

If Nothing Else...

White Space

- Improved comprehension
- Focus and attention
- Increased interaction rate
- Logical Groups
- Branding and Design Tone

White Space

Improved comprehension

- Evenly spaced white space, or micro white space, makes the content easily scannable and significantly improves legibility.
- Proper use of white space between lines of paragraphs and its left and right margins can increase comprehension up to 20%.“



“Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.”



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Designers use white space as an integral part of their design for good reasons. When used well it can transform not only the design but also the business for which the design is made. While aesthetics is one of the benefits, others revolve around tangible impacts on the effectiveness of the page. In other words, white space significantly boosts not only UI(User Interface) but also UX(User Experience) of the page.

White Space

Focus and Attention

- Large spaces between layouts and layout elements, also called as *Macro White Spaces* help greatly in guiding the users through the page and prioritizing the focus area for the user.



White Space

Increased interaction rate

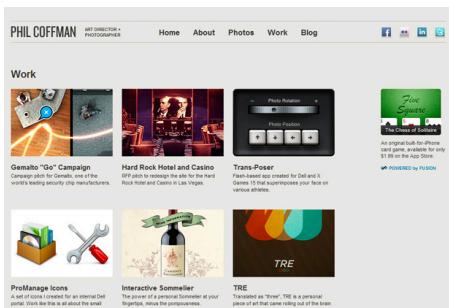
The average attention span of an internet user is 6 seconds. Effective use of white space helps the design to get the message through the user quickly and increase the probability of interaction by highlighting the CTAs (Call to actions).



White Space

Logical Groups form a grid

White space is a primary tool to establish the Law of Proximity. White spaces help users to make logical sense of the information presented to them. Margins and gutters between grids are some ways to handle logical grouping of layout elements.



White Space

Branding and Design Tone

Use of micro and macro white spaces in different proportions help in defining the character of web page. News websites are good examples of websites which use micro white spaces more than macro white spaces. Heavy use of macro white spaces brings in a sense of sophistication and luxury to the web pages.

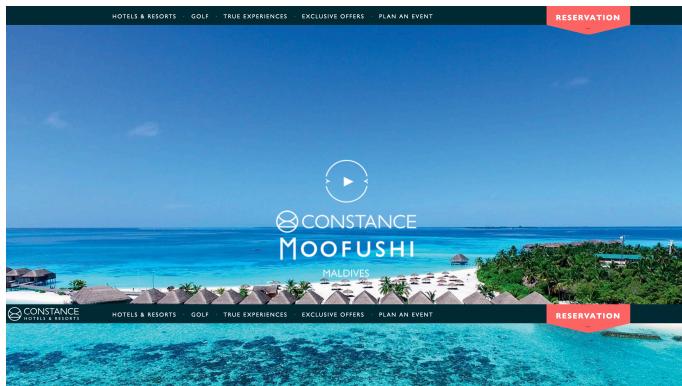


The reservation search bar should be lower on the page. This use is not in a rush, use white space to guide them

White Space



Gallery · My reservation · Contact · Blog · News · Careers · English



Better use to show luxury: <https://www.constancehotels.com/en/hotels-resorts/maldives/moofushi/>

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- **Provide visual orientation:** The user should easily be able to see where they are.
- **Style to suit site and engage user:** It is persistent, on every page. Why not pay attention to it?
- **Use the right one for the right screen:** Hamburger menus are for SMALL screens

HIERARCHY

ORGANISES AND DIRECTS A READER BY GROUPING TOGETHER RELATED ELEMENTS TO CREATE A FOCAL POINT OF INTEREST

A well executed visual hierarchy will guide the reader effortlessly through your design from beginning to end.

Visual Hierarchy Levels

Dominant: Most visual weight, gets the most emphasis. Your dominant level will usually consist of a single element in the foreground.

Sub-dominant: Focal points, secondary emphasis. Elements on this level get less emphasis than the dominant level but more than the subordinate level.

Subordinate: Least visual weight, recedes into background to some degree. This level will usually contain your body of text.

How To Show Hierarchy

Spacing: Packing more elements into a given space, gives more weight to that space. Positive space weighs more than negative space or whitespace

Size: Larger elements carry more weight (Surprise!)

