

WHERE TO USE WHITESPACE

1

Use tons of whitespace **between sections**

2

Use a lot of whitespace **between groups of elements**

What makes Narrative BI so unique?

Popular tools on the market either require specialized skills to make you or your team members work for deep unbiased analytical insights, while Narrative BI brings them right to you.

Predictive Insights

Using anomaly detection, Narrative BI's proprietary algorithms generate meaningful insights for the user without the click of a button. Narrative BI uses time-series analysis to discover key trends from historical data to predict future outcomes.

Natural Language Processing

Narrative BI speaks your language. Through our patent-pending Natural Language Generation Engine, users can receive insights described in plain English.

THREE STRENGTHS

Something for everyone.

Choose the strength that works best for you or try them all with the Feals Flight.

600 MG \$74.95	1200 MG \$134.95	2400 MG \$244.95
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Best Seller

★★★★★ 2080 Reviews

Our most popular product packs twice the amount of CBD in the same conveniently sized bottle.

[Learn More](#)

\$134.95 | [Get Monthly & Save 30%](#)

feals™
CBD EXTRACT + MCT OIL
0% THC

WHERE TO USE WHITESPACE

1 Use tons of whitespace between sections

2 Use a lot of whitespace between groups of elements

3 Use whitespace between elements



Bank, meet Plum.

Give your bank a brain. Plum uses the latest technology to help you be better off, effortlessly. Go on, give yourself a high-five 🤘



1

Link your bank(s)

Plum analyses your transactions daily to learn about your income and spending.

We support all major UK banks →

2

Plum automatically sets money aside

Every few days, Plum does the maths and transfers the perfect amount from your bank account. Little by little, it adds up.

3

Be better off

Plum helps you set aside more, invest and stops you being overcharged on bills.

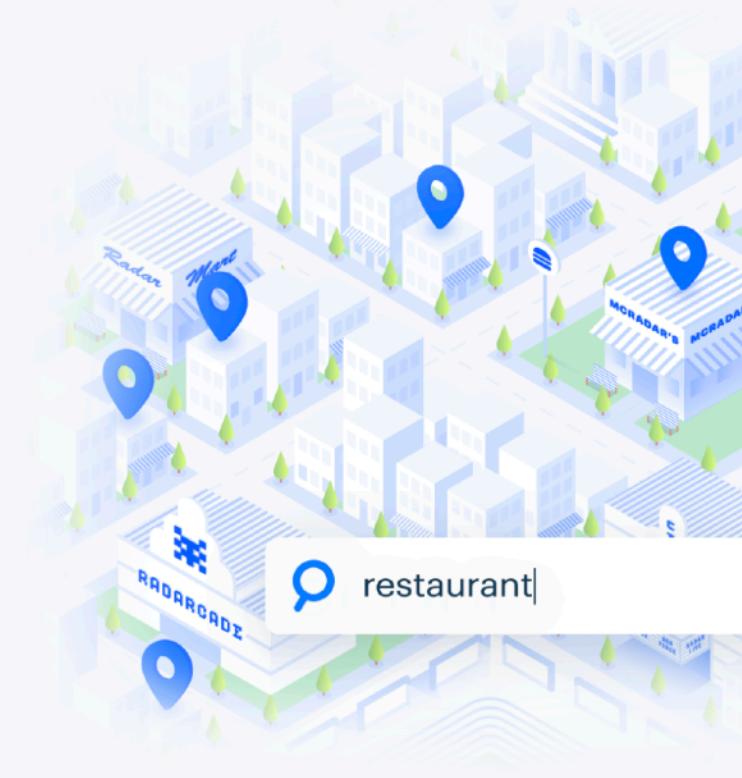
Searching for locations

Increase conversions by connecting customers with nearby places and things.



Search and geocoding APIs →

Flexible and affordable geocoding, search, and distance APIs with high-quality address and place data.



