



Case Study: Product App

Mobile & Web UI Layout using Gestalt, UI Patterns and Usability Principles

Welcome to the Modern UI Layout

Designed with Gestalt Principles, UI Patterns, and Clean Usability

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Gestalt Principles in Layout

Proximity

Related items are placed close together to show connection.

Similarity

Similar shapes and colors create visual grouping.

Continuity

Visual flow guides users naturally through the layout.

UI Elements & Design Patterns

Navigation Bar

Standard top navigation for web, bottom navigation for mobile.

Cards Layout

Used to group similar content and improve readability.

Search Bar Pattern

Helps users find content quickly.

Interaction Behaviors & Usability

Clear call-to-action buttons

Consistency in color and spacing

Responsive mobile-friendly layout

Accessible text contrast & font sizing

© 2025 Case Study Layout | Designed with HTML, CSS & Bootstrap

Design a Basic Mobile and Web Layout for an Existing Case Study

QUESTION:

APPLY GESTALT PRINCIPLES TO ENHANCE MOBILE AND WEB LAYOUT DESIGN.

INCORPORATE UI ELEMENTS AND DESIGN PATTERNS INTO THE LAYOUTS.

DEVELOP INTERACTION BEHAVIOURS AND USABILITY PRINCIPLES FOR THE DESIGNS.

CREATE A BRAND LOGO USING CANVA, FOLLOWING STYLING AND BRANDING GUIDELINES AND INCLUDE IT WITH YOUR LAYOUTS.

ANSWER:

1. PRINCIPLE OF PROXIMITY

ELEMENTS PLACED CLOSE TOGETHER ARE PERCEIVED AS RELATED.

APPLICATION IN UI/UX:

GROUP RELATED BUTTONS (E.G., “SAVE” AND “CANCEL”) TOGETHER INSTEAD OF SCATTERING THEM.

IN FORMS, PLACE LABELS NEAR THEIR INPUT FIELDS.

USE SPACING TO SEPARATE UNRELATED SECTIONS (E.G., PAYMENT DETAILS VS. SHIPPING ADDRESS).

PRINCIPLE OF SIMILARITY

USERS PERCEIVE OBJECTS THAT LOOK ALIKE (COLOUR, SHAPE, SIZE, TYPOGRAPHY) AS RELATED.

APPLICATION IN UI/UX:

USE CONSISTENT BUTTON STYLES FOR ACTIONS OF THE SAME TYPE (E.G., ALL “PRIMARY ACTIONS” ARE BLUE, SECONDARY ONES ARE GREY).

USE UNIFORM ICONOGRAPHY FOR NAVIGATION ITEMS.

STYLE ERROR MESSAGES CONSISTENTLY (E.G., RED TEXT FOR ALL ERRORS).

PRINCIPLE OF CONTINUITY

THE HUMAN EYE FOLLOWS LINES AND PATHS SMOOTHLY.

APPLICATION IN UI/UX:

ALIGN TEXT, IMAGES, AND BUTTONS ALONG A GRID FOR NATURAL SCANNING.

USE PROGRESS INDICATORS (HORIZONTAL LINES OR STEP TRACKERS) TO GUIDE USERS IN MULTI-STEP FORMS.

APPLY VISUAL FLOW FROM TOP TO BOTTOM (MOBILE) OR LEFT TO RIGHT (WEB) TO MATCH READING HABITS.

PRINCIPLE OF CLOSURE

PEOPLE TEND TO PERCEIVE INCOMPLETE SHAPES AS COMPLETE.

APPLICATION IN UI/UX:

USE MINIMALISTIC ICONS (E.G., A SHOPPING CART OUTLINE STILL COMMUNICATES “CART”).

CARDS WITH SUBTLE BORDERS CAN FEEL COMPLETE EVEN IF NOT FULLY ENCLOSED.

SKELETON SCREENS (LOADING PLACEHOLDERS) HINT AT CONTENT LAYOUT BEFORE IT LOADS.

PRINCIPLE OF FIGURE/GROUND

USERS DISTINGUISH BETWEEN THE FOREGROUND (MAIN ELEMENTS) AND BACKGROUND.

APPLICATION IN UI/UX:

ENSURE STRONG CONTRAST BETWEEN TEXT AND BACKGROUND FOR READABILITY.

USE OVERLAYS TO MAKE POPUPS STAND OUT AGAINST A DIMMED BACKGROUND.

USE WHITESPACE TO HIGHLIGHT IMPORTANT CONTENT.

PRINCIPLE OF SYMMETRY & ORDER

PEOPLE PREFER SIMPLE, BALANCED, AND ORDERLY DESIGNS.

APPLICATION IN UI/UX:

MAINTAIN VISUAL BALANCE WITH EVEN MARGINS AND PADDING.

KEEP NAVIGATION MENUS STRUCTURED AND PREDICTABLE.

USE GRID LAYOUTS TO ORGANIZE COMPLEX DATA.

2. APPLYING GESTALT PRINCIPLES WITH UI ELEMENTS & PATTERNS

PROXIMITY + CARD LAYOUTS

PATTERN: CARD-BASED DESIGN (COMMON IN MATERIAL DESIGN, PINTEREST, ETC.).