Positioning/Layout: You can literally place an element at the top of the visual hierarchy by placing it front-and-center

Color: A darker object will have more weight than a lighter object. Some colors are perceived as weighing more than others. Red seems to be heaviest while yellow seems to be lightest.

Texture: Adds depth, variation (and animation ???)

Spacing
Size
Positioning/Layout
Color
Texture

Hierarchy

Spacing

Spacing impacts your visual hierarchy in two distinct ways: proximity and white (negative) space.



Hierarchy

Size

- Simplest way to say it: The most important elements should be the biggest! One of the principles of Fitts's Law is that objects with a bigger size – specifically clickable range – are easier to engage with.
- Applies to text and typography as well as imagery.
- [Smashing Magazine's study of 50 popular websites](#) calculated some average sizes for text:
 - Headings: 18-29 pixels
 - Body copy: 12-14 pixels

In any given day very few of us are conscious of a hierarchy's existence until we take the time to define it. We see a structural system such as a building merely as a building that somehow works together as a whole to support both itself and its contents.

duolingo

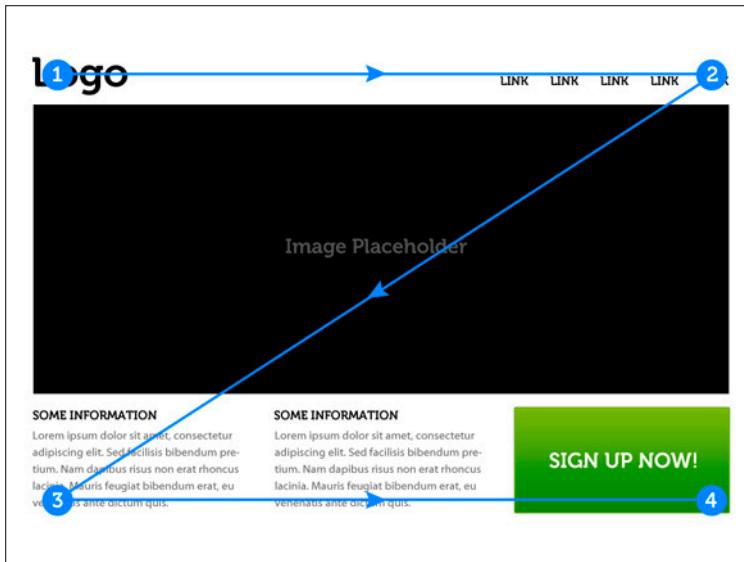
Site language: English ▾ Login



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Example on next page with color

Hierarchy

Prime Pixels (Positioning)

- Layout is the most obvious ways to control the visual hierarchy – you can literally place an element at the top of the visual hierarchy by placing it front-and-center. But there's more at play than just height on the screen.
- The prime pixel is the single point of space that your input device's cursor is currently on. For every computer interface, the distance of a target object will always be measured by how far it is located from the prime pixel.
- Find a perfect balance between giving your users a lot of options and restricting their choices to only the essentials.

Hierarchy

Color

- Blacks and reds draw attention, while soft yellows and creams may take a backseat. Contrasting colors against their natural opposite (known as complementary colors) draws greater attention to both.

Spacing
Size
Positioning/Layout
Color

Hierarchy

Texture

Adds depth and atmosphere.

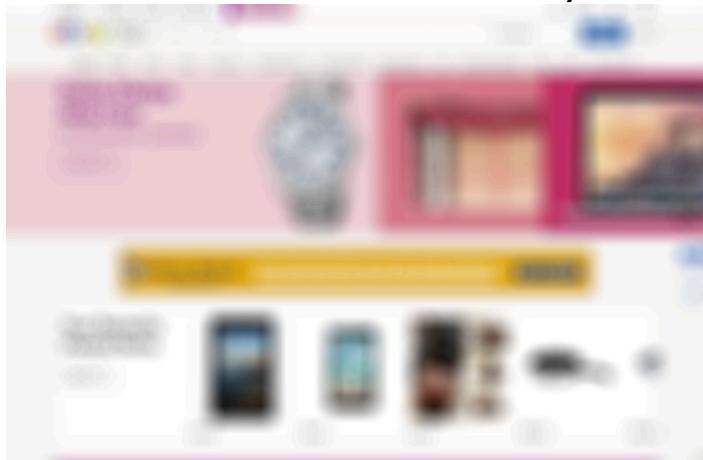
- Displacement: giving just a single element texture will make it stand out, while having a textured background will make non-textured objects in the foreground stand out.
- Adds texture to the background to draw out the foreground.



