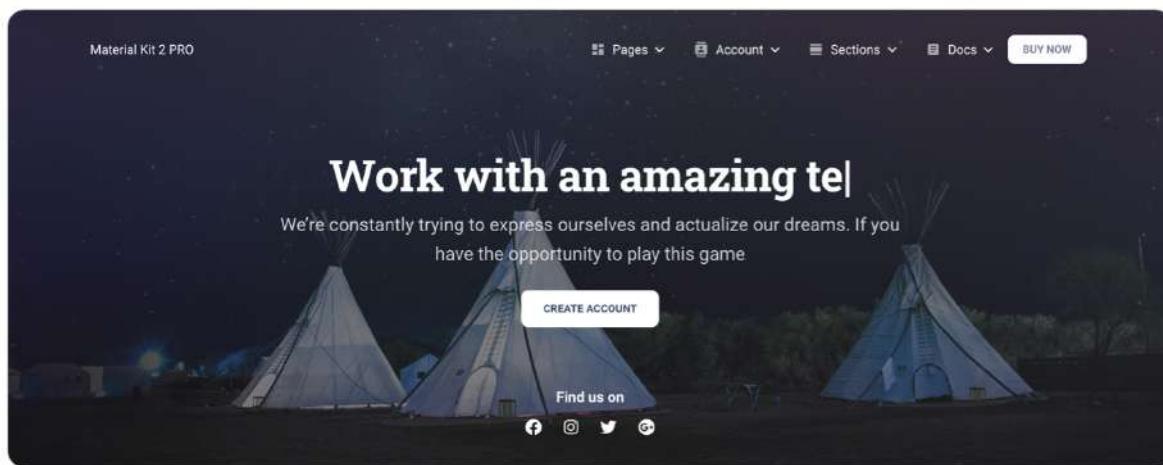
Real-Life Applications

In this part of the book, I will present examples of web pages on the most common topics. Although obviously, my suggestions on the structure are subjective. You can modify it depending on the content.

UI Kits

1. About Us Page

1. Header



This section should have a navbar with all the website links, the page's title with a website description, and a call-to-action button.

2. Features

Real-Life Applications

In this section, the user can read more about the characteristics of the products or services offered.

3. Team

The Executive Team

There's nothing I really wanted to do in life that I wasn't able to get good at. That's my skill.



Emma Roberts
UI Designer

Artist is a term applied to a person who engages in an activity deemed to be an art.



William Pearce
Boss

Artist is a term applied to a person who engages in an activity deemed to be an art.



Ivana Flow
Athlete

Artist is a term applied to a person who engages in an activity deemed to be an art.



Marquez Garcia
JS Developer

Artist is a term applied to a person who engages in an activity deemed to be an art.

A human connection is created when the user “meets” the team and can view real images of the members.

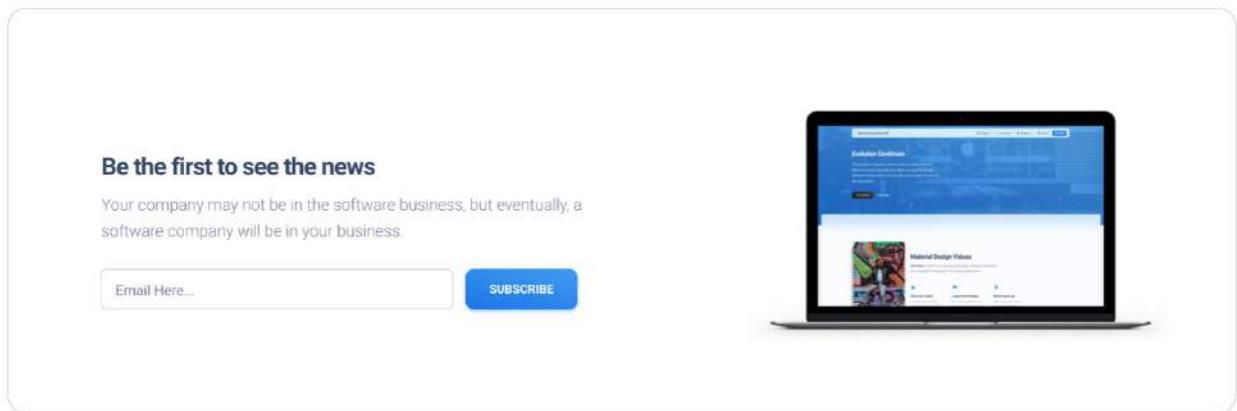
4. Stats



5,234 Projects	3,400+ Hours	24/7 Support
Of "high-performing" level are led by a certified project manager	That meets quality standards required by our users	Actively engage team members that finishes on time

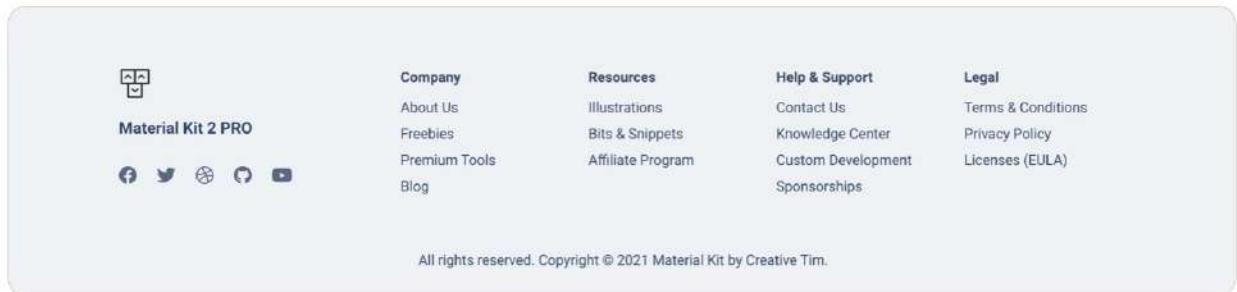
Knowing some statistics about the website gives confidence to the user.

5. Subscribe



Offer the user the opportunity to subscribe to receive more information about products, new content, promotions, or other news.

6. Footer



The last section is the footer, which contains the website links and the copyright.

2. Profile Page

1. Header



The header must contain an avatar, the person's name, and an autobiography for profile pages. Then, depending on the workflow, you can add, for example, a follow or friend request button.

2. Content

Check my latest blogposts

Rover raised \$65 million
Finding temporary housing for your dog should be as easy as renting an Airbnb. That's the idea behind Rover ...

MateLabs machine learning
If you've ever wanted to train a machine learning model and integrate it with IFTTT, you now can with ...

MateLabs machine learning
If you've ever wanted to train a machine learning model and integrate it with IFTTT, you now can with ...

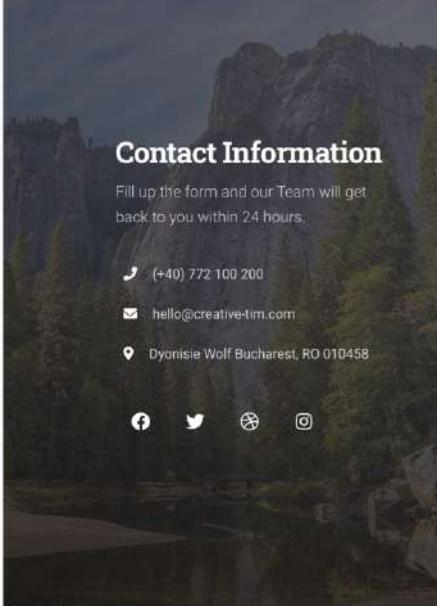
[Read More →](#) [Read More →](#) [Read More →](#)

Flexible work hours
Rather than worrying about switching offices every couple years, you stay in the same place.

[Read More →](#)

In this section, you can integrate the author's projects, for example, blog posts, image galleries, his products, and more.

3. Connection



Contact Information
Fill up the form and our Team will get back to you within 24 hours.

Phone: (+40) 772 100 200
Email: hello@creative-tim.com
Address: Dyonisie Wolf Bucharest, RO 010458

Social media icons: Facebook, Twitter, LinkedIn, Instagram.

Say Hi!
We'd like to talk with you.

My name is _____
Full Name _____

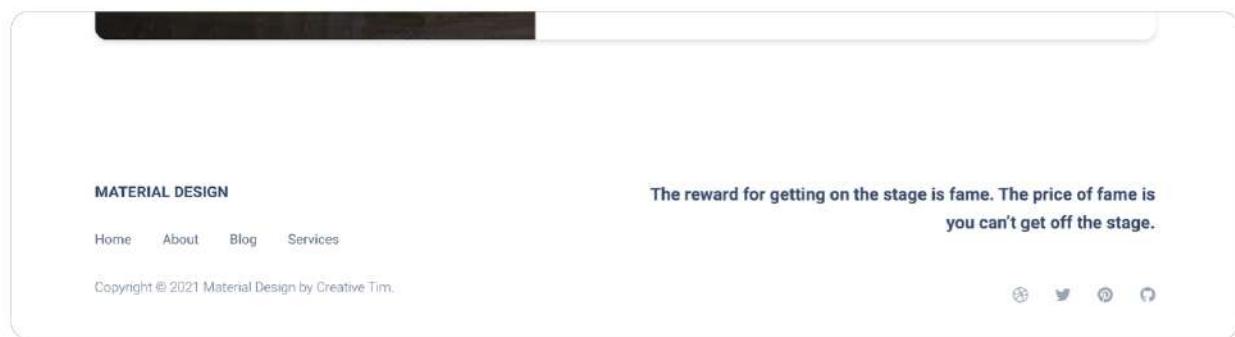
I'm looking for _____
What you love _____

Your message
I want to say that...

SEND MESSAGE

Add a contact form that allows the user to contact the author for other projects or provide feedback.

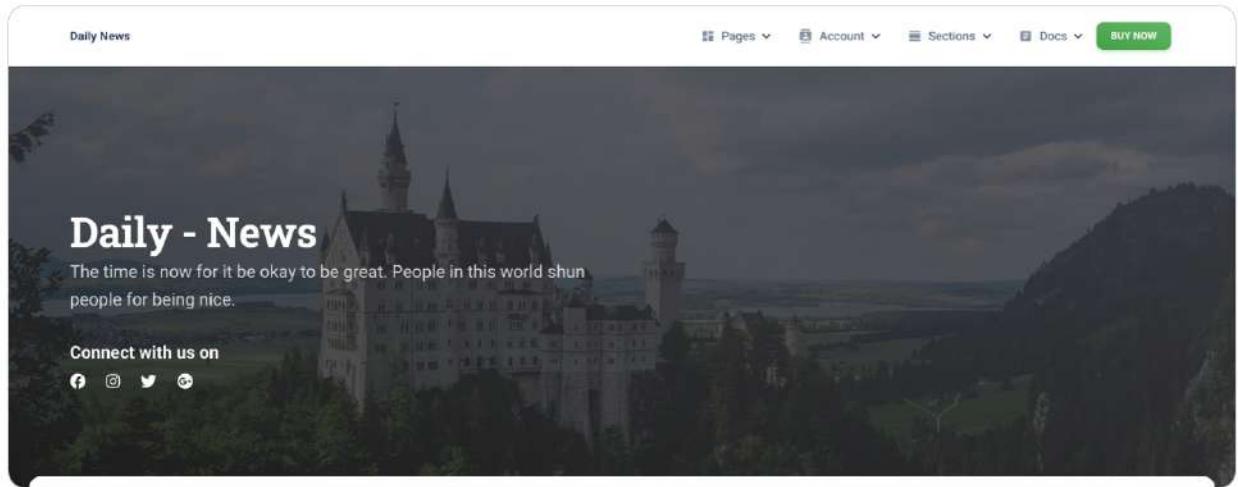
4. Footer



The last section can also contain social buttons for the author's accounts.

3. Blog Post Page

1. Header



The header of a blog post should be clean and straightforward. Keep in mind that the page will contain a lot of text, so don't keep the user on the header for too long.

2. Content

A screenshot of a blog content page. The page has a header 'THE IDEA' and a main title 'Create a design system that can be used in any product available'. Below the title is a paragraph of text: 'This is the paragraph where you can write more details about your product. Keep your user engaged by providing meaningful information. Remember that by this time, the user is curious, otherwise he wouldn't scroll to get here. Add a button if you want the user to see more. We are here to make life better.' Further down, there's another block of text: 'And now I look and look around and there's so many Kanyes I've been trying to figure out the bed design for the master bedroom at our Hidden Hills compound... and thank you for turning my personal jeans jacket into a couture piece. Thank you Anna for the invite thank you to the whole Vogue team And I love you like Kanye loves Kanye Pand Pand I've been trying to figure out the bed design for the master bedroom at our Hidden Hills compound... The Pablo pop up was almost a pop up of influence. All respect prayers and love to Phife's family Thank you for so much inspiration daytime I love this new Ferg album! The Life of Pablo is now available for purchase I have a dream. Thank you to everybody who made The Life of Pablo the number 1 album in the world! I'm so proud of the nr #1 song in the country. Panda! Good music 2024!' At the bottom, there's a footer note: 'The way to survive in modern society is to be an ascetic. It is to retreat from society. There's too much society everywhere you go... The only solution is turn it off. Remember that by this time, the user is curious, otherwise he wouldn't scroll to get here. Add a button if you want the user to see more. We are here to make life better. Remember that by this'.

Stylize the content for excellent readability, create a hierarchy of texts and set the appropriate line height.

Real-Life Applications

3. Other Articles

See other articles

Create a unique and beautiful blog posts. You can also connect your blog directly to Google Analytics to have a more detailed look.



HOUSE
Shared Coworking
Use border utilities to quickly style the border and border-radius of an element. Great for images, buttons.



HOUSE
Really Housekeeping
Use border utilities to quickly style the border and border-radius of an element. Great for images, buttons.



HOUSE
Shared Coworking
Use border utilities to quickly style the border and border-radius of an element. Great for images, buttons.

This section allows the user to navigate the website and also recommend other articles.

