Emphasis:
    Bright buttons help to make tasks clear and easy
Hierarchy:
    Large and Small fonts as appropriate for the importance
Scale and Proportion:
    Appropriate space allocation between the TC Selection
Unity and Variety:
    Variety of colors for different buttons to draw the attention
Similarity:
    Similar Structure followed to display the filtered pharmacies
Proximity:
    Signup and Login proximately used in the user interface
Common Region:
    Signup and Login buttons in the common space
Consistent:
    Consistent color and font theme is followed
Easier to use:
    Simple structure and user flow suitable for new users as well