

Positive Example:

- a) Robinhood
- b)



c)

- i) I think robinhood effectively uses whitespace
  - 1) The whitespace used in this UI demonstrates importance when it comes to the information presented, and effectively minimizes the clutter that many investment apps have.
- ii) Size/contrast
  - 1) The size and contrast attracts attention only to the most important information, notably the Investing amount on the left
- iii) Conceptual grouping
  - 1) As demonstrated by the tab on the left, there are multiple conceptual groupings of different categories on investments, as well as watchlists.