5. Prefooter and Footer

Thank you for your support!
Delivering the best products

[TWITTER](#) [FACEBOOK](#) [TUMBLR](#) [DRIBBLE](#)



Daily News

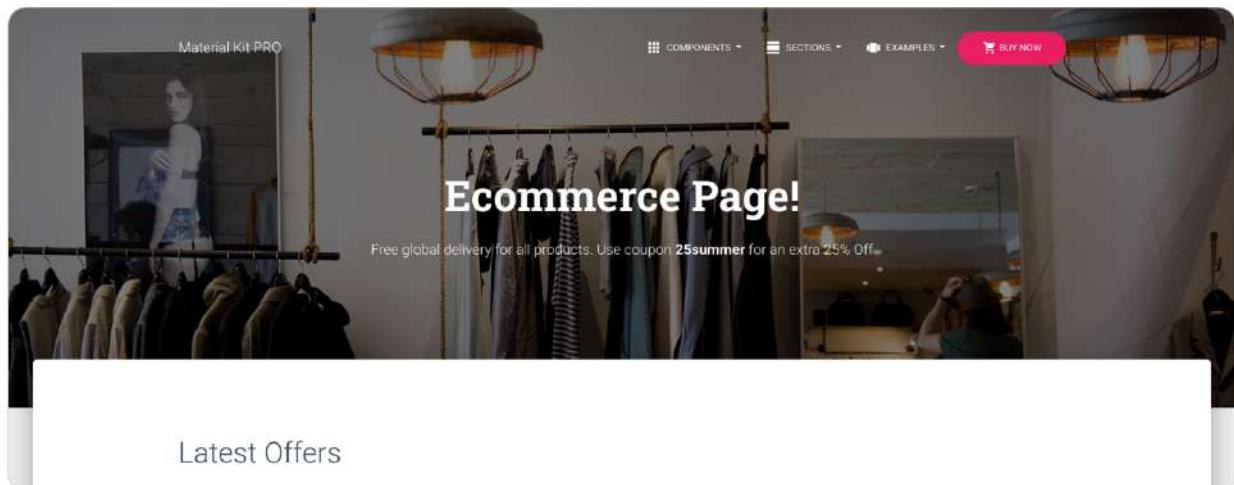
[About Us](#) [Illustrations](#)
[Freebies](#) [Bits & Snippets](#)
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[Sponsorships](#) [Knowledge Center](#)
[Custom Development](#) [Terms & Conditions](#)
[Privacy Policy](#) [Licenses \(EULA\)](#)

All rights reserved. Copyright © 2021 Material Kit by Creative Tim.

Here we've provided the user a slight suggestion, asking them to share the article through their social platforms. This can improve user engagement.

4. E-commerce Page

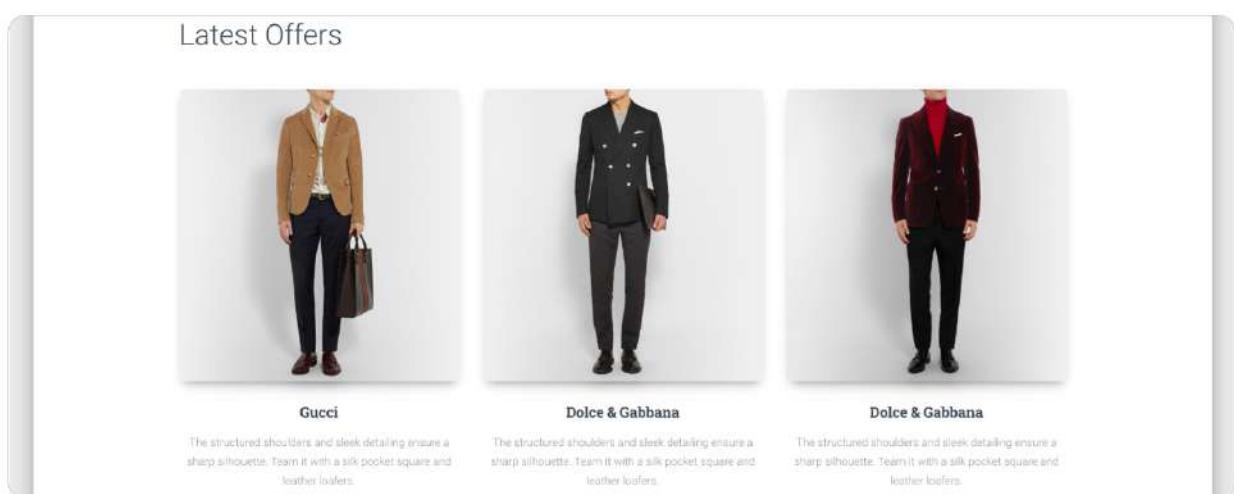
1. Header



Latest Offers

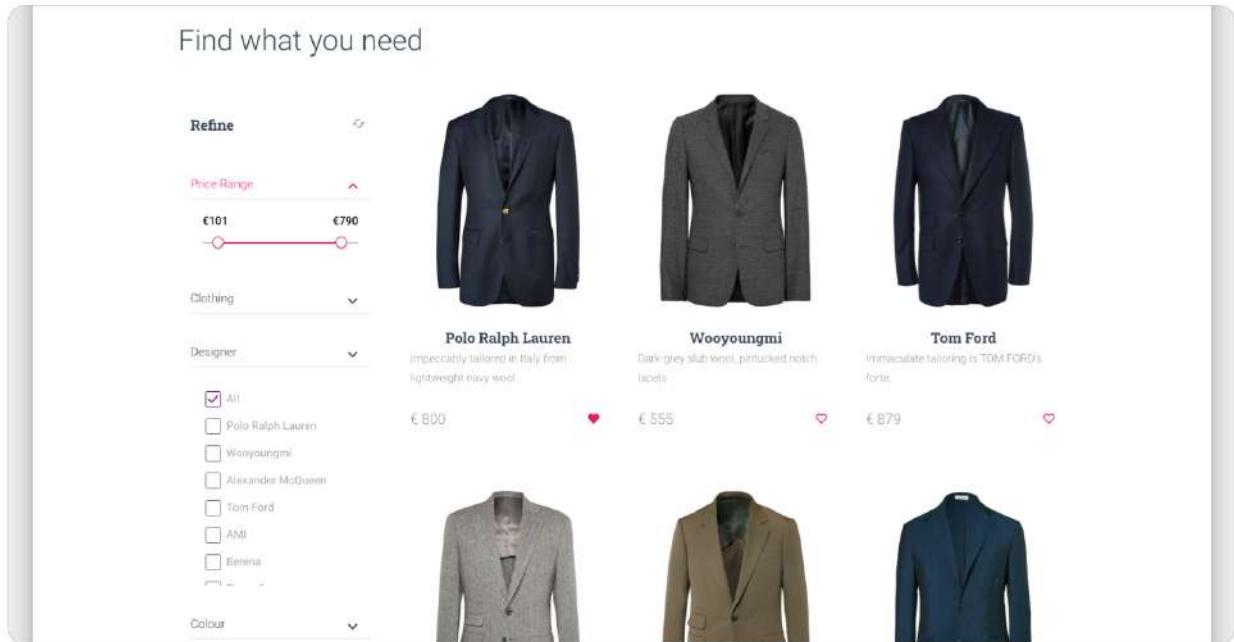
The header should be simple. Try to avoid text blocks that are too long, and feel free to use a catchy image for the background. This allows the user to preview a small part of the next section, encouraging them to scroll down further.

2. Products



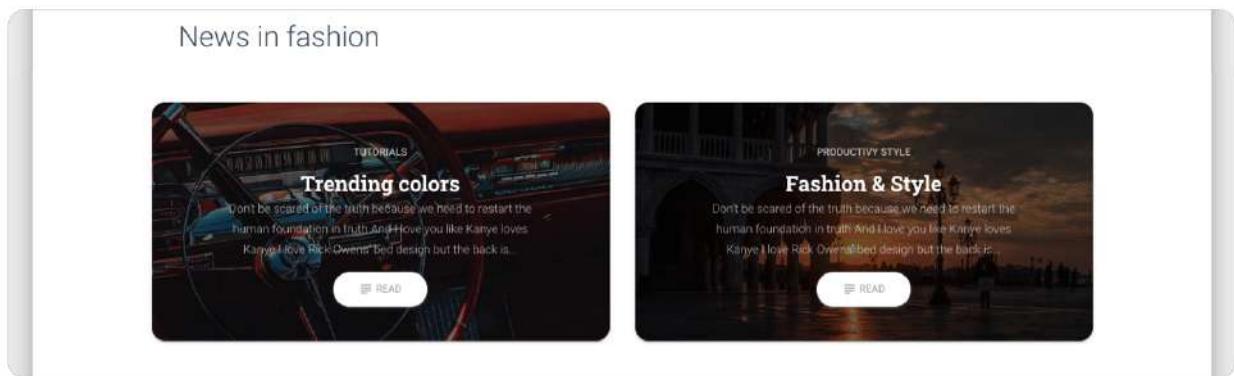
This section provides product information with high-resolution images, title, description, and price.

3. Filter



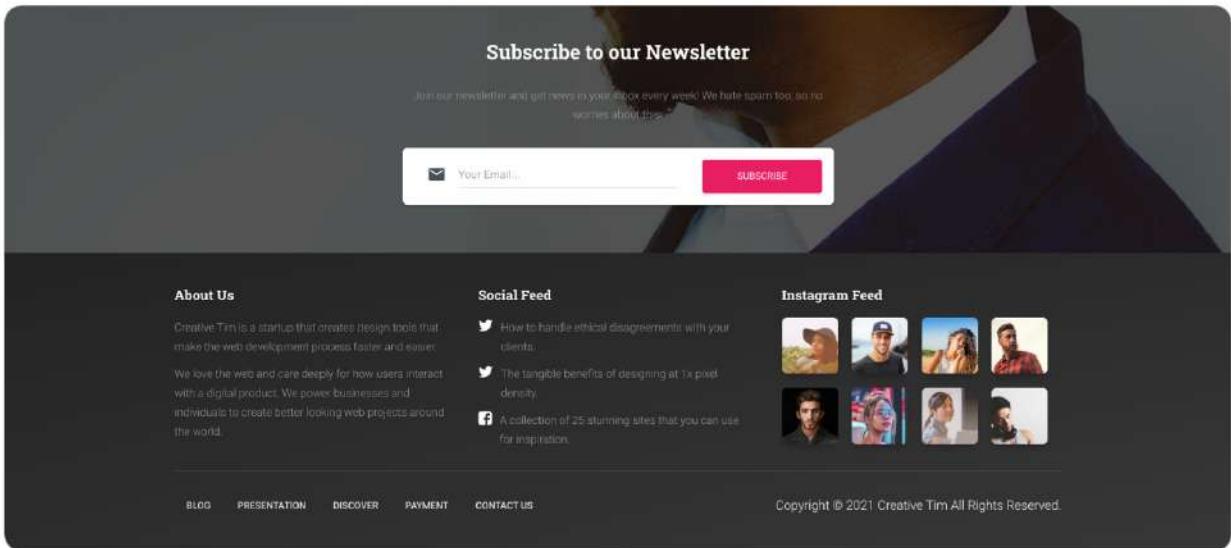
This section integrates a filter that will help the user search for products according to price, size, color, material, brand, and others.

4. News



You can integrate blog articles for a more complex website. Here the user can find information about trends, new designers, fashion shows, or others.

5. Prefooter and Footer

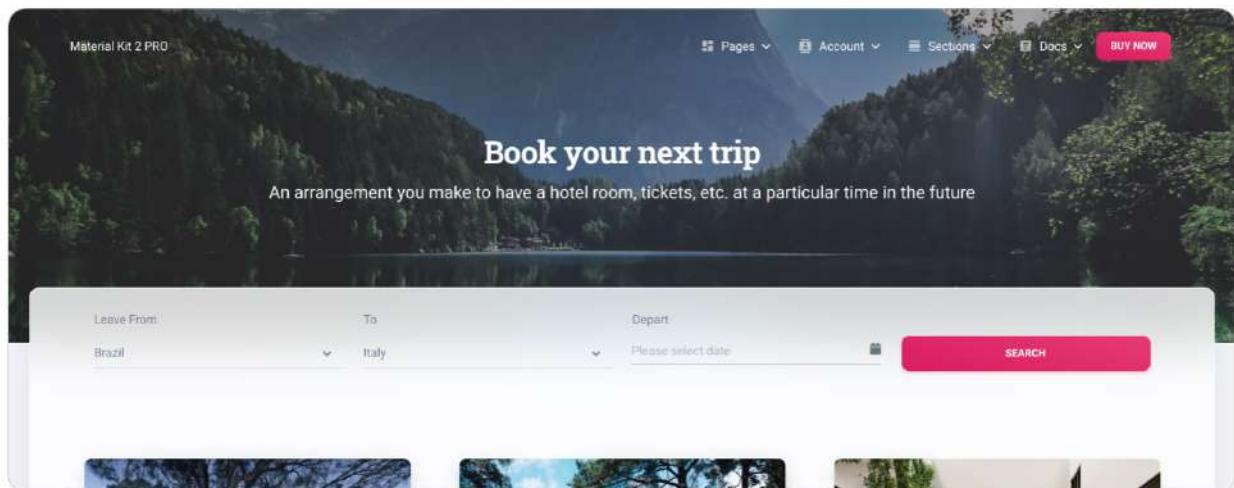


The last section of the page allows the user to subscribe to receive promotions, discounts, or information about new products that the shop will launch.

Also, in the footer, you can incorporate Latest Posts section, bringing in content from social media. For example, you could display an Instagram feed. This could highlight posts by customers who have recently made purchases and have shared product images with their followers, thereby developing social proof credibility.

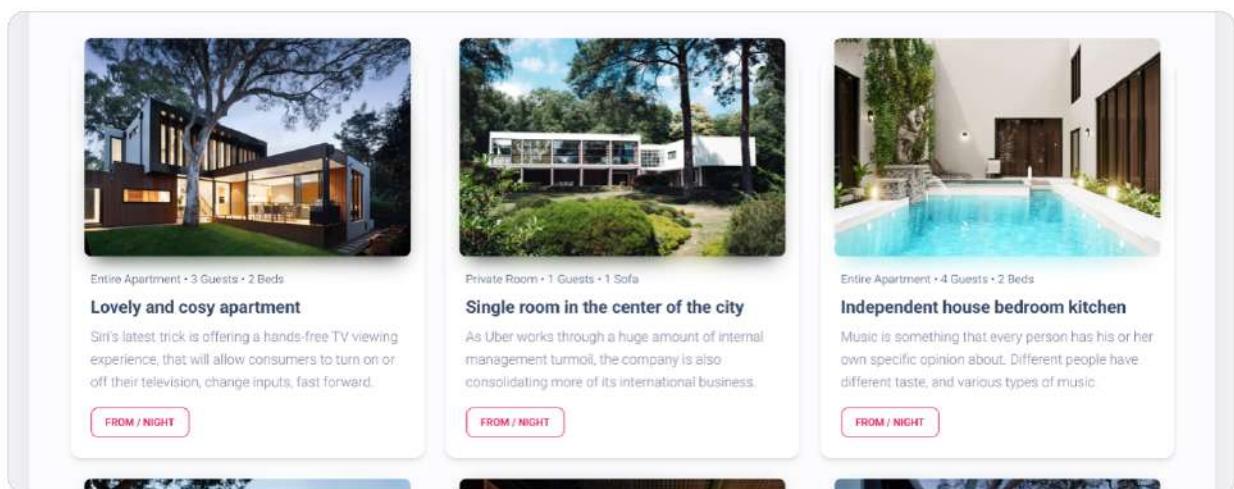
5. Rental Page

1. Header



Choose a background image that creates a pleasant visual impact. Then, add the search criteria to make a simple transition to the next section.