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Use a lot of whitespace **between groups of elements**

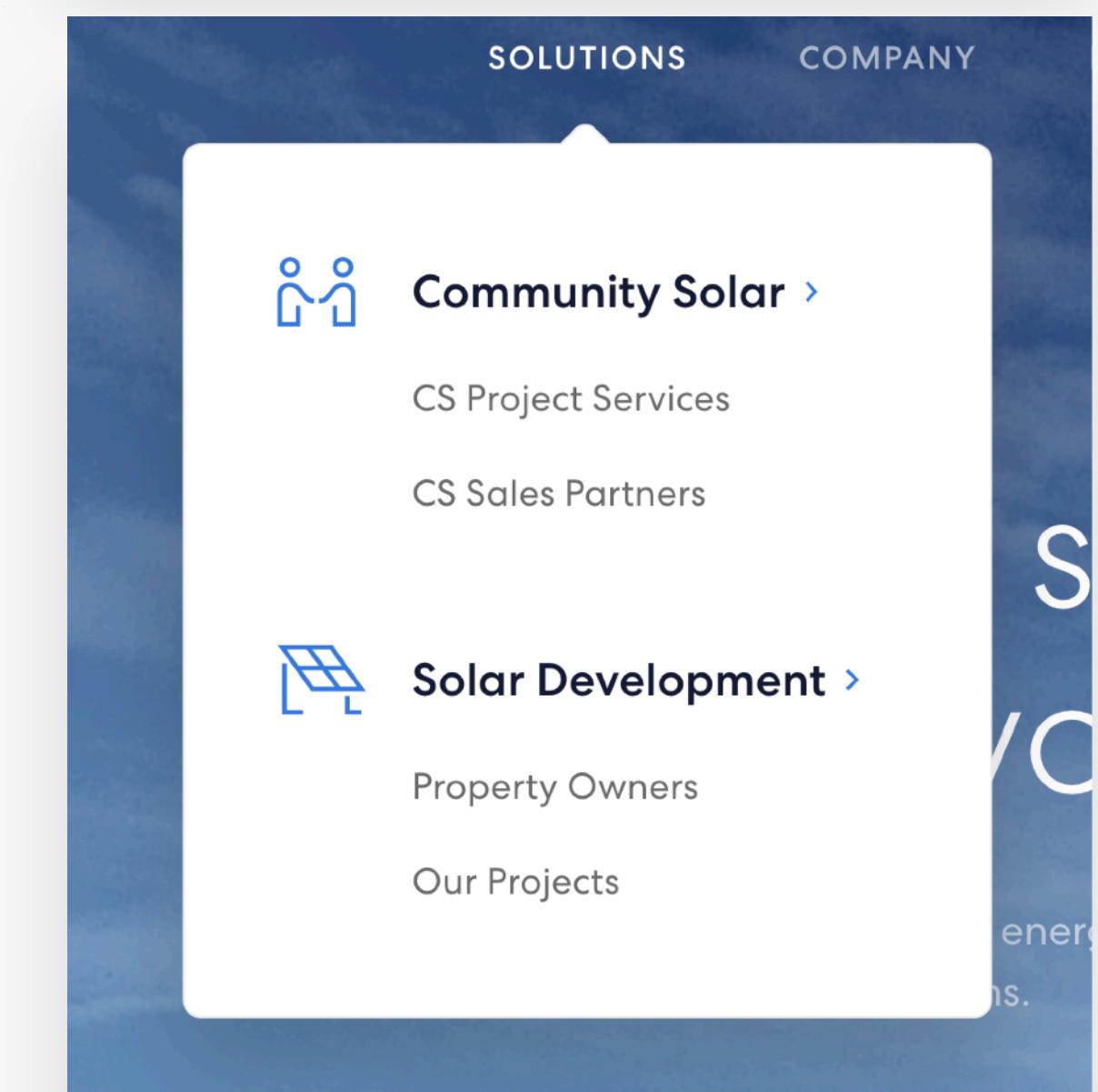
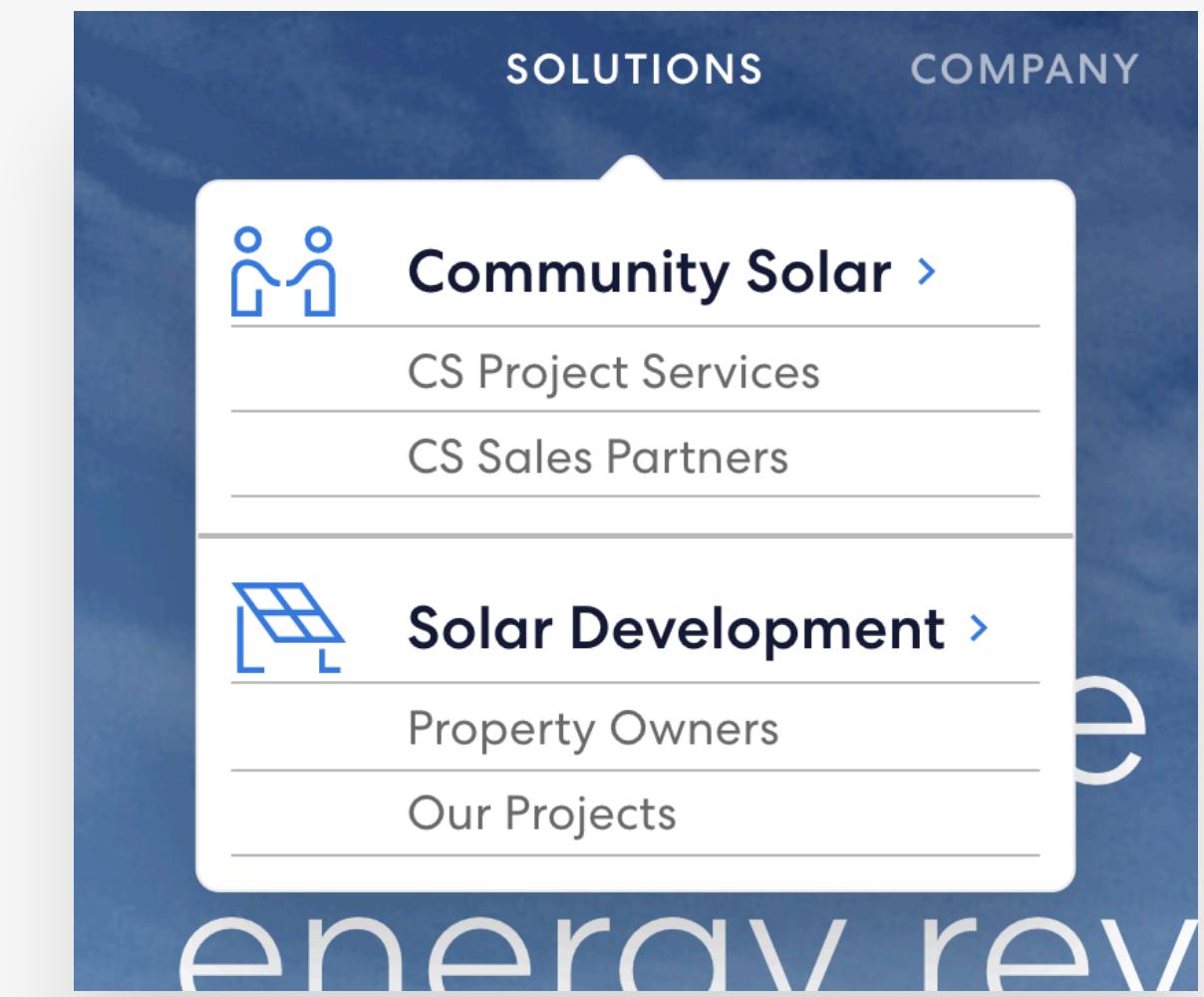
3