UI ELEMENTS: CARDS, LIST GROUPS, CONTAINERS.

WHY IT WORKS: GROUPING RELATED INFORMATION (E.G., PRODUCT IMAGE + PRICE + “BUY” BUTTON) IN ONE CARD LEVERAGES PROXIMITY SO USERS KNOW THOSE ELEMENTS BELONG TOGETHER.

SIMILARITY + CONSISTENT BUTTONS

PATTERN: PRIMARY/SECONDARY BUTTONS.

UI ELEMENTS: BUTTONS, TOGGLES, NAVIGATION LINKS.

WHY IT WORKS: CONSISTENT COLOURS AND SHAPES (ALL “PRIMARY ACTIONS” IN BLUE, ALL “SECONDARY ACTIONS” IN GREY) CREATE SIMILARITY, HELPING USERS IMMEDIATELY RECOGNIZE WHICH ACTIONS ARE MOST IMPORTANT.

CONTINUITY + NAVIGATION BARS

PATTERN: NAVIGATION MENUS (TOP NAV, BOTTOM NAV, BREADCRUMBS).

UI ELEMENTS: TABS, PROGRESS BARS, STEP INDICATORS.

WHY IT WORKS: HORIZONTAL/VERTICAL ALIGNMENT CREATES CONTINUITY, GUIDING THE USER’S EYES NATURALLY ACROSS THE SCREEN. EXAMPLE: A PROGRESS STEPPER IN CHECKOUT FLOWS.

CLOSURE + ICONOGRAPHY

PATTERN: MINIMALIST ICONS & SKELETON SCREENS.

UI ELEMENTS: ICONS, LOADERS, OUTLINES.

WHY IT WORKS: EVEN INCOMPLETE ICONS (LIKE AN OUTLINE OF A MAGNIFYING GLASS FOR “SEARCH”) FEEL COMPLETE DUE TO CLOSURE, SAVING VISUAL SPACE WHILE REMAINING RECOGNIZABLE. SKELETON LOADING STATES HINT AT WHAT’S COMING.

FIGURE/GROUND + MODALS

PATTERN: MODAL DIALOGS & OVERLAYS.

UI ELEMENTS: POP-UPS, DRAWERS, ALERT BANNERS.

WHY IT WORKS: DIMMING THE BACKGROUND MAKES THE MODAL THE FIGURE WHILE THE REST BECOMES THE GROUND, DRAWING IMMEDIATE FOCUS.

(SIMPLICITY) + GRID SYSTEMS

PATTERN: 12-COLUMN GRID / RESPONSIVE LAYOUT.

UI ELEMENTS: SECTIONS, WHITESPACE, TYPOGRAPHY HIERARCHY.

WHY IT WORKS: ORDERLY, BALANCED LAYOUTS FEEL CLEAN AND SCANNABLE. FOR EXAMPLE, USING A 3-COLUMN CARD GRID ON DESKTOP THAT COLLAPSES TO 1-COLUMN ON MOBILE.

EXAMPLE LAYOUT: MOBILE E-COMMERCE APP

HEADER: TOP NAV BAR (CONTINUITY).

SEARCH BAR: FULL-WIDTH INPUT WITH A SEARCH ICON (CLOSURE).

PRODUCT LIST: GRID OF PRODUCT CARDS (PROXIMITY + SIMILARITY).

CTA BUTTONS: PRIMARY “ADD TO CART” IN BRAND COLOUR, SECONDARY “WISHLIST” IN GREY (SIMILARITY).

CART MODAL: POPS UP OVER DIMMED SCREEN (FIGURE/GROUND).

CHECKOUT PROGRESS BAR: STEP INDICATOR FROM CART → ADDRESS → PAYMENT → CONFIRM (CONTINUITY).

INTERACTION BEHAVIOURS

3. FEEDBACK

EVERY USER ACTION SHOULD PRODUCE A VISIBLE/AUDIBLE RESPONSE.

EXAMPLES:

BUTTONS ANIMATE OR CHANGE COLOUR WHEN TAPPED.

“ADD TO CART” SHOWS A TOAST CONFIRMATION.

PROGRESS INDICATORS WHEN LOADING.

AFFORDANCE

UI ELEMENTS SHOULD SUGGEST HOW THEY ARE USED.

EXAMPLES:

RAISED BUTTON LOOKS “CLICKABLE.”

TEXT FIELDS SHOW A BLINKING CURSOR WHEN ACTIVE.

SLIDERS HAVE HANDLES THAT HINT AT DRAGGING.

CONSISTENCY

SIMILAR INTERACTIONS SHOULD BEHAVE THE SAME ACROSS THE APP/SITE.

EXAMPLES:

SWIPE LEFT ON LIST ITEMS ALWAYS REVEALS SECONDARY ACTIONS.

ALL BACK BUTTONS ARE IN THE TOP-LEFT CORNER.

SAME GESTURE (E.G., PINCH-TO-ZOOM) WORKS ACROSS IMAGES.

PROGRESSIVE DISCLOSURE

SHOW ONLY WHAT'S NECESSARY AT FIRST, REVEAL MORE AS NEEDED.