2. Places



Create cards that provide complete information about the house or place. Avoid too long descriptions and add a call-to-action button on each card to allow the user to book, buy, or see more details.

3. Reviews

TESTIMONIALS

Some thoughts from our clients

If you're selected for them you'll also get three tickets, opportunity to access Investor Office Hours and Mentor Hours and much more all for free.

Olivia Harper
@oliviaharper
The connections you make at Web Summit are unparalleled, we met users all over the world.
“

Simon Lauren
@simonlaurent
The networking at Web Summit is like no other European tech conference. Everything is amazing.
”

Lucian Eurel
@luciaeurel
Web Summit will increase your appetite, your inspiration, your motivation and your network.
”

Reviews are essential for this page because new customers can make better decisions based on feedback from an existing customer base.

4. Frequently Asked Questions

Frequently Asked Questions

A lot of people don't appreciate the moment until it's passed. I'm not trying my hardest, and I'm not trying to do.

How do I order? -
We're not always in the position that we want to be at. We're constantly growing. We're constantly making mistakes. We're constantly trying to express ourselves and actualize our dreams. If you have the opportunity to play this game of life you need to appreciate every moment. A lot of people don't appreciate the moment until it's passed.

How can i make the payment? +

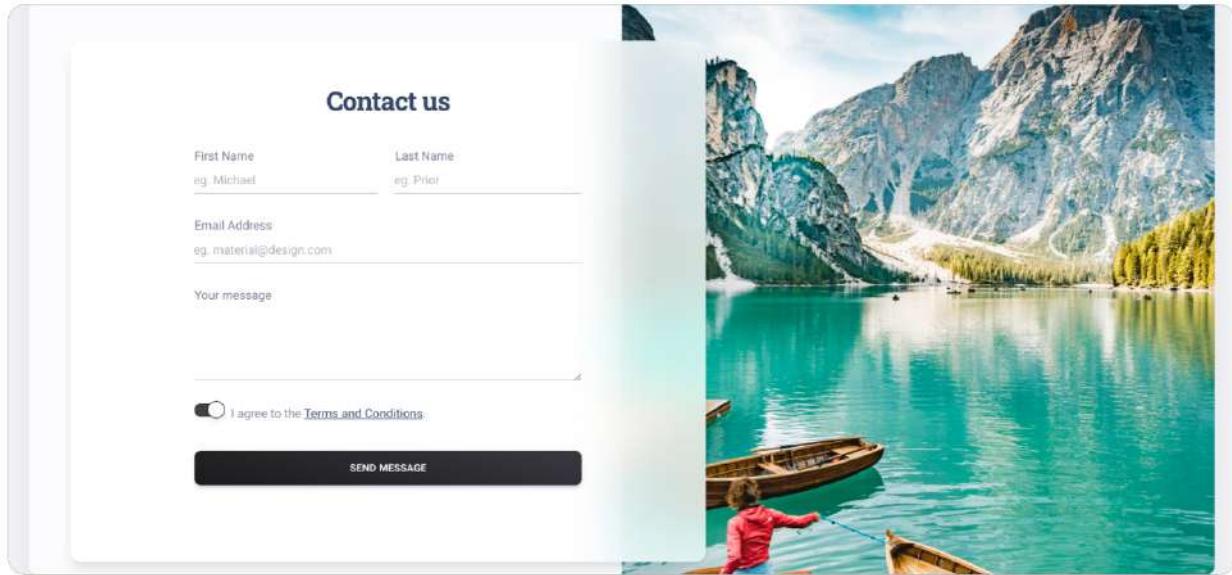
How much time does it take to receive the order? +

Can I resell the products? +

Where do I find the shipping details? +

In this section, you can add the most common questions to clarify certain misunderstandings in advance.

5. Contact Us



If the client has a specific question, offer him or her the possibility to contact the company by completing a Contact Us form.

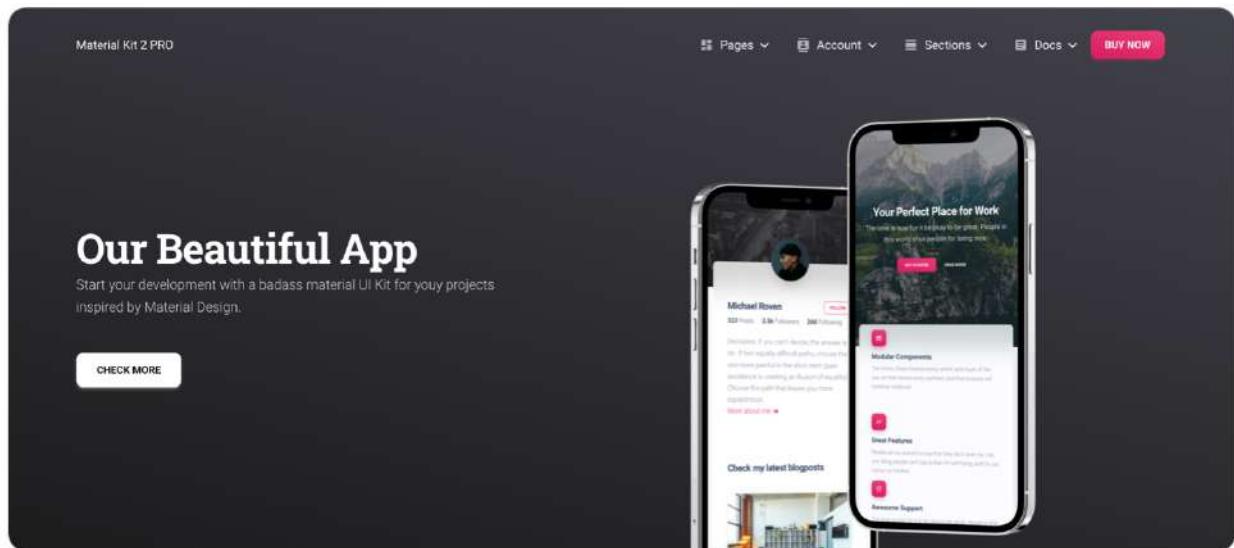
6. Footer



The last section is the footer, which contains the website links and the copyright.

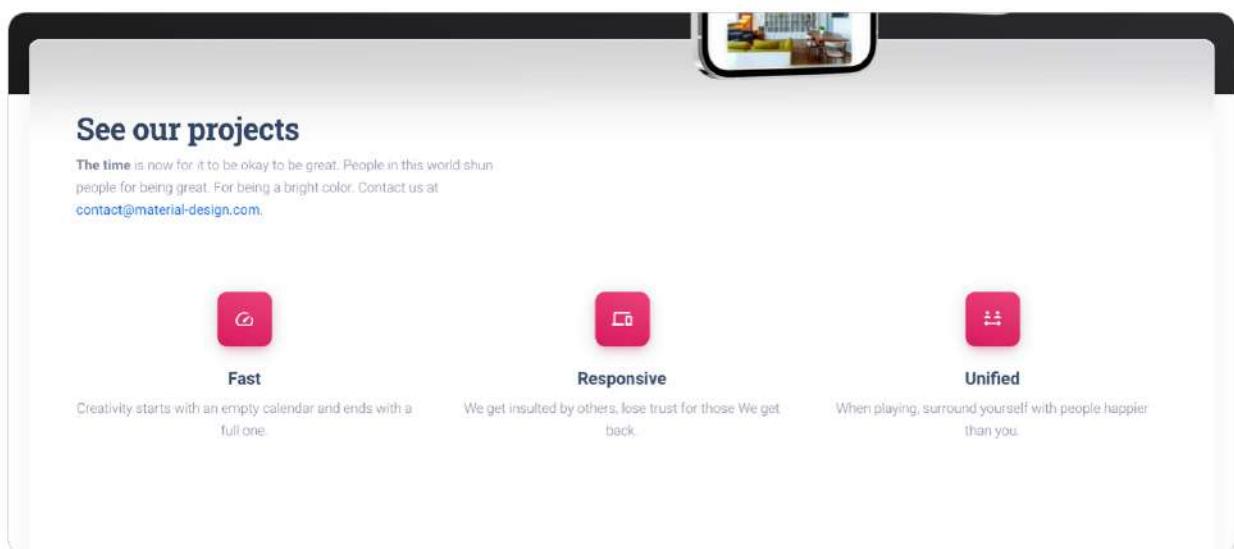
6. Application Page

1. Header



Use a mockup to present the application as accurately as possible.

2. Features



Shows the application, such as the features and options included.

3. Integrations

The screenshot shows a landing page with a header 'Get your own app'. Below it is a sub-header: 'The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue whatever.' A 'CONTACT US' button is in the top right corner. The page lists six integration categories with icons:

- Payment vendor** (Icon: Credit card)
- Organize your team** (Icon: Google Sheets)
- E-commerce** (Icon: Amazon logo)
- Digital Product Design** (Icon: Basketball)
- Better Communication** (Icon: Video camera)
- Logo design** (Icon: Twitter logo)

Each category has a brief description below it.

If the application has integrations with other platforms, this section informs the user which other products that have been integrated, so that they may achieve certain functionality in the application.

4. Pricing

In the pricing section, the client can find several variants. Highlight the

The screenshot shows a pricing page with a red background. At the top center is a 'PRICING' button and the text 'See our pricing'. Below it is a note: 'You have Free Unlimited Updates and Premium Support on each package.' Three pricing plans are displayed in white boxes:

Starter	Pro	Premium
\$199	\$299	\$399
<ul style="list-style-type: none">✓ Complete documentation✓ Working materials in Sketch✓ 500MB cloud storage✓ Lite support	<ul style="list-style-type: none">✓ Complete documentation✓ Working materials in Sketch✓ 100GB cloud storage✓ 500 team members✓ Premium support	<ul style="list-style-type: none">✓ Complete documentation✓ Working materials in Sketch✓ 2GB cloud storage✓ Premium support
BUY NOW	TRY PRO →	BUY NOW

benefits of each pricing plan so that the user can choose what suits him.

5. Testimonials

Think about us

That's the main thing people are controlled by! Thoughts- their perception of themselves!

Mathew Glock
Posted on 28 February
"If you have the opportunity to play this game of life you need to appreciate every moment."
★★★★★

Mathew Glock
Posted on 28 February
"If you have the opportunity to play this game of life you need to appreciate every moment."
★★★★★

Mathew Glock
Posted on 28 February
"If you have the opportunity to play this game of life you need to appreciate every moment."
★★★★★

[Apple](#) [facebook](#) [Behance](#) [Spotify](#) [coinbase](#) [Pinterest](#)

Also, you should add feedback from existing customers.

6. Footer

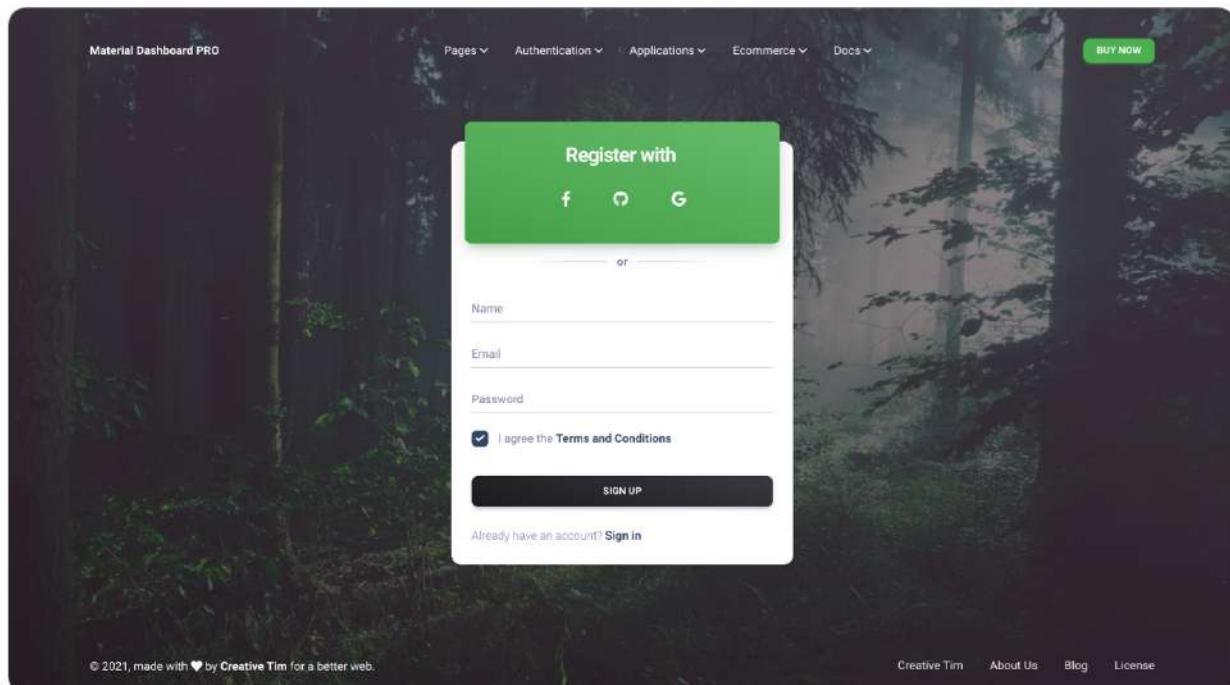
The last section is the footer, which contains the website links and the copyright.

[Material Kit 2 PRO](#)

Company	Resources	Help & Support	Legal
About Us	Illustrations	Contact Us	Terms & Conditions
Freebies	Bits & Snippets	Knowledge Center	Privacy Policy
Premium Tools	Affiliate Program	Custom Development	Licenses (EULA)
Blog		Sponsorships	

All rights reserved. Copyright © 2021 Material Kit by Creative Tim.

