# Design Principle Sheet

The Big Picture

Hasbro really uses great picture superiority with their website. They made sure the name of the product is actually on the product. The picture of the product is the main point on the screen for each brand and still gives people who remember words a way better chance of remembering everything. They will most likley remember the product.

Lego uses pictures for literally the entire site besides the nav bar. This is great use of picture superiority for their targer audience of kids. Easy to naviagate to where the kids want to go and remember the products.
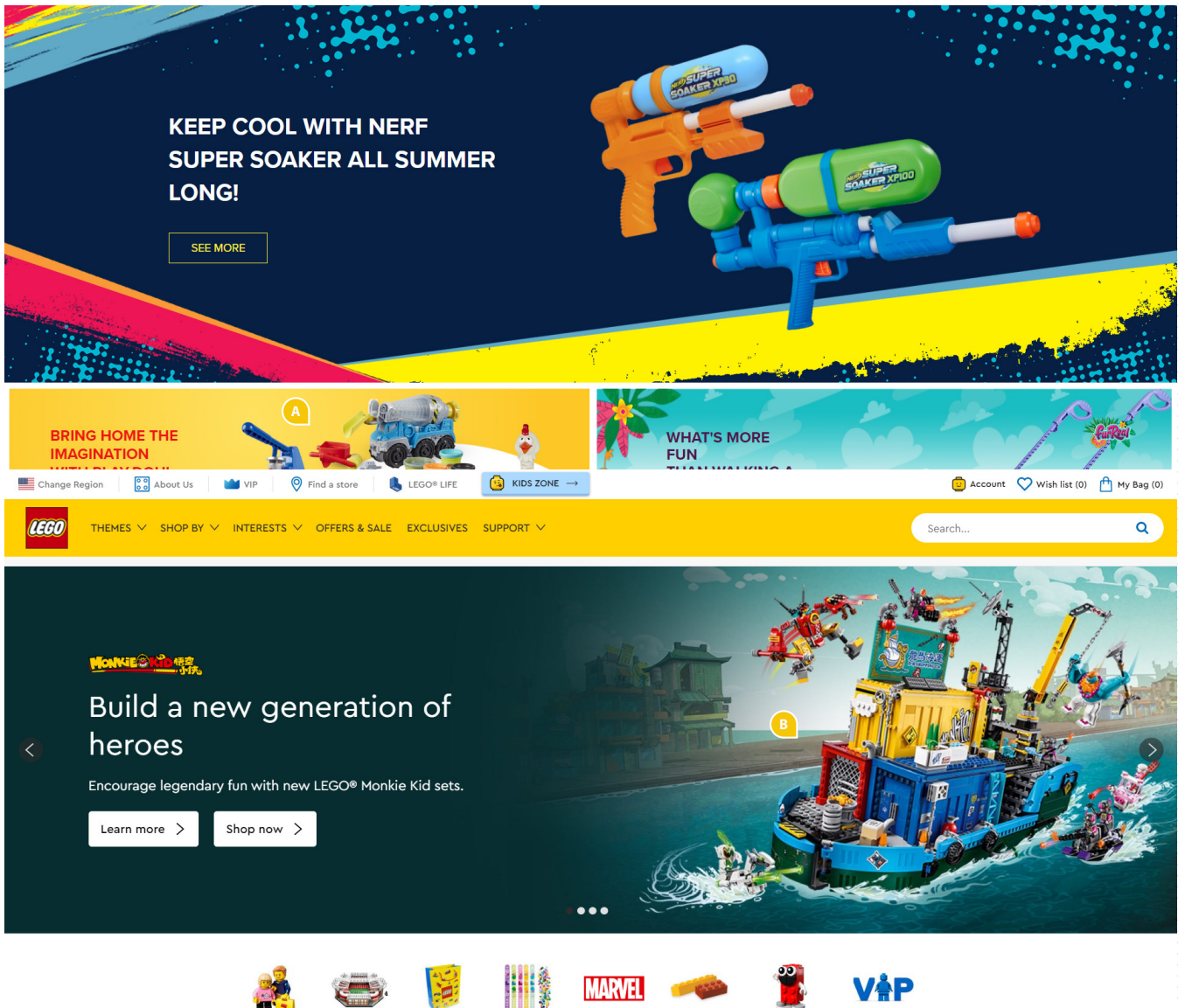
Picture Superiority

The idea that a picture will make a user remember key information from a picture, instead of remebering the words. A picture is worth a thousand words.

A Hasbro is still using the good picture superiority but when it scomes to the playdough section there are too many pictures cluttering the area. NObody will be able to remember the product as easily due to all the distractions right next to each product. It would be better more placed out and less of them.

B Lego uses a huge picture but within that picture it actually is multiple different products and you can not even distinguish which product comes with what. Kids would look at that and see one part they wan't but then they can't find it because it is in its own bundle with different products and would decrease the likelihood of a sale.

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