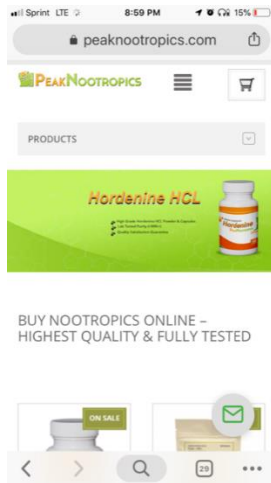


Design Principles PARC

Proximity



Peek Nootropics
peeknootropics.com

This site has lots of items in their store but also has a blog, news and other items. The menu layout and similarity of pages makes it easy to navigate and once you work the first page you understand the rest of the site.

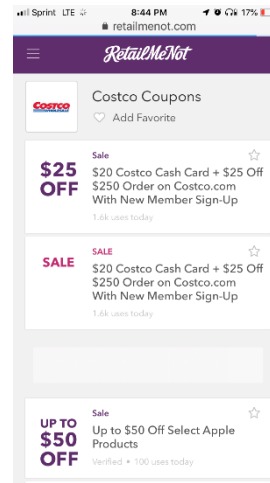
Alignment



Brownells
brownells.com

The alignment of this site is nice. Not only on the front page, when you look up an item the options are arranged in a grid layout that is easy to compare and understand the product. It makes for a positive shopping experience that is fast and easy.

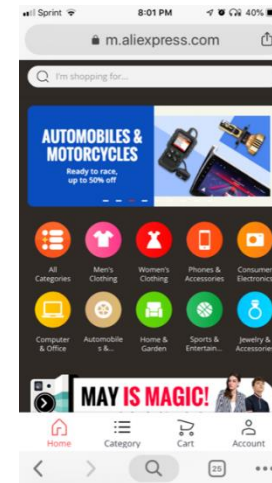
Repetition



Retail me not
retailmenot.com

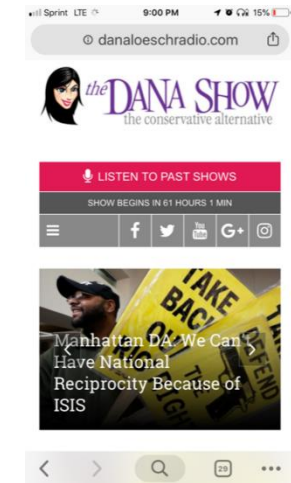
This is a coupon rebate site due to its nature almost every page is the same columns of coupons. Because the nature of the site the repetition not only of the items but the pages make it easy to find what you want with a no-frills style site.

Contrast



Ali Express
Aliexpress.com
Ali Express is like china's Amazon. It's a large shopping site and as you can see it uses contrast in the icons to identify different areas of shopping. This is primarily used on the front page of the Mobil version. The resti of the site has utilized the structure similar to the Amazon layout.

Typography



The Dana Show
Danaloeschradio.com
This website caught my eye the other day primarily because of the unusual type font used in the header. The rest of the fonts in the site are pretty standard varying in size but the header did it's job catching my eye. I also noticed the contrast to attract you to the "listen to past shows button".