7. Sign Up Page



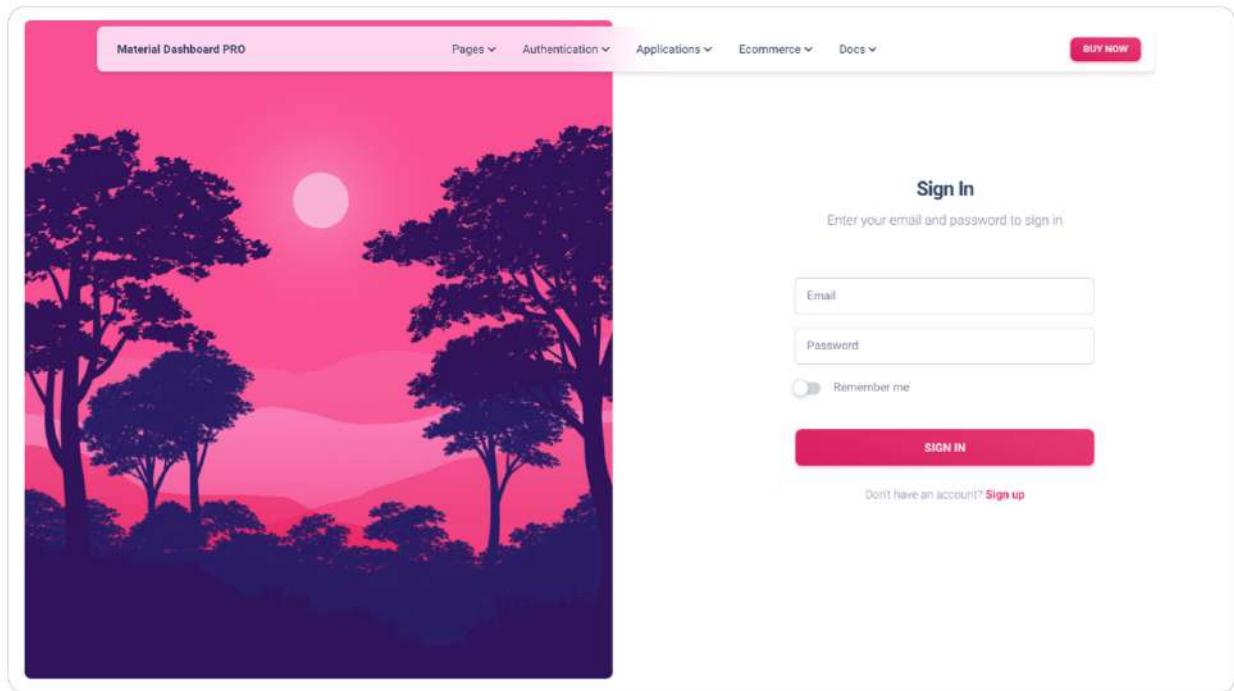
The user has two ways to access the Sign-Up page:

1. The first way is to have the user register through other accounts such as Facebook, Google, GitHub, or others.
2. The second way is the classic one, in which the user will fill in the form with name, email, and password.

Because the user's personal data will be processed, do not forget to present the Terms and Conditions with which he must agree by checking a checkbox.

Also, if the user already has an account, provide a link for redirection to the Sign In Page.

8. Sign In Page



The Sign In page appears to the user when he already has an account created on the website or application. Therefore, it is essential to have a form to log in again, such as an email address and password.

Also, for a positive user experience, you could offer the user the possibility to save his credentials through a checkbox or a toggle with a “Remember Me” function.

The user can reach this page without already having an account, so a link to redirect him to the Sign-Up page is helpful.

9. Policy Page

The screenshot shows a website interface for 'Material Kit 2 PRO'. At the top, there's a navigation bar with 'Pages', 'Account', 'Sections', 'Docs', and a 'BUY NOW' button. On the left, a sidebar contains links to 'General Terms', 'Cookies', 'License', 'Hyperlinking', 'iFrames', 'Liability', and 'Disclaimer'. The main content area has a red header bar with the title 'Terms & Conditions' and a note 'Last modified: Aug 27, 2021'. Below the header, there's a 'Welcome to Creative Tim!' message, followed by text about accepting terms and conditions, and a detailed legal notice. A 'Cookies' section is also present.

Policy Pages or Terms and Conditions Pages usually contain a lot of information. Therefore, the text should be written simply and understandably, so that it is easy for the user to read.

You can also integrate a menu with titles of essential parts of the page such as “Cookies,” “License,” or others. For more straightforward navigation, you can create a dynamic menu.

For example, the user can click on a title from the menu, and his page scrolls to the section that interests the user. It also highlights in the menu the title corresponding to the section that the user reads. You can accomplish this by using anchor links in your titles.

Real-Life Applications

The following organizations may link to our Website without prior written approval:

- Government agencies;
- Search engines;
- News organizations;
- Online directory distributors may link to our Website in the same manner as they hyperlink to the Websites of other listed businesses; and
- System wide Accredited Businesses except soliciting non-profit organizations, charity shopping malls, and charity fundraising groups which may not hyperlink to our Web site.

These organizations may link to our home page, to publications or to other Website information so long as the link: (a) is not in any way deceptive; (b) does not falsely imply sponsorship, endorsement or approval of the linking party and its products and/or services; and (c) fits within the context of the linking party's site.

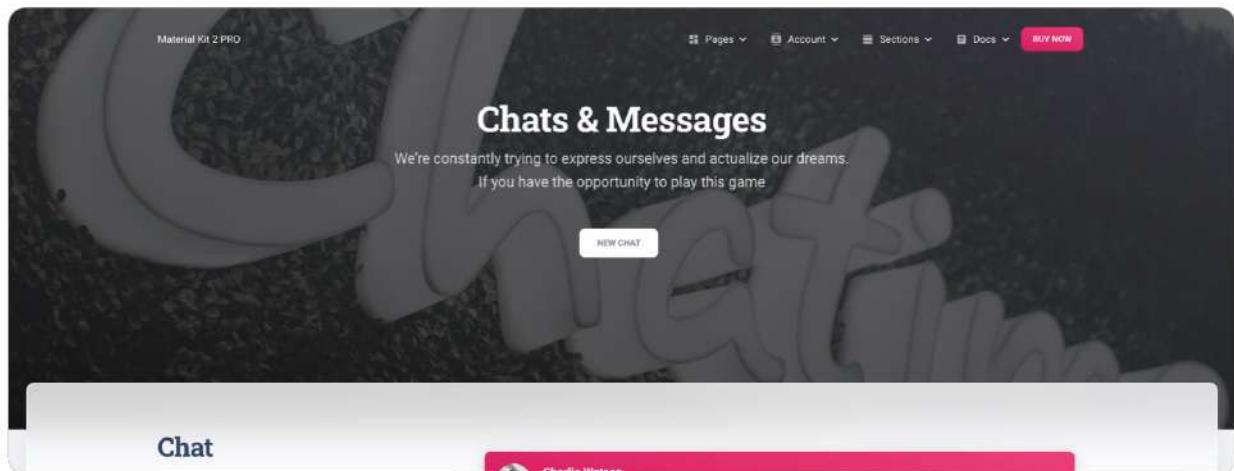
We may consider and approve other link requests from the following types of organizations:

- commonly-known consumer and/or business information sources;
- dot.com community sites;
- associations or other groups representing charities;
- online directory distributors;
- internet portals;
- accounting, law and consulting firms; and
- educational institutions and trade associations.

We will approve link requests from these organizations if we decide that: (a) the link would not make us look unfavorably to ourselves or to our accredited businesses; (b) the organization does not have any negative records with us; (c) the benefit to us from the visibility of the hyperlink compensates the absence of Creative Tirm; and (d) the link is in the context of

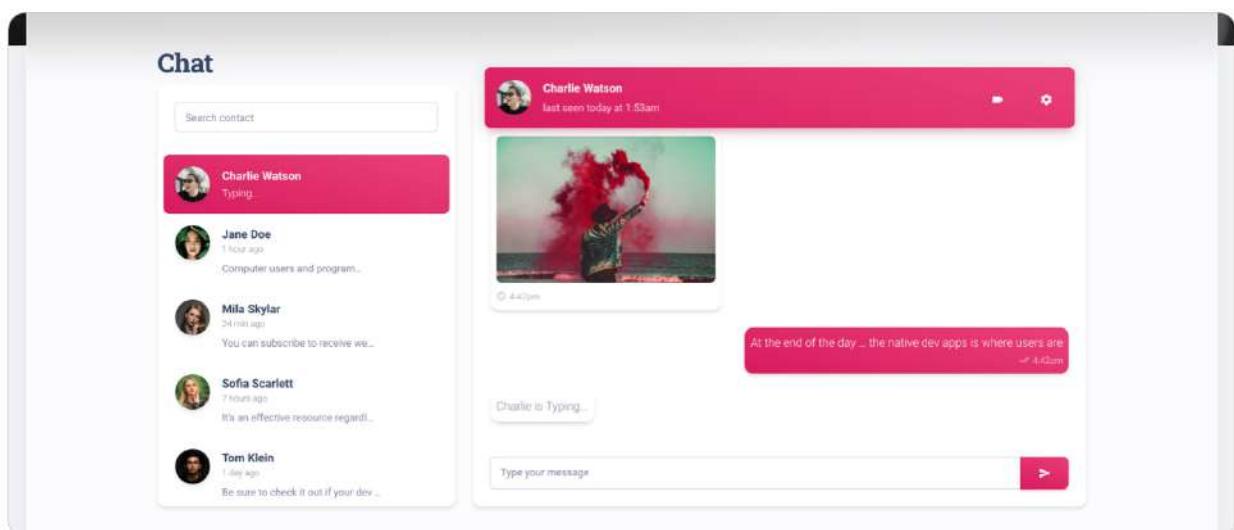
10. Chats & Messages Page

Header



Choose a suitable image for the background. For this section, the button that sends the user to messages and chat window is essential.

Chat Window



In the window chat section, display message history as well as live conversations. For a positive user experience, you can create a search that allows him to search for people or specific messages by keywords.

Footer



The last section is the footer, which contains the website links and the copyright.

11. Categories Page

Header

Discover Stories

A Place for Entrepreneurs to Share

Wealth creation is an evolutionarily recent positive-sum game. Status is an old zero-sum game. Those attacking wealth creation are often just seeking status.

Netflix's 'Shuffle Play' feature
The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue whatever.

[More about us →](#)

Landbot closes \$8M Series
The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue whatever.

[More about us →](#)

Brave web browser
The Arctic Ocean freezes every winter and much of the sea-ice then thaws every summer, and that process will continue whatever.

[More about us →](#)

Integrating the carousel into the header becomes dynamic and can display more content than a static header. Present the main categories and avoid using text sections that are too long. The slide is active, and it will change in a few seconds, so add text that the user can read in that timeframe.

Content 1



Rover raised to \$65 million

Finding temporary housing for your dog should be as easy as renting an Airbnb. That's the idea behind Rover, which raised \$65 million to expand its pet sitting Read More

 Katie Roof

Newsletter

Get access to subscriber exclusive deals and be the first who gets informed about fresh sales.

Subscribe



MateLabs mixes machine learning

If you've ever wanted to train a machine learning model and integrate it with IFTTT, a new offering from MateLabs. MateVerse, a platform where novices can spin out machine. Read More

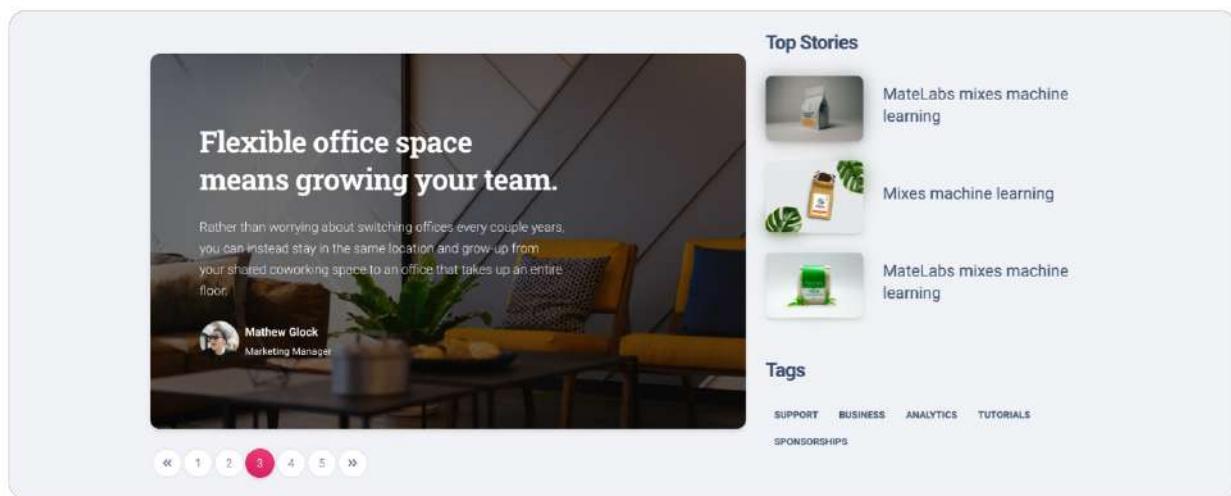
 John Mahnes

Activity

- Top 50 Tips for Creative Tim** Mar 08, 2020
- Best ways to avoid the Burnout** Aug 11, 2020
- Fascinating tactics to help your Business** Jan 07, 2021

For the first content section, you can add articles with images, text preview, and author. Then, in this section, allow the user to subscribe by completing a short subscription form. Also, providing a history with activities on the website can be helpful for the user.

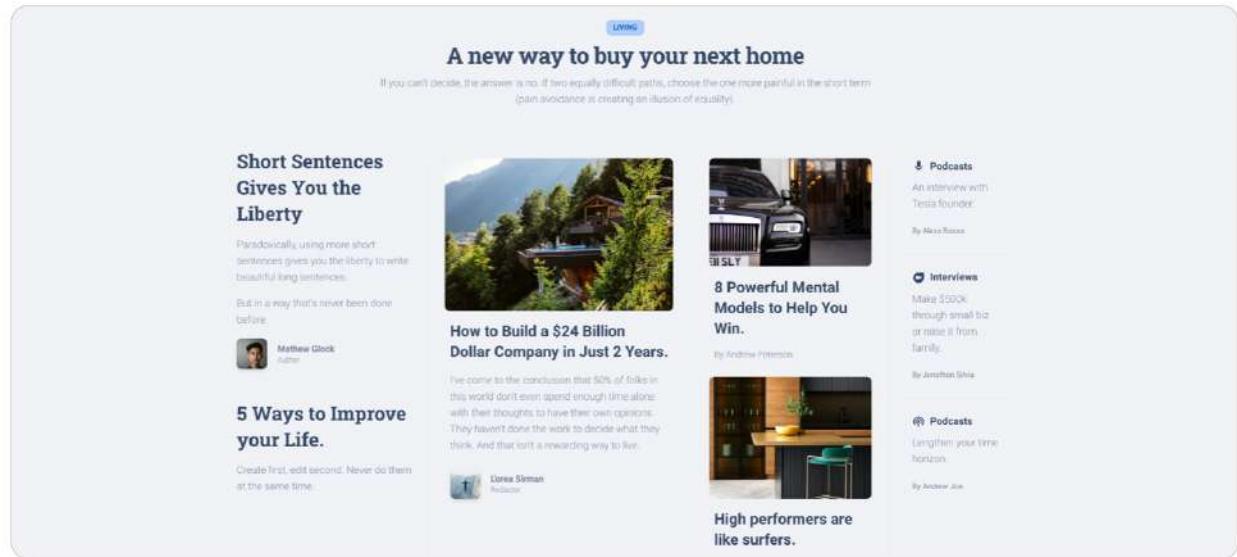
Content 2



For the second content section, you can present the thumbnails of the categories with titles on them. To not overload the website page, pagination is a way to use the space efficiently, and speed up the site. This way the user has the choice to display more information in a category that particularly interests them.

