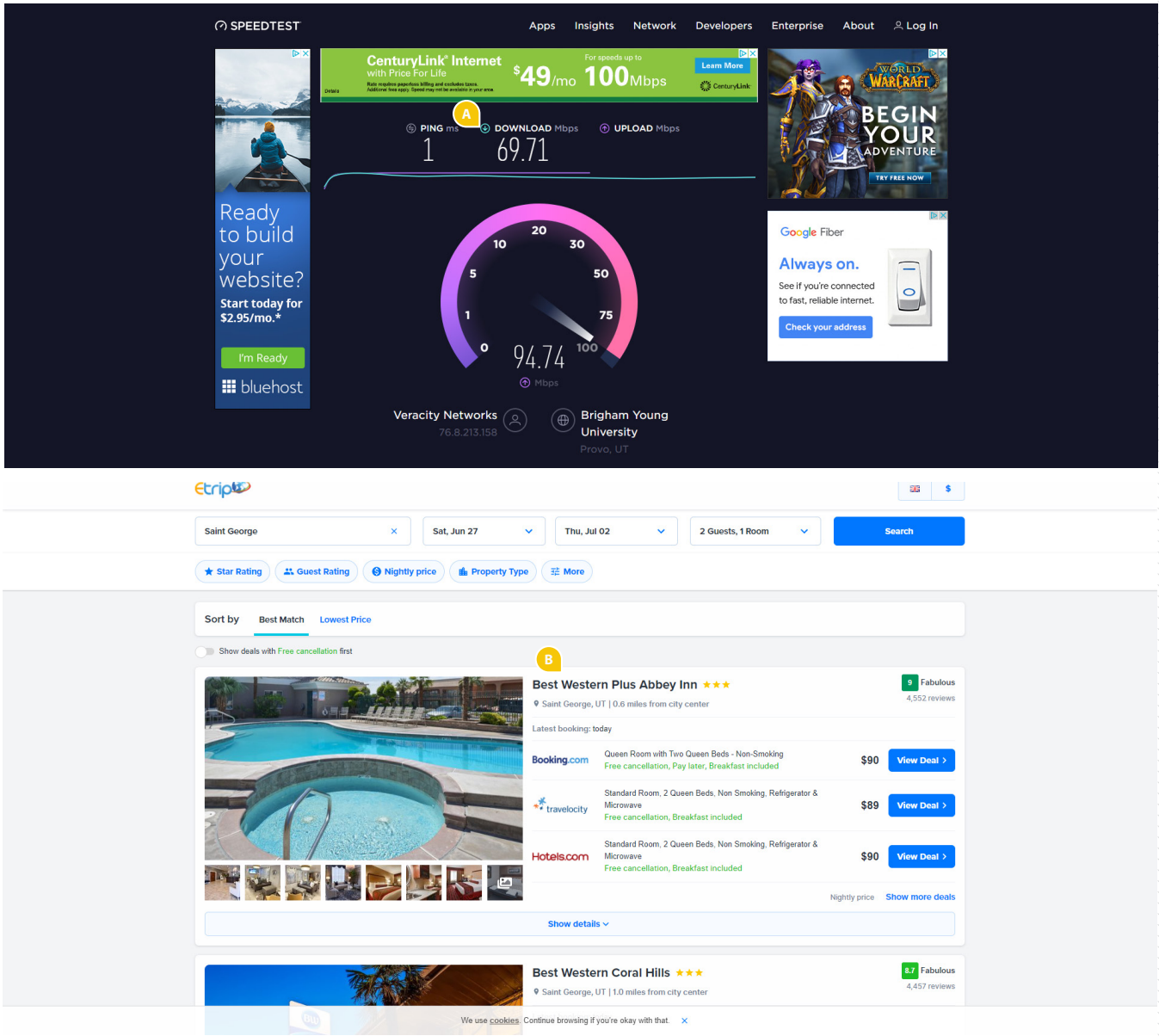


Design Principle Sheet

Connected and Grouped

Speedtest.net uses a speedometer as the way of showing internet speed. The use of the smooth curved line with the dial and numbers make it seem as it is one object when it is really made up of different elements which is a great use of continuation and grouping. They even use a color gradient as the speed goes up to a brighter color to connect the speed more visually.

Trivago does a great job of grouping the hotel to the price and name and showing it has multiple companies. It also does a great job of showing those companies have different prices.



Continuation

Elements that are arranged into a straight line or a smooth curved to perceive as a group and are interpreted to being related together from the other elements on the page. The elements are showing a type of connectedness to bring one bigger idea or picture.

- A
- One thing wrong with Speedtest is the results from previous tests it shows up underneath the status but it doesn't really connect together. It is difficult for some people to correlate the result with the test that was taken. They don't even use a color to connect it except for the lines.
- B
- There is not really anything you can say wrong with trivago except maybe a use of color to show connectedness. When they yse the green with a blue logo next to it, and the logo below happens to be green it can get confusing. Other than that Trivago has one of the best continuation/grouping I have ever seen.