Patterns are typically small, repeating, tileable elements, whereas textures tend to be much bigger images that don't repeat.

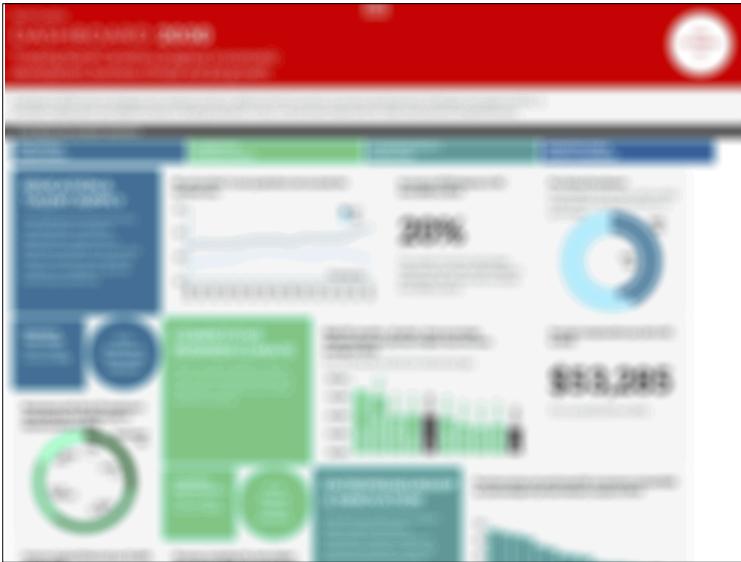
How to Test Hierarchy

Blur

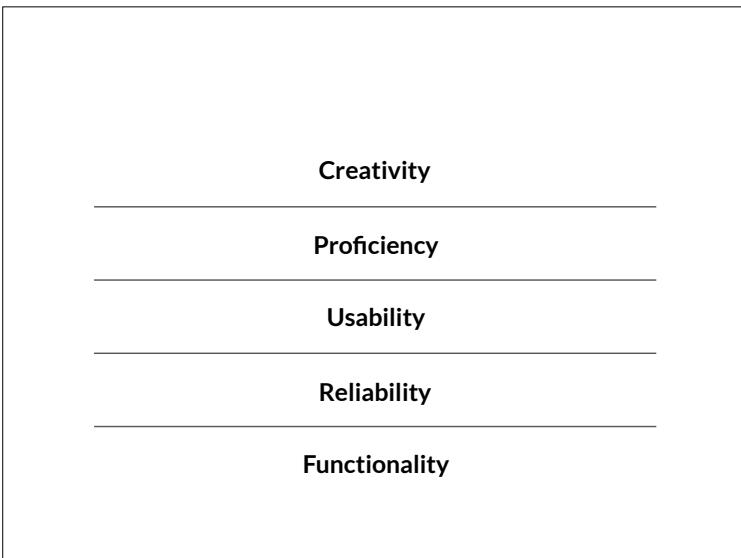


How to Test Hierarchy

A screenshot of the eBay homepage demonstrating visual hierarchy through blurred sections and clear focal points. The page features a blurred header area, a blurred sidebar with categories like "Deals Always Ship Free", and a blurred bottom section with a "Recently Viewed Items" grid. The main content area, including the search bar and product thumbnails, is clearly visible.



Blur shows what a difference shape makes.



Maslow's *Hierarchy of Needs* is a motivational theory. Maslow (1943, 1954) stated that people are motivated to achieve certain needs and that some needs take precedence over others. Our most basic need is for physical survival, and this will be the first thing that motivates our behavior. Once that level is fulfilled the next level up is what motivates us, and so on.

- Creativity: Can it be used in unexpected ways?
- Proficiency: Does it increase designer and developer's skills?
- Reliability: Does it work repeatedly?
- Usability: Is it easy to set-up and use?
- Functionality: Does it work as expected?

Successful Design Is Not Necessarily Beautiful.