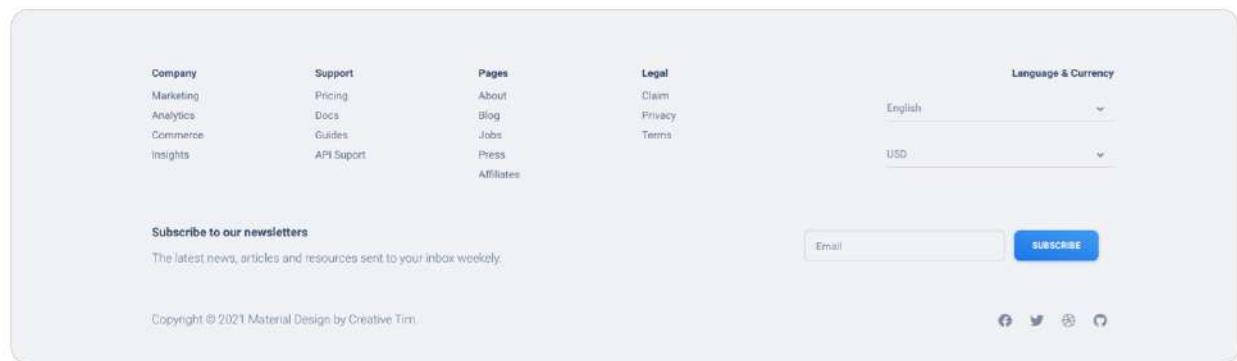
Also, for better navigation, allowing the user to filter the content by certain tags and categories can be helpful too.

Content 3



For the third content section, you can present the categories in columns like a newspaper style. It is a more specific style that allows the display of a greater volume of content. That said, make sure there is consistency in the size of the text and images.

Footer

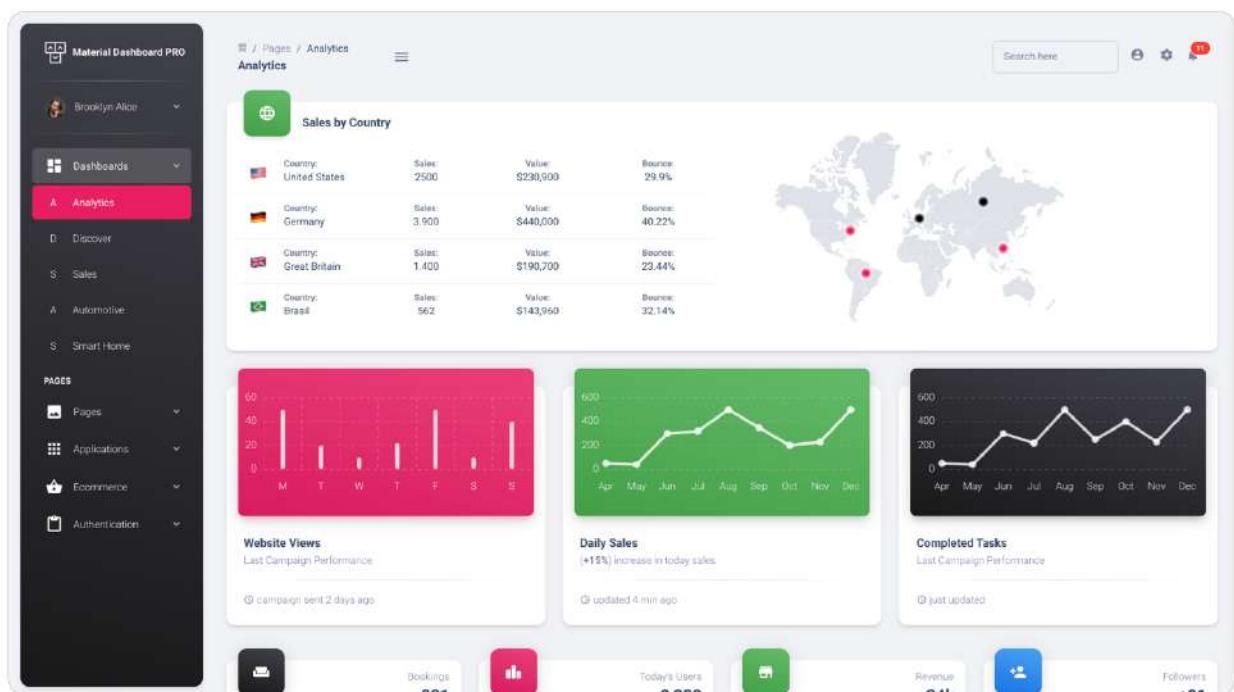


The last section is the footer, which contains the website links, the option to change language, and perhaps monetization, in the form of ads. You can also integrate a subscription form, and last but not least, don't forget the copyright information we discussed earlier.

Dashboard

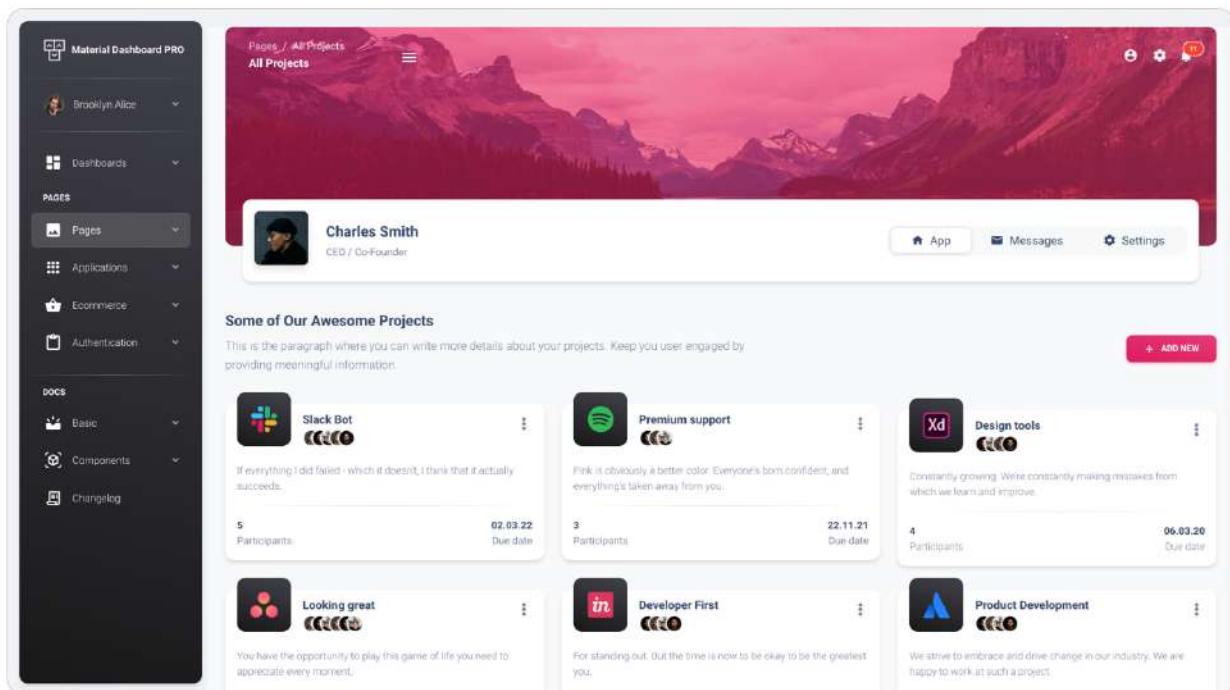
12. Admin Templates

a. Analytics



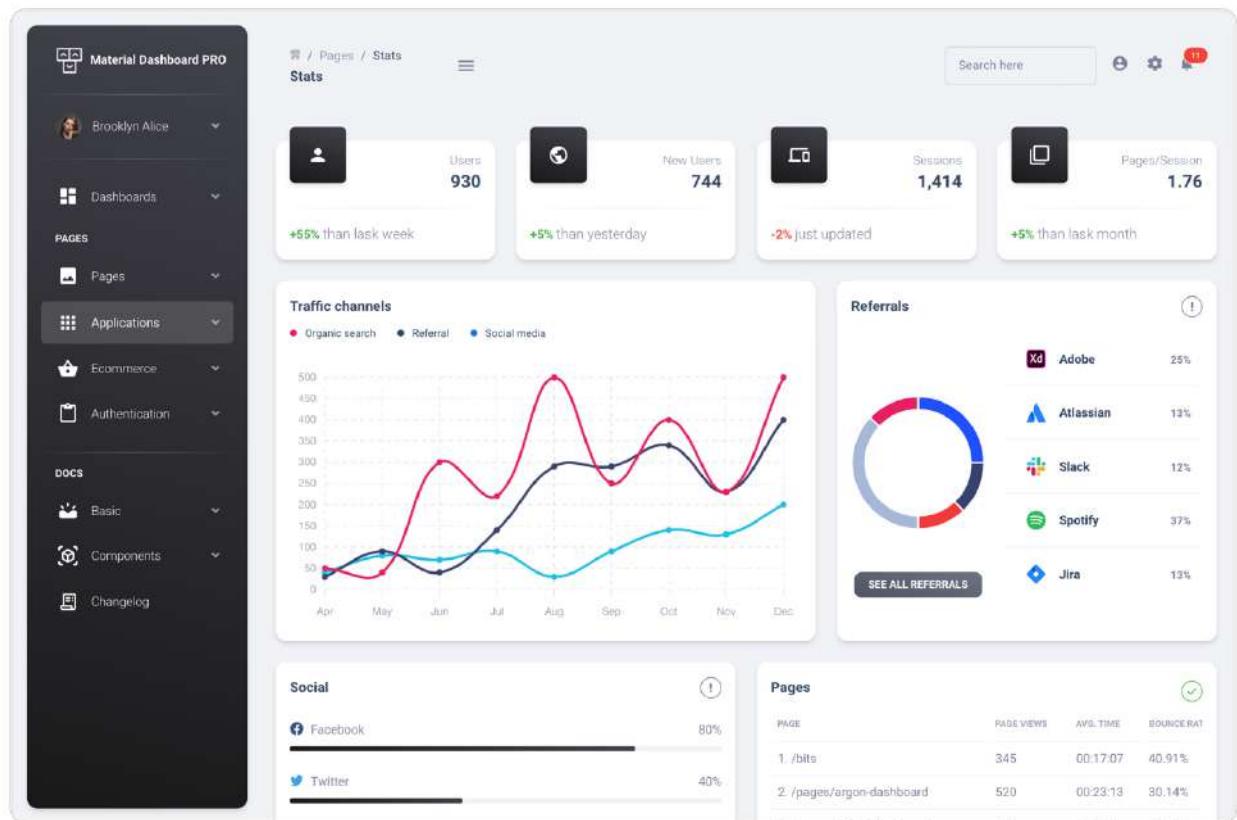
For an analytics dashboard, the presence of charts is essential. They show the most precise information about sales, customers, stocks, and more. Also, the tables can help the user to track a great deal of data more efficiently.

b. Projects



The coordination of projects and teams is based on a transparent organization. In this dashboard, each card represents a project with the assigned team. Details about the deadline and project's progress contribute to more efficient management.

c. Stats



Stats are pretty similar to analytics. However, depending on the domain, the content of the cards differs. The most useful elements are widgets and charts. Usually, stats are used to present reports, so you should allow the user to export the content to another format, such as Excel or PDF.

d. Edit Product

The screenshot displays the 'Edit Product' page of the Material Dashboard PRO. The left sidebar includes links for 'Pages', 'Applications', 'E-commerce' (which is currently selected), 'Authentication', 'Docs', 'Components', and 'Changelog'. The main content area features a 'Product Image' of a brown leather sofa. To the right of the image is a 'Product Information' card with fields for Name, Weight, Collection, Price, Quantity, Category (set to Furniture), and a detailed description of a long-sleeved black denim jacket. Below this is a 'Socials' section with fields for Shopify Handle, Facebook Account, and Instagram Account. At the bottom is a 'Pricing' section with fields for Price, Currency (USD), and Tags (In Stock, Out of Stock).

Most of the time, a product that appears on a website is edited from an internal dashboard. This dashboard shows cards to set product information such as images, links, prices, and more.

PART VI

Great Website Designs

1. apple.com

Apple Inc. is an American multinational technology company specializing in consumer electronics, computer software, and online services. Apple was founded in 1976, and since then, its website design has changed.

a. Website Evolution

1996



2004

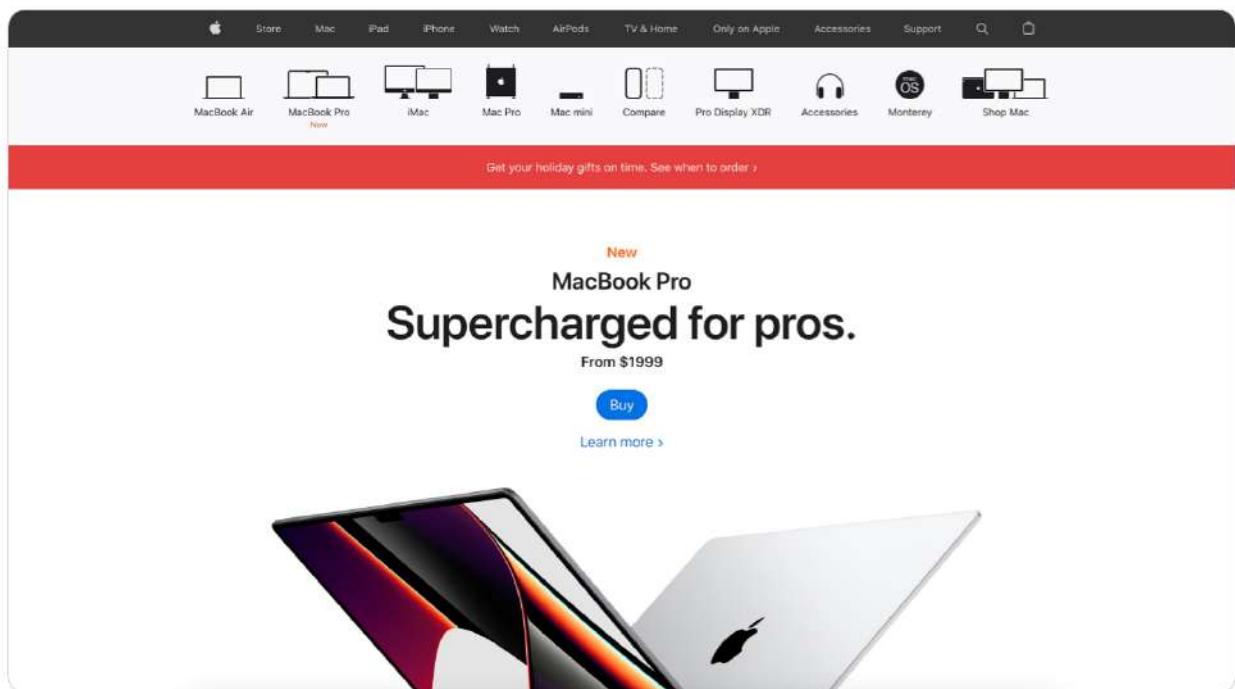


Great Website Designs

2010



2021

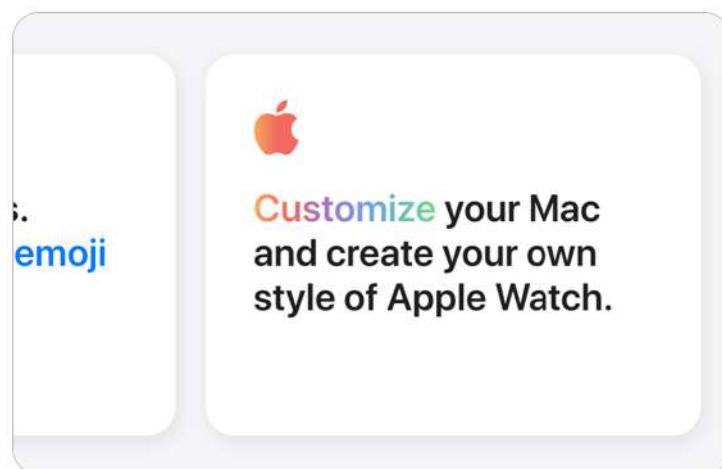


b. Design

Let's look at the design of today's website (2021).