Use whitespace **between elements**



4

Inside **groups of elements**, try to use whitespace **instead of lines**



HOW MUCH WHITESPACE

5

The more some elements (or groups of elements) belong together, the closer they should be!

The “Law of Proximity”



No separation between elements, confusing spacing



Developer-first

Open-source SDKs with industry-leading accuracy, simple documentation, flexible APIs, and turnkey integrations.



Extensible

Build location-based experiences across the customer journey, from messaging to curbside pickup to address autocomplete.



Title and text belong together, therefore there is less space between them



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Ambiguous spacing.
What field do labels
belong to?!

Contact support

Question

Select your question...

Tell us more—how can we help?

Your email address ⓘ

Send email

The image displays two side-by-side versions of a "Contact support" form. Both versions have identical visual elements: a title "Contact support", a "Question" label with a dropdown menu containing "Select your question...", a text area labeled "Tell us more—how can we help?", an "Your email address" label with an info icon, and a blue "Send email" button at the bottom. The primary difference lies in the spacing and alignment of the labels relative to their respective input fields. In the left version, the "Question" label is positioned above the dropdown and to the left of the text area. The "Tell us more..." label is positioned below the text area and to the left of the email input. In the right version, the "Question" label is moved to be directly above the dropdown, and the "Tell us more..." label is moved to be directly above the text area, both aligned to the right of their respective fields. This change in spacing and alignment is intended to improve the clarity of the form's structure.