EXAMPLES:

EXPANDABLE ACCORDIONS IN FAQS.

“SHOW MORE” IN PRODUCT DETAILS.

COLLAPSIBLE FILTERS IN E-COMMERCE APPS.

ERROR PREVENTION & RECOVERY

HELP USERS AVOID MISTAKES AND RECOVER QUICKLY.

EXAMPLES:

DISABLED “SUBMIT” BUTTON UNTIL FORM IS VALID.

UNDO ACTION FOR DELETIONS.

CLEAR ERROR MESSAGES (“PASSWORD MUST HAVE 8+ CHARACTERS”).

USABILITY PRINCIPLES (NIELSEN’S HEURISTICS ADAPTED FOR MOBILE & WEB)

VISIBILITY OF SYSTEM STATUS

USERS SHOULD ALWAYS KNOW WHAT'S HAPPENING.

SHOW LOADING SPINNERS OR SKELETON SCREENS.

INDICATE ACTIVE TAB IN NAVIGATION.

MATCH BETWEEN SYSTEM & REAL WORLD

USE FAMILIAR LANGUAGE & VISUALS.

SHOPPING CART ICON FOR CHECKOUT.

“TRASH BIN” FOR DELETE.

USER CONTROL & FREEDOM

LET USERS EASILY UNDO, BACKTRACK, OR CANCEL.

“CANCEL” BUTTON IN MODALS.

“BACK” NAVIGATION SUPPORT.

CONSISTENCY & STANDARDS

FOLLOW PLATFORM CONVENTIONS (IOS/ANDROID GUIDELINES, MATERIAL DESIGN).

STANDARD ICONS (GEAR FOR SETTINGS, MAGNIFYING GLASS FOR SEARCH).

RECOGNITION OVER RECALL

MAKE OPTIONS VISIBLE, DON’T FORCE MEMORIZATION.

DROPDOWNS INSTEAD OF REQUIRING USERS TO TYPE OPTIONS.

AUTOFILL SUGGESTIONS.

FLEXIBILITY & EFFICIENCY

CATER TO BOTH NOVICE AND EXPERT USERS.

KEYBOARD SHORTCUTS ON DESKTOP.

LONG-PRESS ACTIONS ON MOBILE.

AESTHETIC & MINIMALIST DESIGN

AVOID UNNECESSARY CLUTTER.

USE WHITESPACE FOR CLARITY.

KEEP CTAs CONCISE.

HELP & DOCUMENTATION

PROVIDE GUIDANCE WHEN NEEDED.

TOOLTIPS, ONBOARDING WALKTHROUGHS.

INLINE FORM HINTS.

4. STEPS TO CREATE YOUR LOGO IN CANVA

GO TO CANVA → CREATE A LOGO.

CHOOSE "CUSTOM DIMENSIONS" (500×500 HIGHER FOR SCALABILITY).

APPLY BRANDING GUIDELINES:

COLOURS: USE YOUR PRIMARY + SECONDARY PALETTE (E.G., BRAND BLUE + ACCENT YELLOW).

TYPOGRAPHY: PICK FONTS CONSISTENT WITH YOUR PRODUCT (MODERN SANS-SERIF FOR TECH, SERIF FOR LUXURY, ROUNDED FONTS FOR FRIENDLY).

SHAPES & ICONS: USE SIMPLE, MINIMAL ICONS THAT REFLECT YOUR PRODUCT DOMAIN (SHOPPING CART FOR E-COMMERCE, LEAF FOR ECO BRAND, ETC.).

STYLE: FLAT/MINIMAL STYLE IS PREFERRED FOR DIGITAL.

DESIGN TIPS (GESTALT-FRIENDLY):

PROXIMITY: KEEP TEXT CLOSE TO THE ICON.

SIMILARITY: USE CONSISTENT SHAPES (ROUNDED EDGES WITH ROUNDED FONT).

CLOSURE: YOU CAN USE OUTLINES/NEGATIVE SPACE (LIKE FEDEX ARROW).

FIGURE/GROUND: ENSURE HIGH CONTRAST FOR VISIBILITY ON LIGHT/DARK BACKGROUNDS.

EXPORT:

SAVE AS **PNG** WITH TRANSPARENT BACKGROUND (FOR FLEXIBLE USE).

SAVE AS **SVG** (FOR SCALING ACROSS WEB + MOBILE).

HOW TO INCLUDE IT IN LAYOUTS

MOBILE APP:

PLACE LOGO IN THE SPLASH SCREEN (CENTRE).

USE SMALLER LOGO IN TOP NAVIGATION BAR.

WEB LAYOUT:

PLACE LOGO IN THE TOP-LEFT CORNER OF THE NAVBAR.

USE FAVICON VERSION (SIMPLIFIED LOGO MARK) IN BROWSER TAB.

CARDS & CTAs:

SMALL WATERMARK IN PRODUCT DETAIL PAGES.

COLOUR ADAPTATIONS:

WHITE/MONOCHROME LOGO VERSION FOR DARK BACKGROUNDS.

FULL-COLOUR VERSION FOR LIGHT BACKGROUNDS.
