**Good Design:**

<http://oliverrussell.com/> (beautiful color scheme)

<http://www.anderssonwise.com/projects/> (“good vibe”. Elegant, sophisticated)

mozy (backup tool)

<https://www.soluto.com/> (distinctive design. Monotone blue. Too whimsical.)

[www.stripe.com](http://www.stripe.com) (beautiful, clean

[www.Motifinvesting.com](http://www.Motifinvesting.com) (clean. Easy to read)

[www.evernote.com](http://www.evernote.com) (very clean look)

Keywords:

* Simple
* Clean/uncluttered
* Distinct

**Good UI:**

<https://www.fundraise.com/>

[http://origamilogic.com](http://origamilogic.com/)

[www.mint.com](http://www.mint.com)

<https://sumall.com/> (clean, minimalist design)

[www.zapier.com](http://www.zapier.com) (simple workflows)

keywords:

* Unconventional
* Unexpected (surprise & delight)
* Easy
* Intuitive/Simple
* Needs to be serious, but inviting, slightly unusual, delightful in unexpected ways

**My own favs:**

* Dashboards:
  + <http://www.netindex.com/value/> (easy to parse. Big. Color scheme a bit heavy. Too many gradients and layers.)
  + <http://webtrends.com/solutions/campaign-optimization>. Clean. Well organized. Navigation a bit cumbersome
  + <http://www.analysis-one.com/>. Clean, minimalist design and neutral color scheme. A little older feel to it. A bit too much data density. Doesn’t breath.
* Experience:
  + <https://www.mint.com/>
* Design:
  + [www.stripe.com](http://www.stripe.com) (clean, simple, beautiful)
  + <https://sumall.com/> (great use of white space. Relies primary on good layout. Clean, white design)
  + <http://oliverrussell.com/> (beautiful color palette)
  + -------------------
  + Box.net has always been a fav. It epitomized Web2.0 design aesthetic. It’s feeling dated today.
  + <https://www.fitocracy.com/> (more the mobile app than the website). Great neutral color scheme in the background with flairs of color in the foreground to grab attention where attention is needed.