Each label clearly
belongs to a certain
input field

HOW MUCH WHITESPACE

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Why is the button closer to the lower section?

Community Solar

Breaking down barriers to solar benefits. Homeowners, businesses, and towns can enjoy savings by signing up for a community solar share. No rooftop panels required!

[Learn More](#)

[Community Solar Project Services >](#)
You develop the project, let our team acquire and manage the customers.

[Community Solar Sales Partners >](#)
Broaden your customer base with access to the solar solution for more people in more places.



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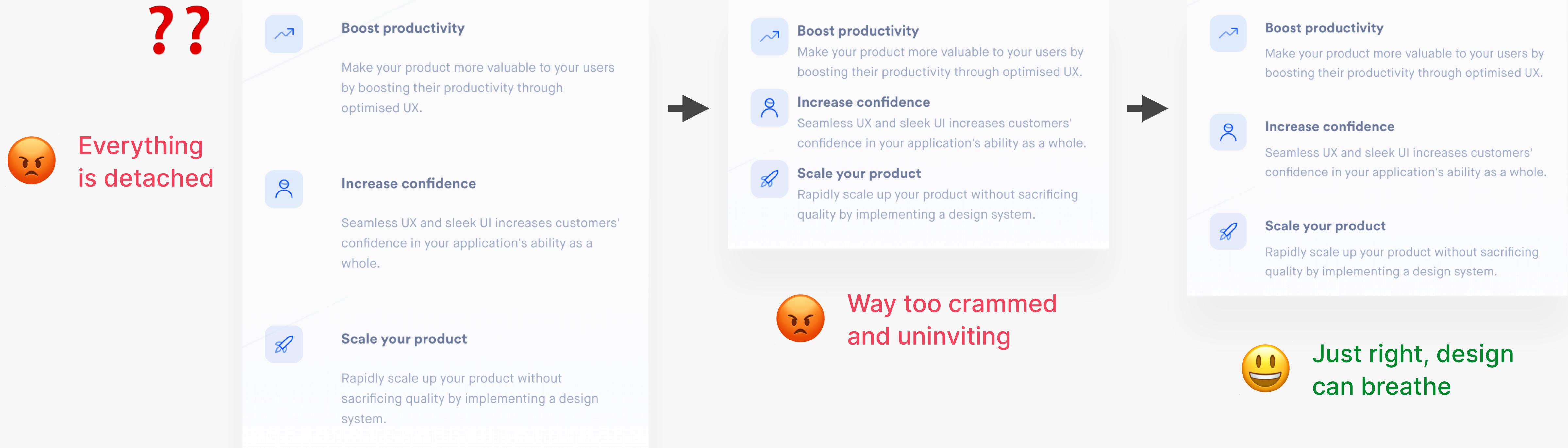
Button seems to belong to text block, so it's closer

HOW MUCH WHITESPACE

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6 Start with a lot of whitespace, maybe even too much! Then remove whitespace from there

