# ELEMENTS

**1** POINT: Small icons to guide the eye and create order.

**2** LINE: Use of lines to separate sections.

**3** TEXTURE (Physical): Images evokes a tactile experience of elements.

**4** PLANE: Flat plane as a background gives it a clean look.

**5** SHAPE: Use of a rectancgle to draw attention to the clickable button.

# PRINCIPLES

**1** MODULARITY: All components are part of a design system and are reused throughout the site..

**2** HIERARCHY: The users eyes are drawn first to the large image followed by the text on the left and finally rest on the CTA button "SHOP NOW".

**3** PROXIMITY: Menu items are grouped together as a block.

**4** CONSISTENCY: The cart (Your Bag) is in the upper right corner as expected..

**5** ACCESSIBILITY : Use of icons near the text labels provides an alternate way of conveying info.