Gradients and Rounded Corners

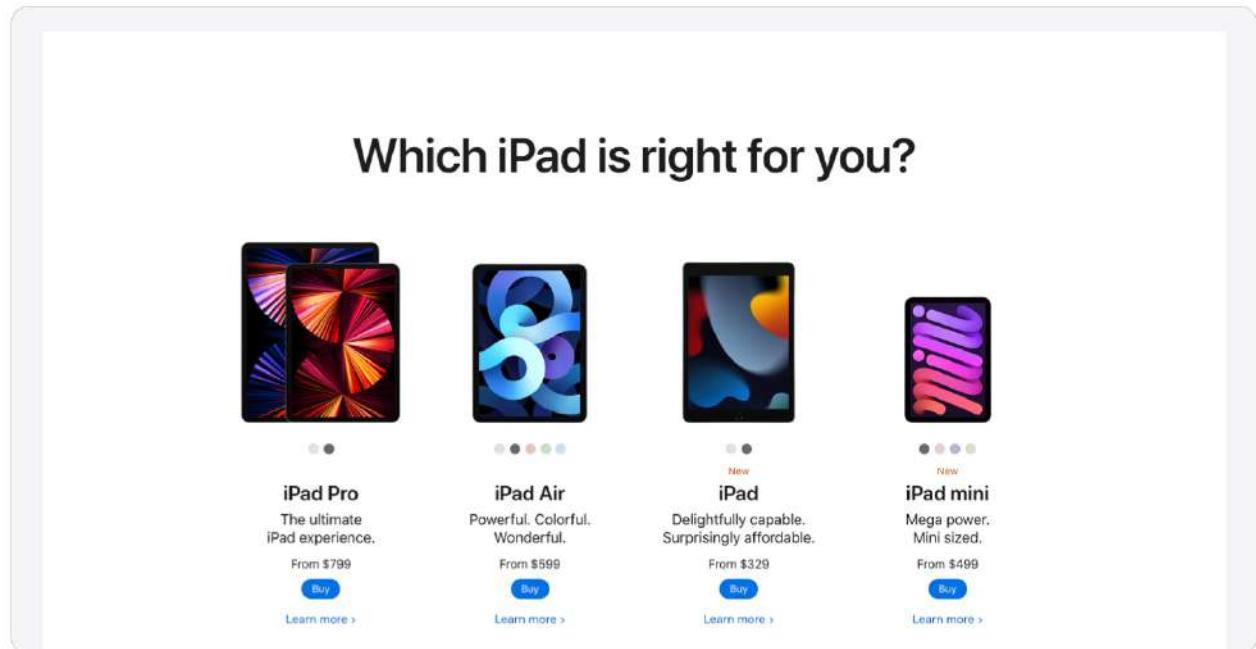
In principle, their design is simple, minimalist with a focus on products. They avoid square corners, and the shadows of the cards are very smooth.



In 2021 gradients were a trending design style, and you can see their integration on texts and buttons.

White Space

They have a diverse range of products, so the focus on them is essential. The background is simple, and the white space helps to shape the area of each product.



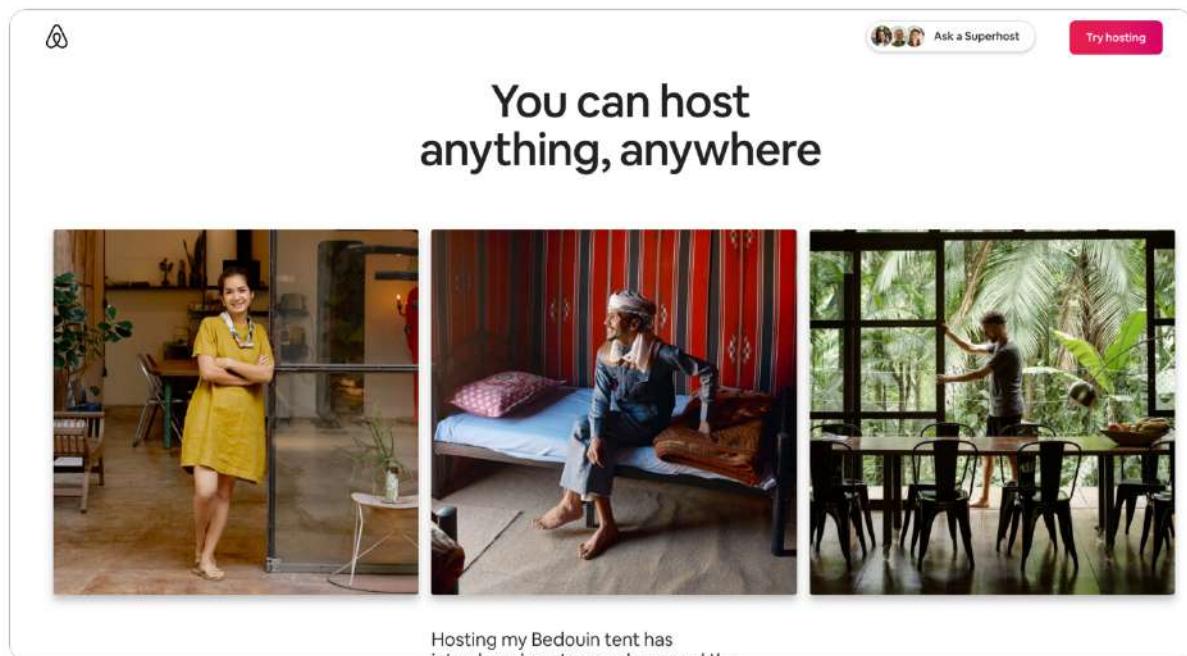
Glassmorphism

The glassmorphism is another web design style trend for 2021, and the stylization of the navbar in this way looks special.



2. airbnb.com

Airbnb, Inc. (original name - AirBedandBreakfast.com) is an American company that operates an online marketplace for lodging, primarily homestays for vacation rentals, and tourism activities. The company was founded in 2008.



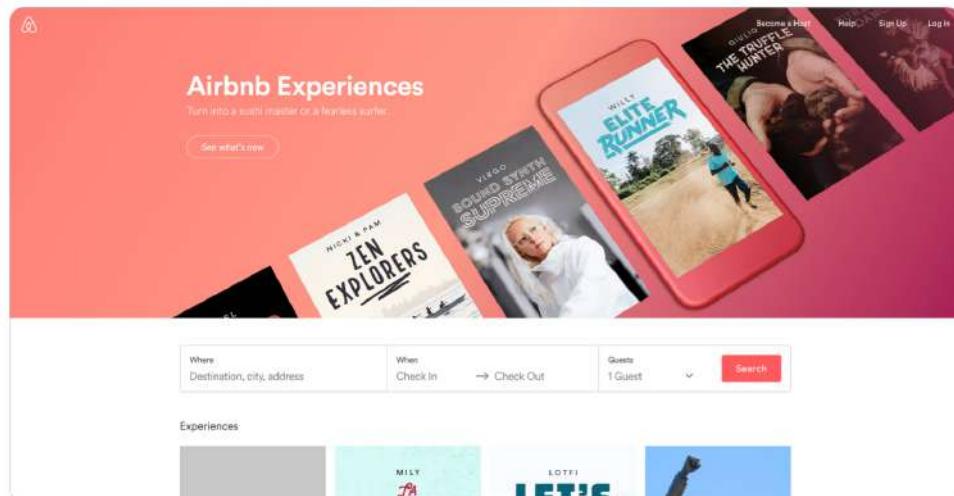
a. Website Evolution

2009

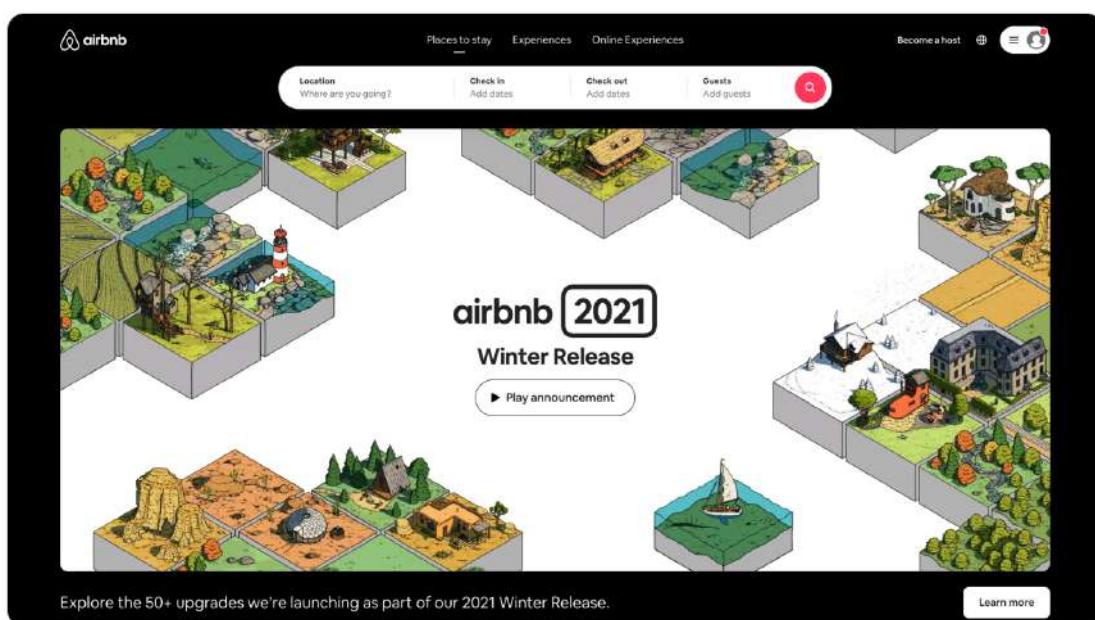
The screenshot shows the Airbnb homepage in 2009. At the top, there are "Sign Up" and "Sign In" buttons, and a "Post a room" button. The main heading is "Find a place to stay." Below it, a subtext says "Rent nightly from real people in 753 cities in 72 countries." There are search fields for "Where are you going?" and "Search", and dropdown menus for "Check in" (mm/dd/yyyy), "Check out" (mm/dd/yyyy), and "Guests" (1). To the right, there's a large image of a house with a wooden fence, labeled "Bungalow" - Los Angeles, CA, \$200/night, 1 Review. At the bottom, there are cards for "Frances & Greg, Los Angeles Recently reviewed", "Washington DC From \$10/night", "Paris, France Rooms from \$20/night", and "San Francisco, CA Rooms from \$20/night".

Great Website Designs

2016



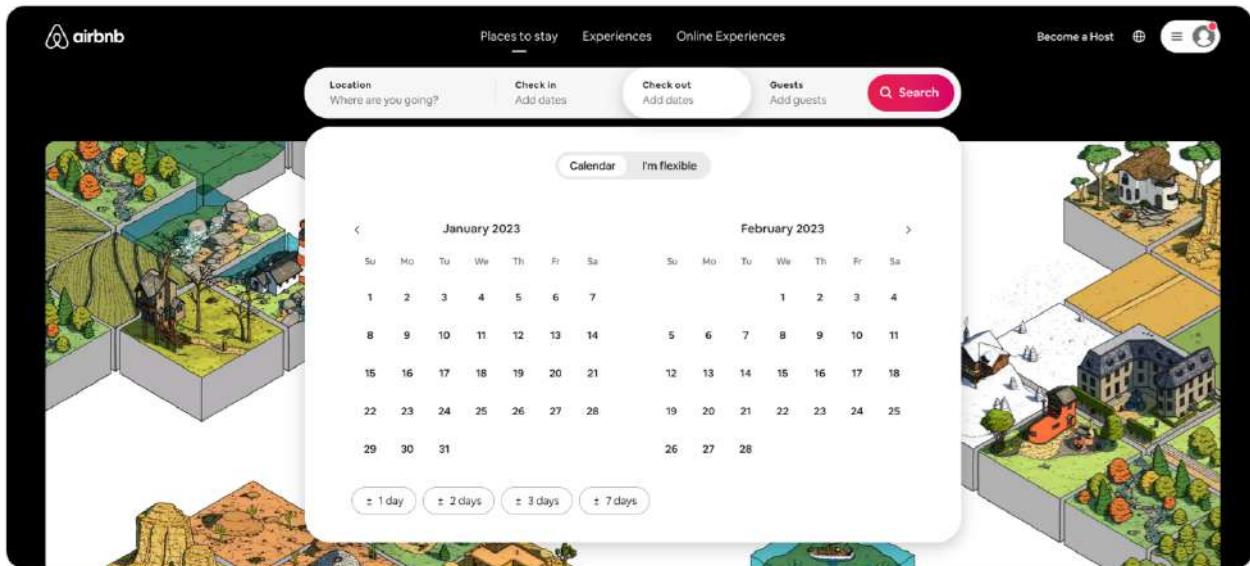
2021



b. Design

Let's look at the design of today's website (2021).

Complex Search



They have a complex search with many options and filters for a great user experience. They also avoid square corners.

Focus on Images

The images have a high resolution and the shadows are very smooth. The big typography is also a trend that makes the design clean and minimalist.