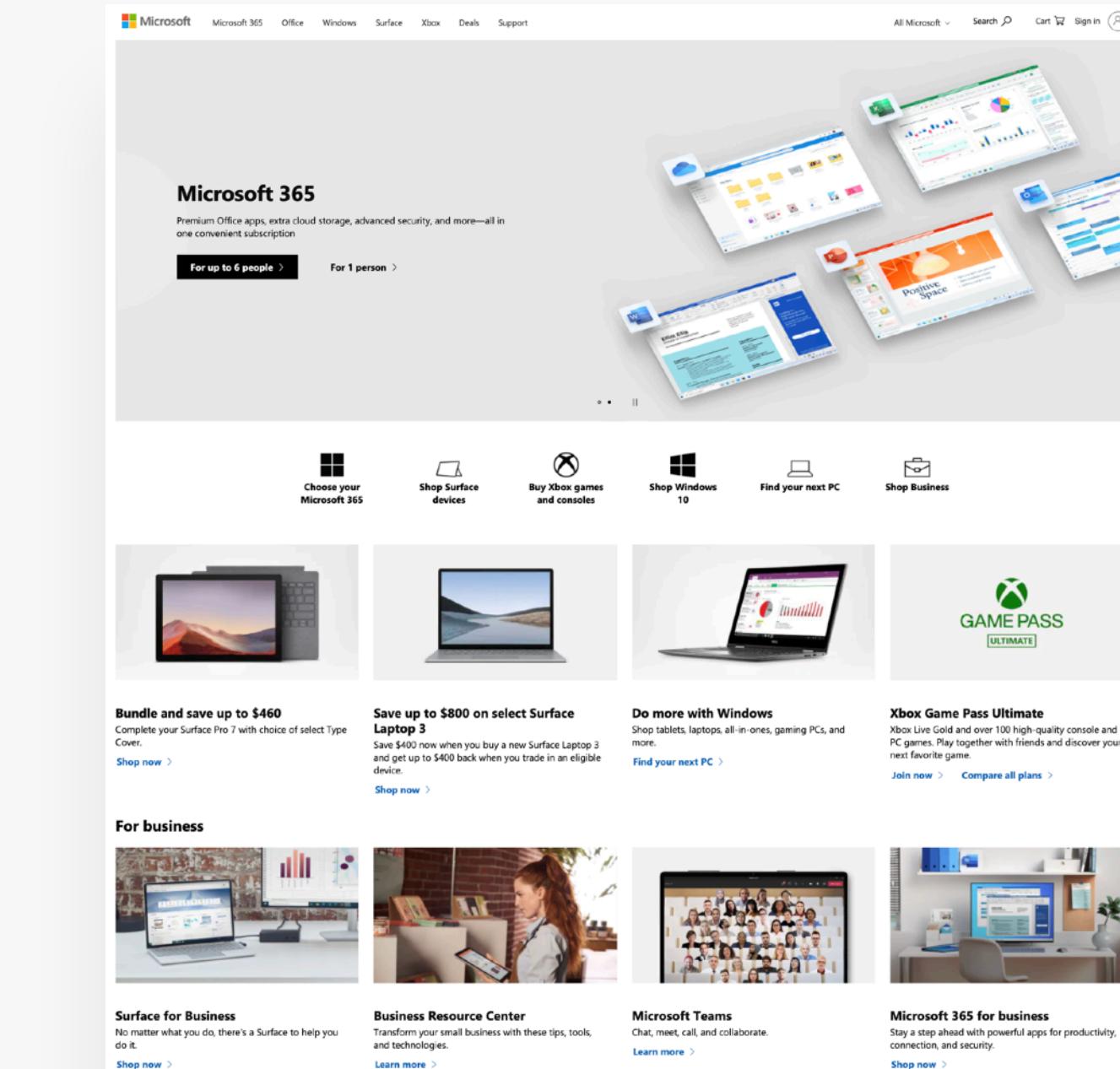
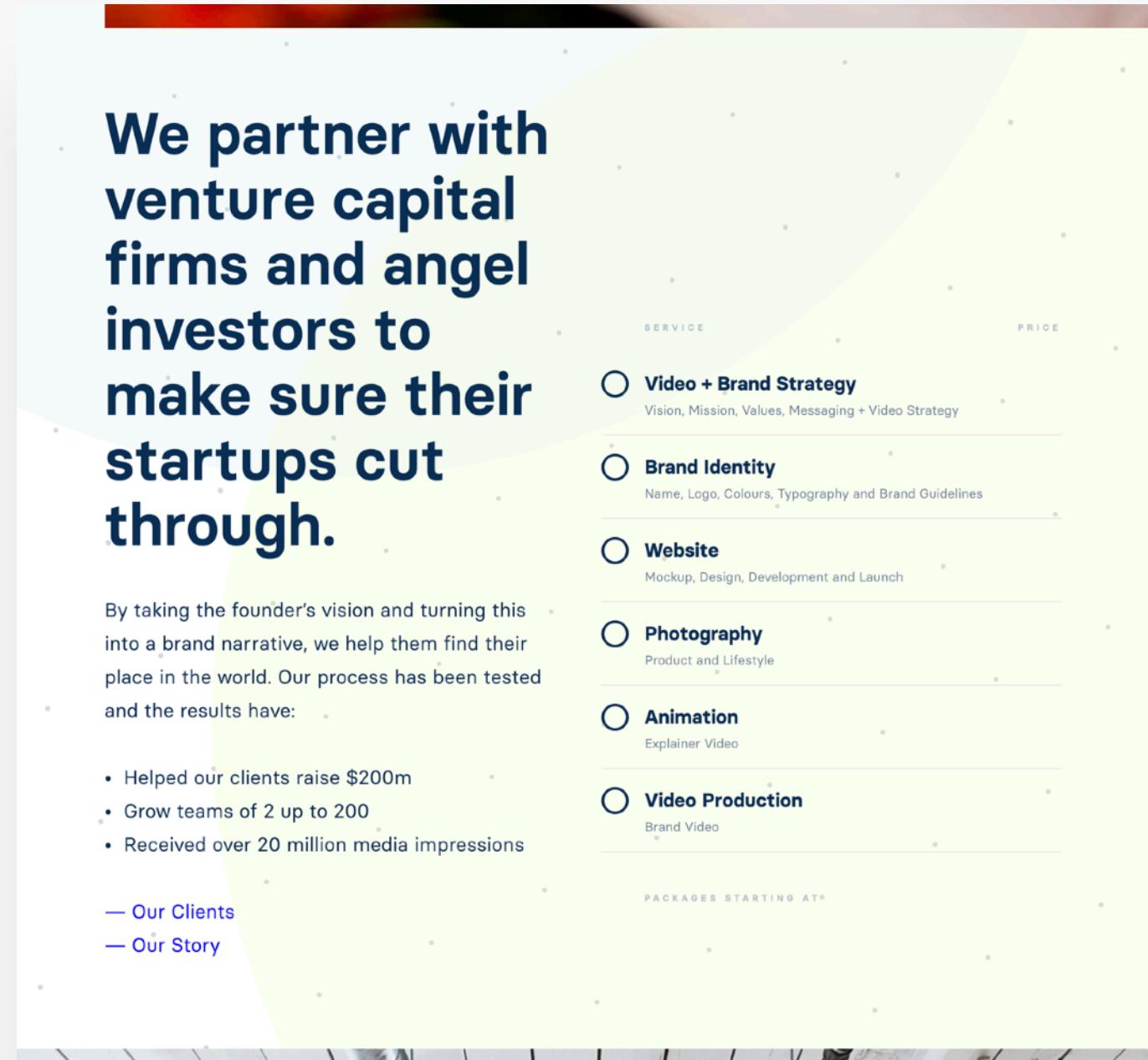
👉 Too much whitespace looks **detached**, too little looks too **crammed**