The screenshot shows a search results page for 'BRAUN' on Amazon. At the top, there's a navigation bar with links like 'Explore', 'prime wardrobe', 'Hello Susan', 'Account & Lists', and a shopping cart. Below the navigation is a banner for 'BRAUN' with the tagline 'Ultimate precision for 100% control of your style.' A product image of a Braun shaver is shown with a 'Shop now' button. The main content area is titled 'Today's Deals' and shows four items with price ranges and star ratings:

- DUAL OF THE DAY**: \$74.99 - \$99.99 (25% off)
Ends in 11:26
Up to 40% off top nonfiction on Kindle
★ ★ ★ 7 · 1055
- DEAL OF THE DAY**: \$0.99 - \$3.99
Ends in 11:26
Save \$10 on Fire TV Stick With Alexa Voice Remote
★ ★ ★ 7 · 83
- \$29.99
Ends in 11:26
Up to 40% off top nonfiction on Kindle
★ ★ ★ 7 · 1055
- \$819.98 - \$939.98
Save up to \$300 on the Samsung Galaxy S9/S9+ Ultimate Bundle
★ ★ ★ 7 · 164758

Below the deals, there's a sidebar with 'Today's Deals' categories and a 'Sort by' dropdown menu set to 'Relevance'.

Successful Design Is Not Necessarily Beautiful.

The screenshot shows a Craigslist search results page for 'nashville TN'. The left sidebar has sections for 'post to classifieds', 'my account', 'search craigslist', 'event calendar' (with dates from 8 to 30), 'general groups', 'local news', 'volunteers', 'services', 'automotive', 'labor/move', 'beauty', 'lessons', 'computable', 'creative', 'pet', 'real estate', 'event', 'skilled trade', 'household', 'household', 'written/other', 'discussion forums', 'android', 'fet', 'parent', 'sex', 'adult', 'athlet', 'asian', 'beauty', 'help', 'newsp', 'pet', 'comp', 'housing', 'info', 'cats', 'peas', 'sport', 'del', 'legal', 'sport', 'divorce', 'dying', 'menstr', 'tx', 'etc', and 'personal'. The right sidebar has sections for 'nearby of', 'jobs', 'for sale', 'personal', 'gigs', and 'cl worldwide'. The main content area shows a grid of classified ads.

Successful Design Is Not Necessarily Beautiful.

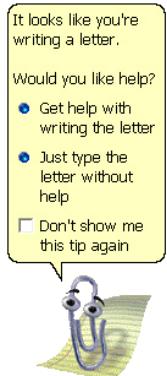
The screenshot shows the homepage of Reddit. At the top, there's a banner with the text 'Welcome to Reddit. Come for the cats, stay for the empathy.' and a 'BECOME A REDDITOR' button. The main feed shows several posts:

1. 1.6k Your coding skills have opened a lot of doors. But were any of them scissor doors? Hack this billboard for a chance to win scissor doors for your car. ([www.hackthobilboard.com](#))
2. 26.3k I opened the rocket riding flood gates. Your move, gamer. ([/r/wholesome](#))
3. 1.4.8k Checkmate Flat Earth Society. ([/r/wholesome](#))
4. 1.4.8k A team recently conducted microbial surveys to investigate whether hand-dryers were sucking in potentially infectious microbes and then spraying them all over everything, as had been observed in earlier studies. They were. ([/r/wholesome](#))
5. 2.3.7k Wholesome mistake. ([/r/wholesome](#))
6. 32.8k Letter Painting GIF Gets Too Soon. ([/r/wholesome](#))
7. 2.3.7k My grandma and my kids 1990. ([/r/wholesome](#))
8. 1.1.2k Apple co-founder Steve Wozniak says he's leaving Facebook. ([/r/wholesome](#))

On the right side, there's a sidebar with a 'Search' bar, a 'Log in' button, and a 'Salon Software' advertisement. Below the sidebar are buttons for 'Submit a new link', 'Submit a new text post', and a progress bar for 'daily reddit gold goal' at 113%.

Anticipation of User's Needs

Respond to user's needs before they even know what they need (i.e., *Don't Make Me Think*)



The end goal of your design is to answer 3 questions:

- What is this? (Usefulness)
- How do I use it? (Usability)
- Why should I care? (Desirability)