3. about.instagram.com

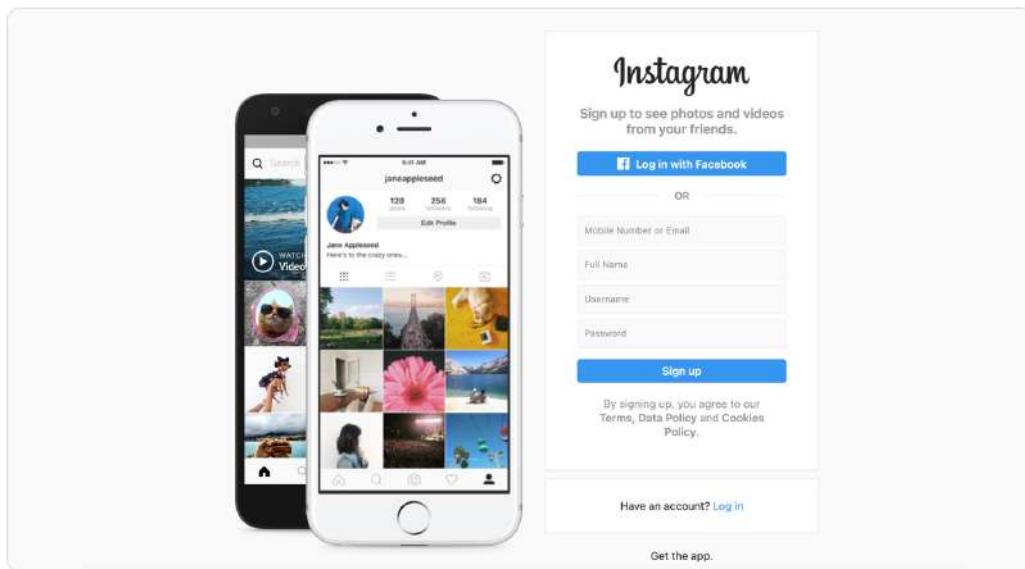
Instagram is an American photo and video sharing social networking service founded in 2010.

a. Website Evolution

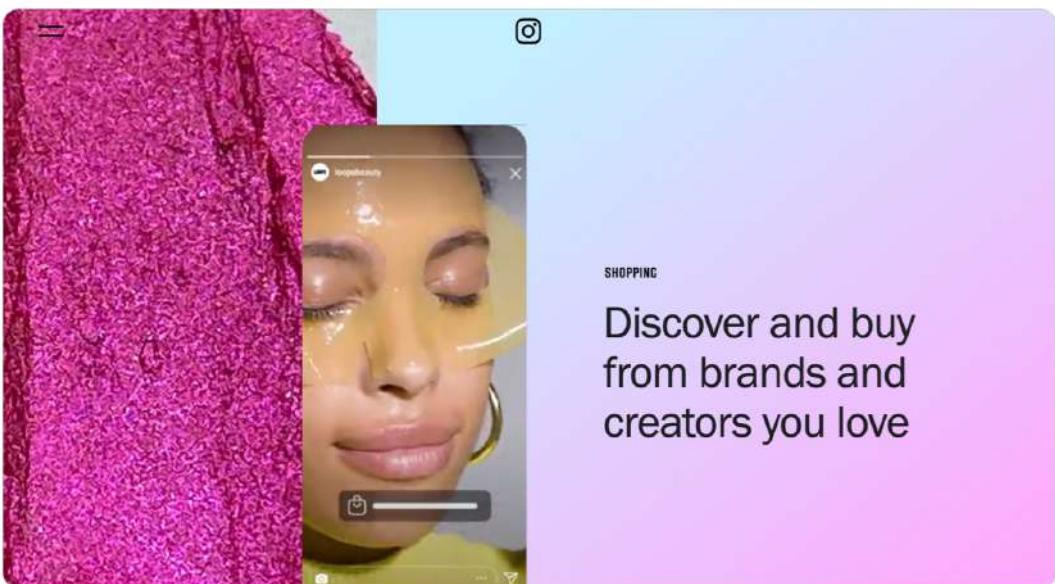
2011



2018



2021



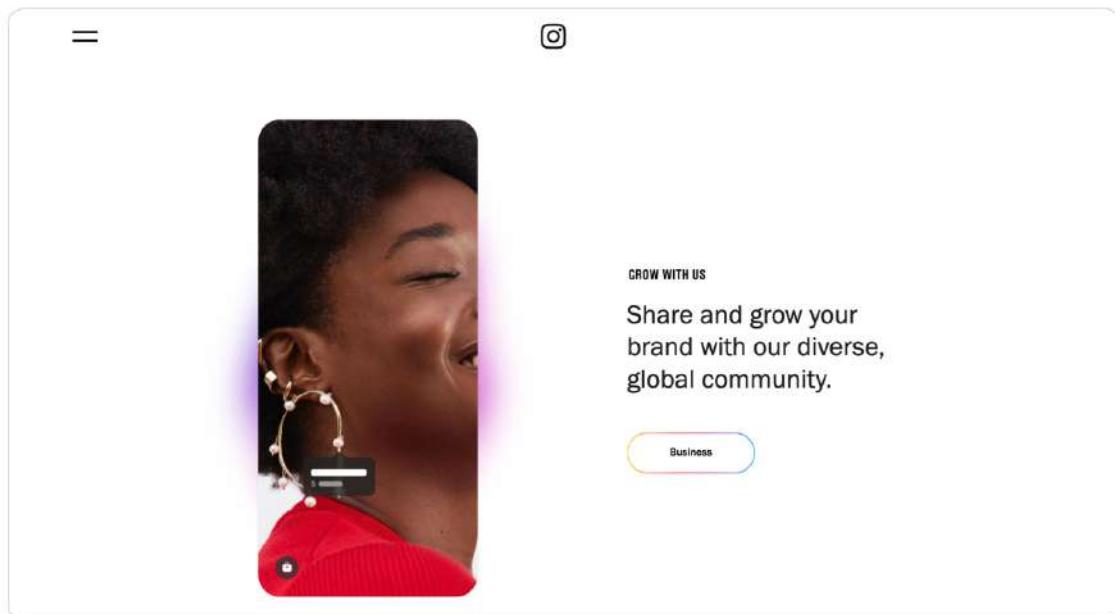
b. Design

Let's look at the design of today's website (2021).

Typography with Gradient

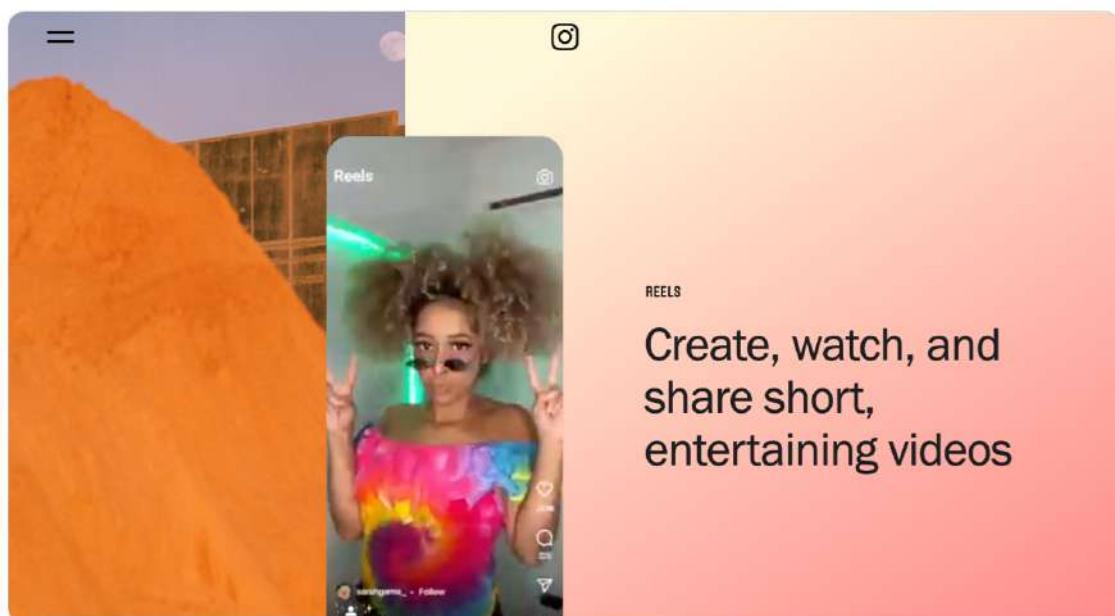
all articles about [all topics](#)' is displayed. There are three main content blocks: 1) A yellow block featuring the 'BLACK DESIGN VISIONARIES' logo. 2) A light blue block with a large Instagram logo. 3) Another light blue block with a large Instagram logo. At the bottom, there are three footer sections: 'Instagram Announces' (with hashtags #DESIGN, #ANNOUNCEMENTS), 'Instagram Celebrates' (with hashtags #CREATORS, #DESIGN, #ANNOUNCEMENTS), and 'Where'd You Get That?' (with hashtags #CREATORS, #ANNOUNCEMENTS)."/>

Colored Shadows



The colored shadows create a unique effect when the section does not contain many elements, as in this case.

Gradients on Background



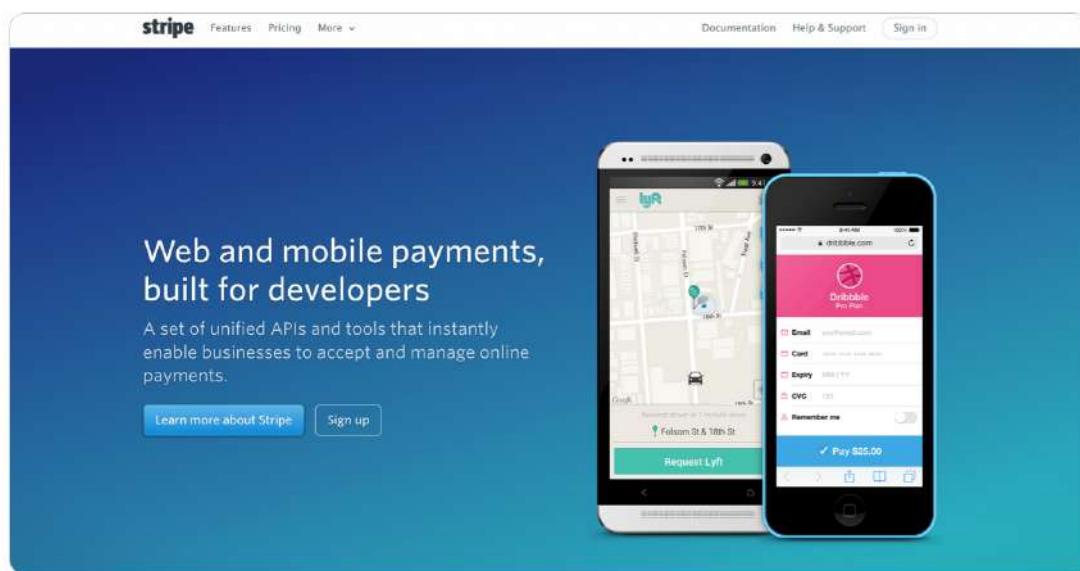
Also, the gradients used as a background make the design simple and catchy.

4. stripe.com

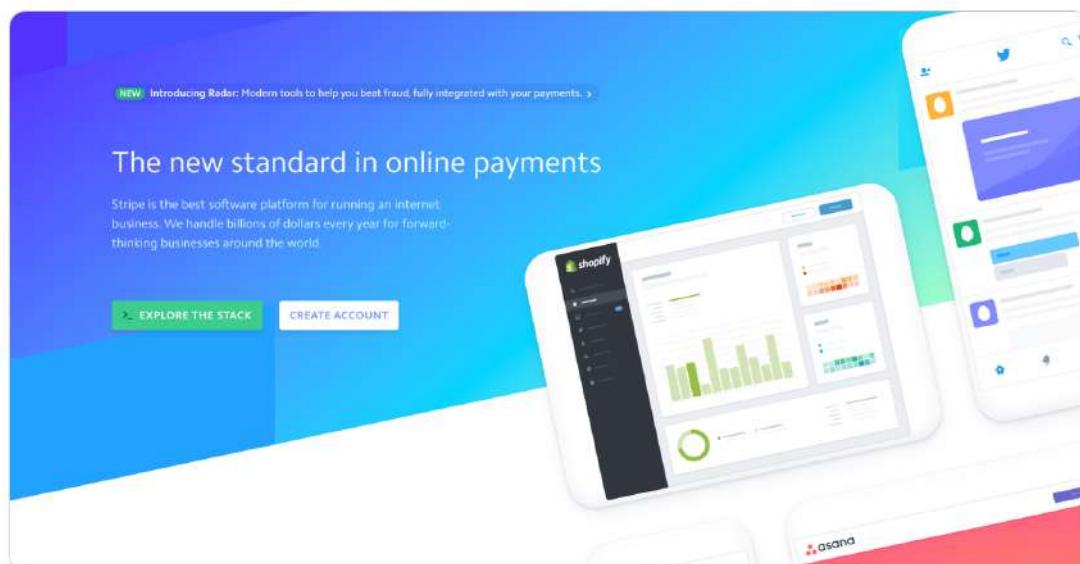
Stripe is an Irish-American financial services and software as a service (SaaS) company founded in 2009.

a. Website Evolution

2014



2018



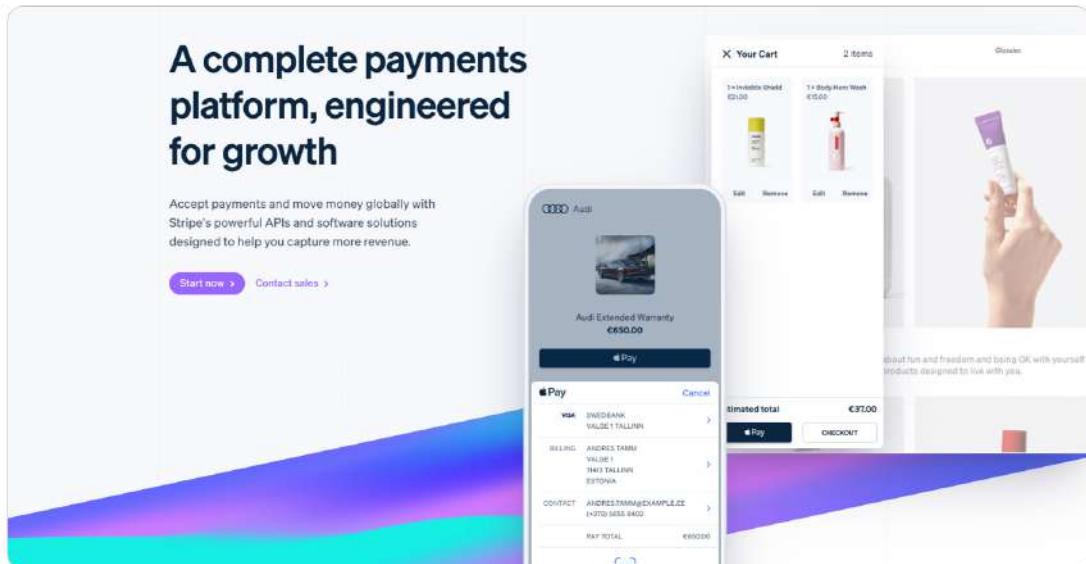
2021



b. Design

Let's look at the design of today's website (2021).