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 - 👉 Too much whitespace looks **detached**, too little looks too **crammed**
- 7 Match other design choices. If you have big text or big icons, you need more whitespace

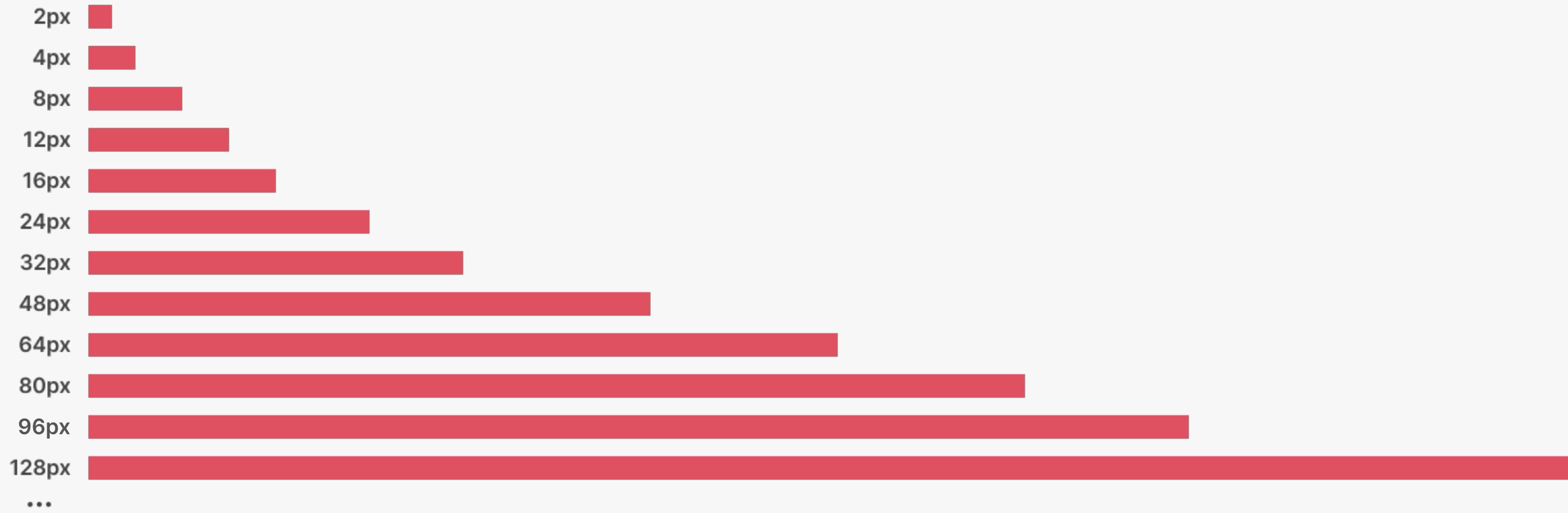
😊 Huge text, lots of whitespace



😊 Small text and images, less space

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- 8 Try a hard rule, such as using **multiples of 16px** for all spacing





BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

WEB DESIGN RULES AND
FRAMEWORK

LECTURE

WEB DESIGN RULES #8: VISUAL
HIERARCHY

WHAT IS VISUAL HIERARCHY?

- 👉 Visual hierarchy is about **establishing which elements** of a design **are the most important ones**
- 👉 Visual hierarchy is about **drawing attention** to these most important elements
- 👉 Visual hierarchy is about **defining a “path” for users**, to **guide** them through the page
- 👉 We use a combination of **position, size, colors, spacing, borders, and shadows** to establish a meaningful visual hierarchy between elements/components

The image shows an Airbnb listing for 'Eco-Villa Garden Pool & Sea View (Villa Epicurea)' in Sesimbra, Setubal, Portugal. The listing has a rating of 5.0 (12) and is a Superhost. It includes a main photo of a modern villa on a hillside, a collage of interior and exterior photos, and a large swimming pool. A prominent red arrow points from the top left towards the main photo. Another red arrow points from the bottom right towards the booking information on the right side of the page.

Eco-Villa Garden Pool & Sea View (Villa Epicurea)

★ 5.0 (12) • Superhost • Sesimbra, Setubal, Portugal

Share Saved

Show all photos

Tiny house hosted by Eco-Lodge Villa Epicurea

4 guests · 1 bedroom · 3 beds · 1 bath

Entire home You'll have the tiny house to yourself.

Enhanced Clean This host committed to Airbnb's 5-step enhanced cleaning process. [Learn more](#)

Eco-Lodge Villa Epicurea is a Superhost Superhosts are experienced, highly rated hosts who are committed to providing great stays for guests.

Free cancellation until 3:00 PM on Mar 8 After that, cancel before 3:00 PM on Mar 8 and get a 50% refund minus the first night and service fee. [Get details](#)

House rules This place isn't suitable for infants (0–2 yrs) and the host doesn't allow parties or smoking. [Get details](#)

€106 / night ★ 5.0 (12)

CHECK-IN 3/8/2021 CHECKOUT 3/10/2021

GUESTS 1 guest

Reserve You won't be charged yet

€106 x 2 nights €212

Service fee €0

Total €212

[Report this listing](#)

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★ 5.0 (12) · Superhost · Sesimbra, Setubal, Portugal

Share Saved

Show all photos

Tiny house hosted by Eco-Lodge Villa Epicurea

4 guests · 1 bedroom · 3 beds · 1 bath

€106 / night ★ 5.0 (12)

CHECK-IN 3/10/2021 CHECKOUT 3/11/2021

GUESTS 1 guest

Reserve

You won't be charged yet

€106 x 1 night €106

Service fee €0

Total €106

Report this listing

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€106 / night

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Entire home

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Free cancellation until 3:00 PM on Mar 5

After that, cancel before 3:00 PM on Mar 10 and get a 50% refund, minus the first night and service fee. [Get details](#)

House rules

This place isn't suitable for infants (0–2 yrs) and the host doesn't allow parties or smoking. [Get details](#)

Share Saved

CHECK-IN
3/10/2021

CHECKOUT
3/11/2021

GUESTS
1 guest

Reserve

You won't be charged yet

€106 x 1 night

€106

Service fee

€0

Total

€106

Report this listing

VISUAL HIERARCHY FUNDAMENTALS

- 1 Position important elements **closer to the top the page**, where they get more attention

