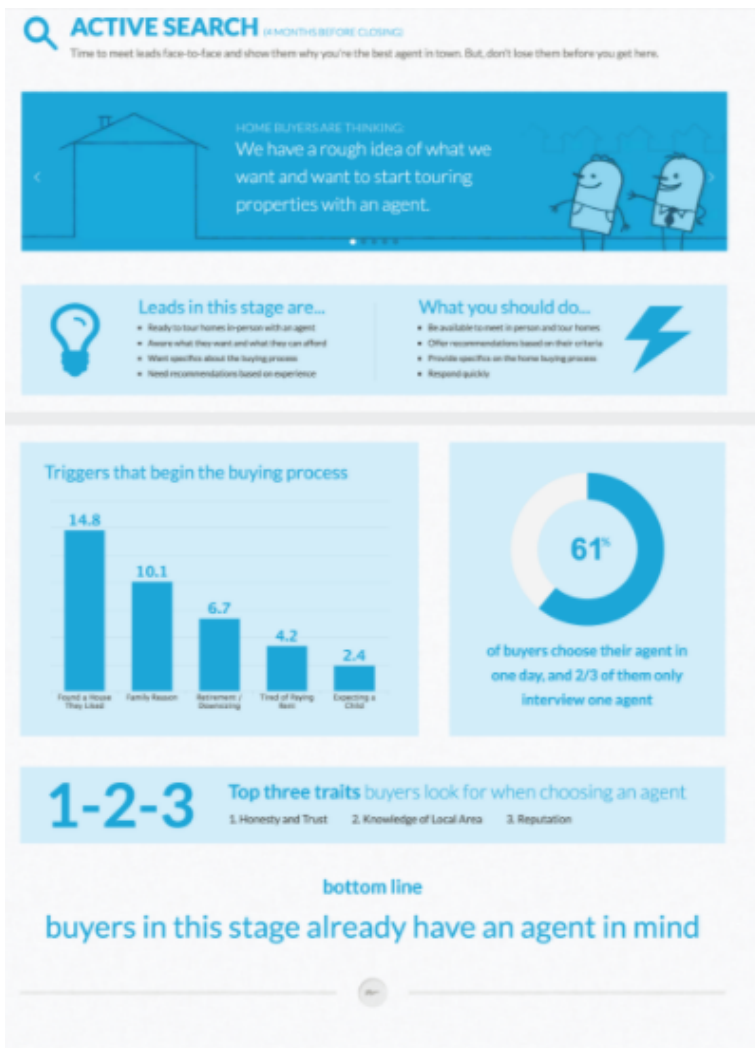


Mapping



The example performs the design of controls such that they reflect the way they behave. For the plus and minus sign, it is clear for clicking it to increase or decrease the amount. it perfectly illustrates the relationship between controls and their effects.

Chunking



This website shows how to combine information into a limited amount of chunks. For the top part of this site, the chunked information allows for a clear summary of each section. Then the following chunked blocks make users easier to process and recall.

Signal-to-Noise Ratio



This website takes great advantage of using whitespace on its home page. The layout is easy to tell what the site sells without so much speaking. And all the elements are not competing with each other.

80/20 Rule

Add an address

Full Name:

Address Line1:
Street address, P.O. box, company name, c/o

Address Line2:
Apartment, suite, unit, building, floor, etc.

City:


State/Province/Region:


ZIP:

Country: 

Phone Number:

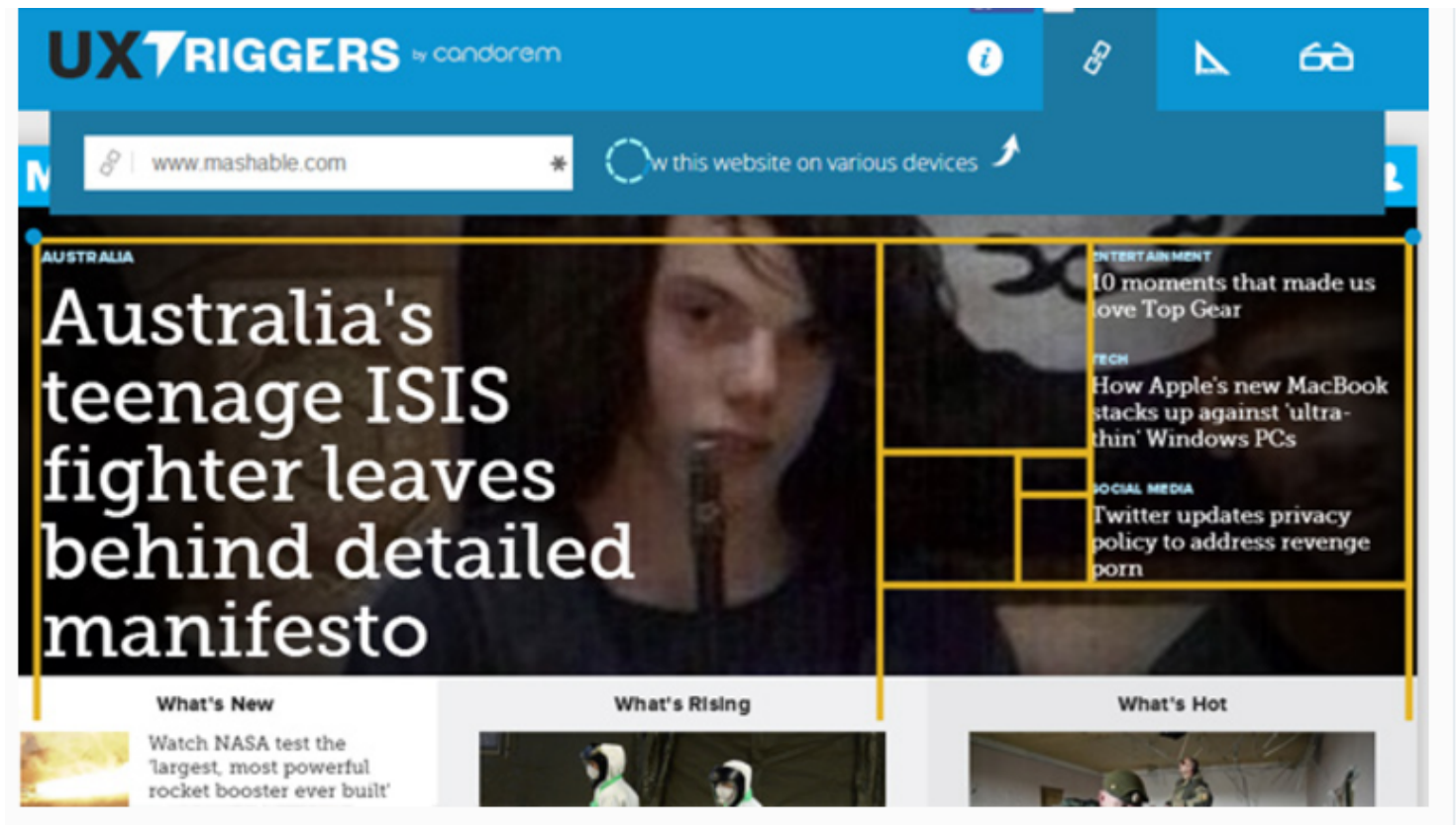
Selected by Default





The amazon adding address sheet shows the default choice of the country is the most selected country, which recognizes the 80/20 rule that 80% of the time, certain countries will be selected.

Golden Ratio



The website demonstrates how Mashable uses the Fibonacci sequence in its own layout. The entire layout is flexible. And it helps designers create hierarchy and draw users' eyes to some specific area.