* Color and gray scale sticks together.
* The macula and periphery, scans and depending on what stands out
* Scan order starts with top left to right.
* Hierarchic scan is when we notice and groups and checks what stands out
* White space is able to highlight and establish different scans
* Layout
  + Alignment, organized, and peaceful
  + Grid system helps the difference and not wonder on the details too much/visual time is quicker.
  + 9-60 / 12 column grid
    - 10 940 10
    - 10 60 20 800
* Balance, should look like it would fit. Colors will helps but
* Rhythm – gives ability to predict what to expect
* Consistency - Logical layout, Graphical style
* Font Choice, use consistent font choice, shape, centered text, wide stretches of text, leading and kerning
* Simplicity – book a flight and give good enough menu.

I have wondered quite often what quantitative data to look at when making a good UI/UX and these outlines gave a good things to think about. I think that the scans are especially interesting, since its one of those things that you don’t think about but still happen and then when someone points out, you realize that was what you have been doing all along.