Animations



They have a dynamic gradients palette for a unique effect.

Glassmorphism

The screenshot shows a web page for Stripe Identity. At the top, there's a dark header with the Stripe logo and navigation links. Below it, a large section has a white background with rounded corners. On the left side of this section, there's a dark sidebar containing code snippets. To the right of the sidebar, the main content area features a heading "The easiest way to verify identities" and a brief description of Stripe Identity's purpose. At the bottom of this section, there are two buttons: "Get notified >" and "Explore the docs >". The background of the main content area has a subtle gradient from purple to yellow. In the bottom right corner of the main content area, there's a small image of a driver's license with placeholder text and a photo of a person.

```
1 {
2   "id": "vr_pQtGcpMdQkQXhpCvEXDYishzQ",
3   "object": "identity_verification_report",
4   "created": 1620783320,
5   "livemode": true,
6   "document": {
7     "type": "driving_license",
8     "status": "unverified",
9     "error": {
10       "code": "document_expired",
11       "message": "The document is expired."
12     }
13   }
14 }
```

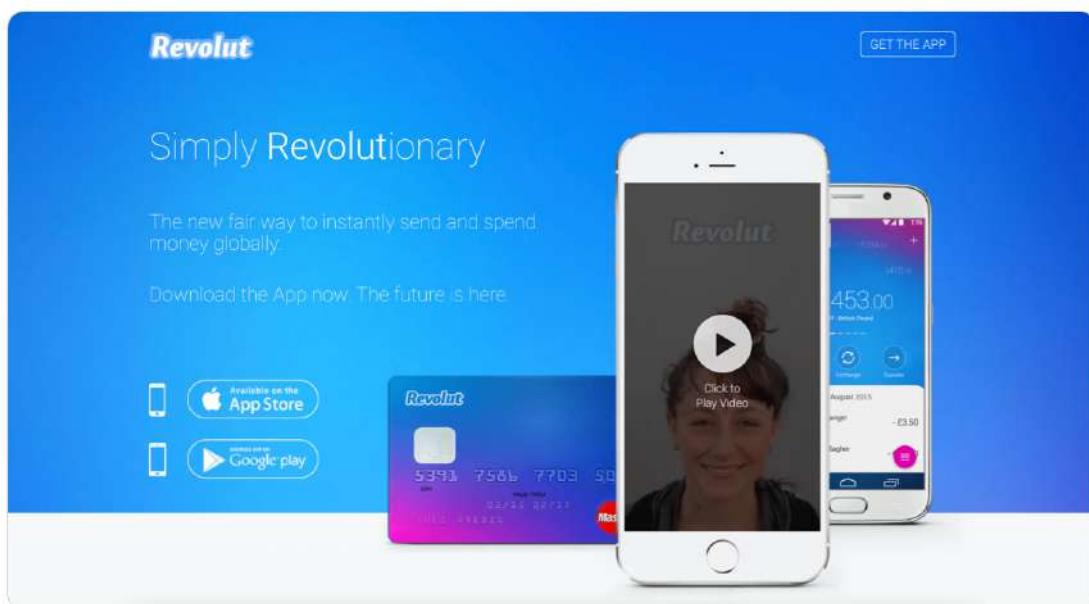
Also, in some sections, there are elements with glassmorphism.

5. revolut.com

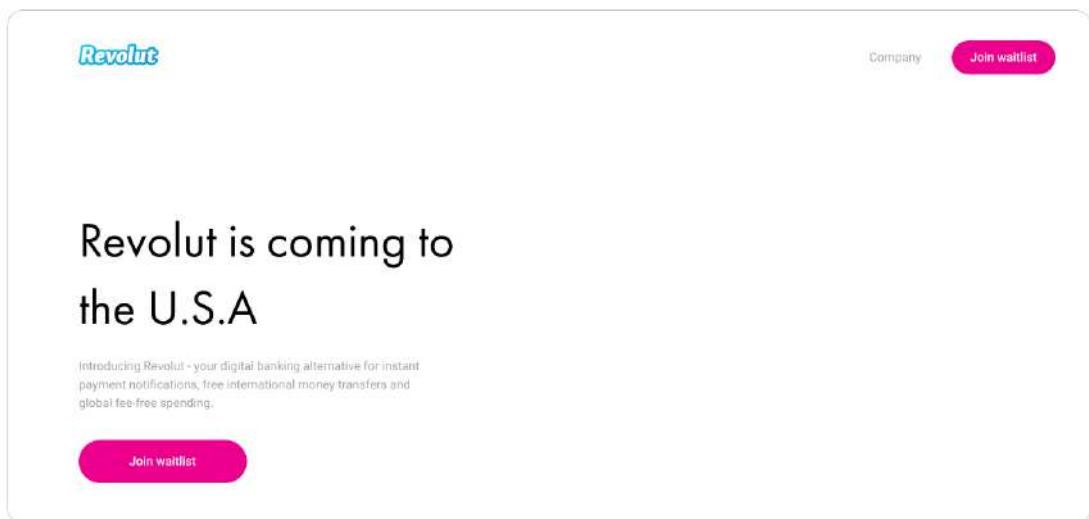
Revolut is a financial technology company that offers banking services, and was founded in 2015.

a. Website Evolution

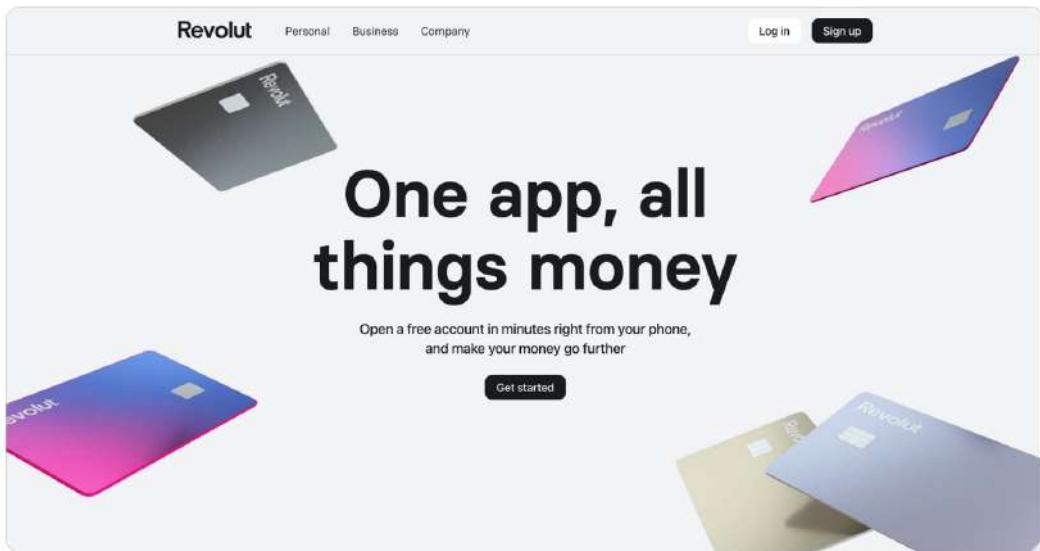
2016



2019



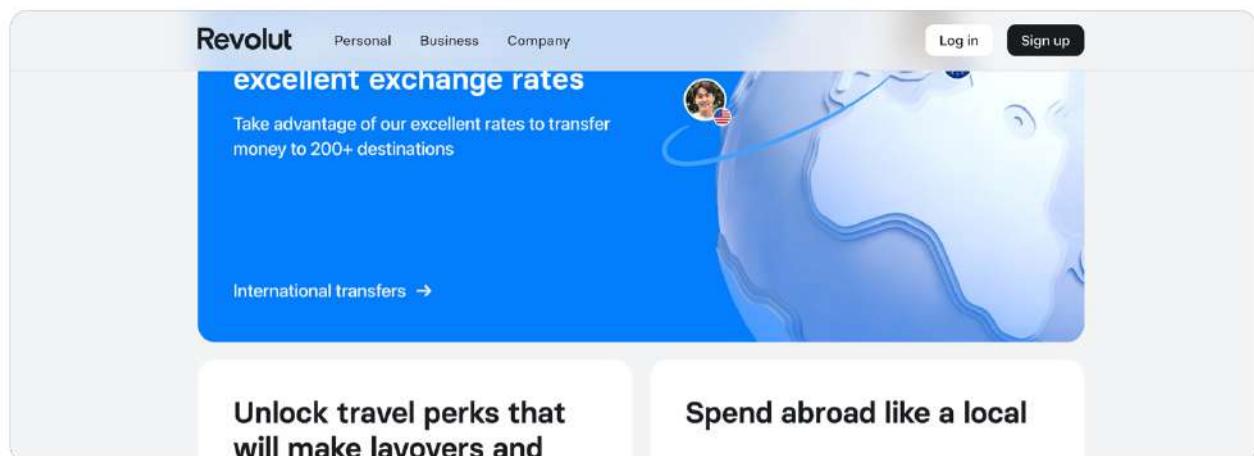
2021



b. Design

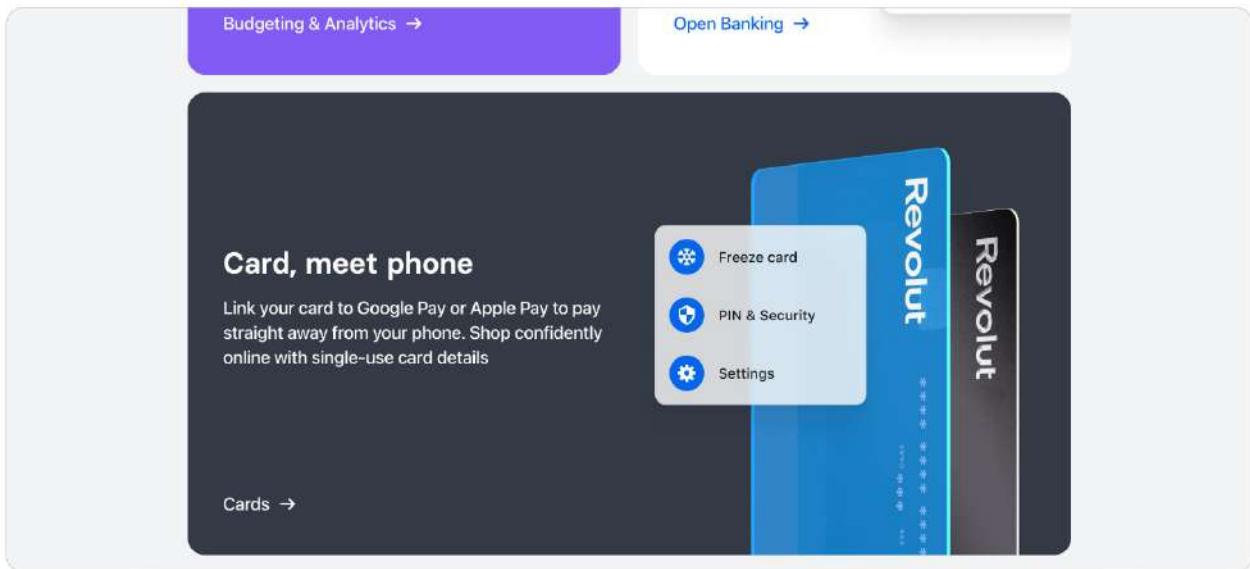
Let's look at the design of today's website (2021).

Glassmorphism



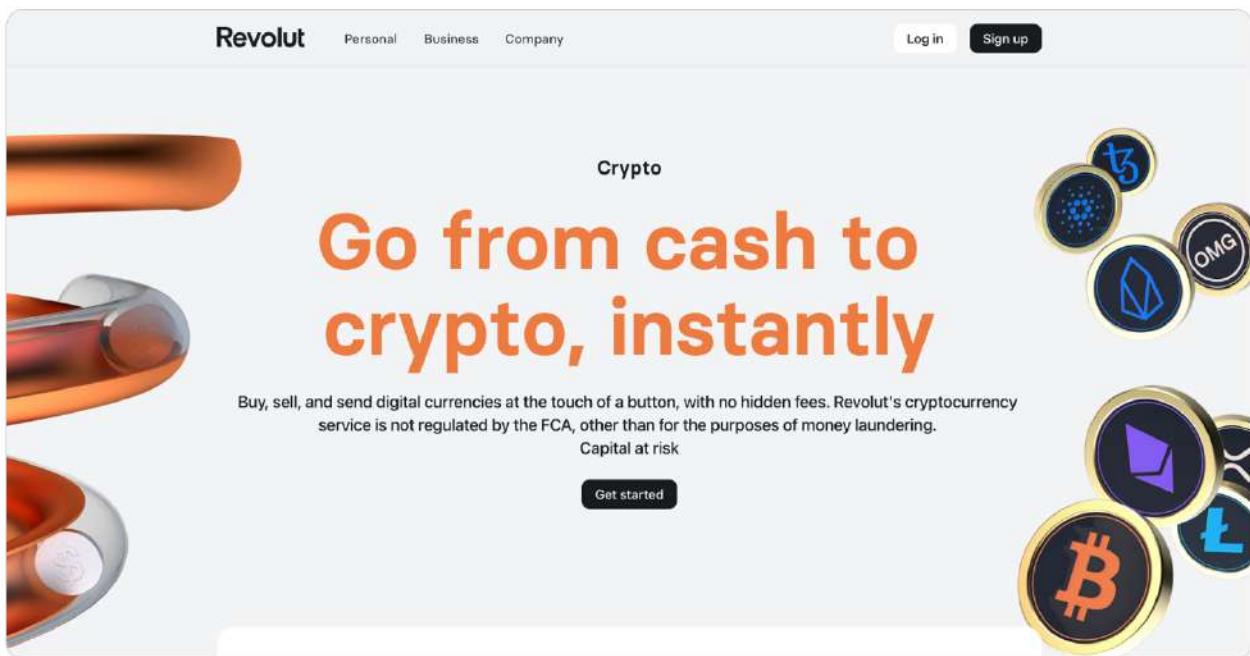
The navbar has the effect of glass.

Rounded Corners



The cards have rounded corners creating a pleasant effect.

3D Elements



The 3D elements are also a trend for 2021, and their use creates volume and a unique design.

PART VII

End Credits

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17. <https://en.wikipedia.org/wiki/Airbnb>
18. <https://en.wikipedia.org/wiki/Instagram>
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20. <https://en.wikipedia.org/wiki/Revolut>

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22. <https://about.google/>
23. <https://about.instagram.com/>
24. <https://material.io/design/environment/elevation.html>
25. <https://www.canva.com/colors/color-wheel/>
26. <https://iradesign.io/>

Icons 3D

<https://kukla-kit.wannathis.one/>

Texts:

<http://www.kanye-ipsum.com>

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