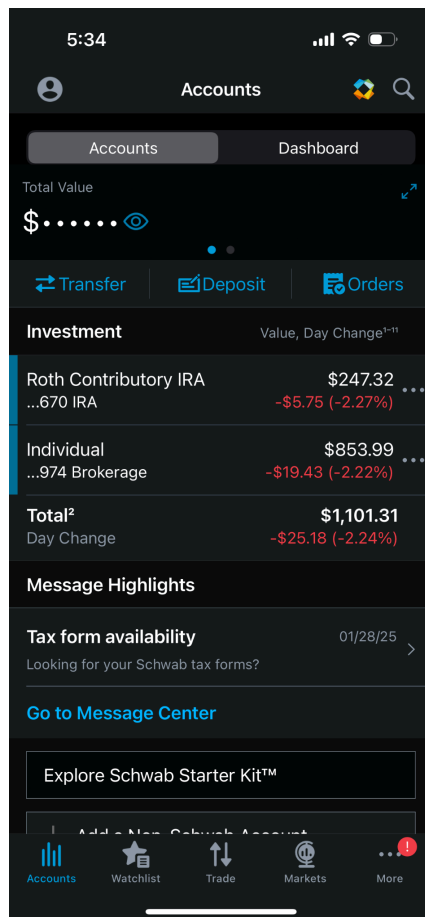


Negative Example:

- a) Charles Schwab
- b)



- c) I would say Whitespace is the heuristic that is mostly violated
  - i) Because this application has no whitespace, it feels extremely cluttered, confusing, and too much work just to navigate through or execute simple actions. Not intuitive whatsoever.