ChatGPT

Premium-Feeling Product UI: Evidence-Backed Micro-Details for 2024–2026

Executive Summary

A product “feels premium” when the UI behaves like a coherent physical+semantic system: motion communicates causality, feedback confirms intent (without nagging), layout density is deliberate, typography scales predictably, colors remain legible across themes and contrast modes, navigation preserves orientation, and forms reduce cognitive load rather than “optimize.” The most actionable difference is that premium products pick **a small set of explicit numeric rails** (motion presets, spacing units, text styles, target sizes, validation timing rules) and enforce them everywhere—often via tokens and theme generation, not ad-hoc decisions. [1]

Rules that reliably increase “premium feel”

Below are **20 rules** that are both implementation-ready and backed by primary sources (or, where noted, classic sources that continue to define platform behavior).

1) **Use perceptual spring presets instead of hand-tuned stiffness/damping for most UI motion.** Apple explicitly provides spring presets (e.g., `.snappy`) and a “duration + bounce” mental model. [2]

2) **Keep bounce modest; “a little is a lot.”** Apple’s spring guidance shows that ~15% bounce is “small,” ~30% is noticeable, and caution begins around 0.4. [3]

3) **Tie all motion to a cause you can point to.** When motion is “ambient” without a causal trigger, users experience it as delay or decoration rather than feedback—this is exactly why Apple frames motion as communication, not flourish (especially for “focus” moments like a 500ms visual animation). [3]

4) **Prefer transform/opacity animations over layout-affecting properties for smoothness.** Stripe’s own front-end animation guidance highlights performance and recommends animating cheap properties (transform/opacity) to avoid jank. [4]

5) **Use a single spacing “unit” and scale density by changing that unit, not by inventing new one-offs.** Stripe Elements exposes `spacingUnit` explicitly as the base unit from which other spacing is derived, encouraging a density dial. [5]

6) **If you expose density modes, implement them as token sets (comfortable/compact) rather than per-component overrides.** Stripe Apps exposes spacing as a small named scale (2/4/8/16/24/32/48px), implying systems-level control. [6]

7) **Keep mobile form font sizes ≥16px to avoid mobile input usability issues.** Stripe's Elements docs explicitly warn to choose at least 16px for mobile input fields. [5]

8) **Adopt semantic color tokens that include "on-color" accessible counterparts.** Stripe Elements includes `accessibleColorOnColorPrimary`, `accessibleColorOnColorBackground`, etc., encoding contrast requirements into tokens. [5]

9) **Generate themes in perceptually uniform color spaces when you support custom themes.** Linear describes migrating theme generation to LCH because equal "lightness" values appear roughly equally light, and adding a theme "contrast" variable for accessibility. [7]

10) **Support "high contrast" as a first-class theme parameter, not a bolt-on.** Linear's contrast variable (example values shown like 30 vs 100) makes this explicit. [7]

11) **Use contextual help over forced tutorials when onboarding real tasks.** entity["organization","Nielsen Norman Group","ux research firm"] reports that tutorials interrupt users and are quickly forgotten; contextual help can avoid these pitfalls. [8]

12) **Make density feel intentional via alignment and hierarchical rhythm.** Linear's redesign emphasizes reducing visual noise, increasing hierarchy, and improving alignment in "chrome" areas; they explicitly call out that it's something you "feel after a few minutes." [7]

13) **Treat touch targets as a spec, not a suggestion.** WCAG 2.2 defines 44×44 CSS px for enhanced target size (with exceptions) and 24×24 CSS px minimum (with spacing/equivalent exceptions). [9]

14) **Enforce minimum touch-target size in component defaults.** Material Components for Android notes a 48dp minimum touch target for slider thumbs by default. [10]

15) **Use text-spacing resilience as an accessibility constraint while designing your type scale.** WCAG 2.2 SC 1.4.12 requires no loss of content/functionality when line-height, paragraph spacing, letter spacing, and word spacing are increased to specific thresholds (e.g., line height 1.5×). [11]

16) **Use "perceived performance" metrics that reflect user experience, not only lab speed.** Web Vitals documentation distinguishes field vs lab realities and frames metrics like LCP and INP as user-centric indicators. [12]

17) **Optimize responsiveness as "feedback latency," not "page load."** INP became a Core Web Vital and replaced FID on March 12, 2024—explicitly shifting focus to interaction responsiveness. [13]

18) **Use micro-celebrations sparingly and attach them to meaningful milestones.** Notion's release notes introduce a confetti effect specifically in automations (i.e., discrete "success" moments), not for every click. [14]

19) **Minimize checkout field count—field burden matters more than "steps."** Baymard's 2024 benchmark reports the average checkout is 5.1 steps and 11.3 fields, and highlights that total field burden has more impact than steps. [15]

20) **Implement inline validation with three critical behavioral details.** Baymard's 2024 inline validation research: avoid premature validation, remove errors immediately once corrected, and use positive inline validation. [16]

Errors that make apps feel "meh" even when they look good

These **10 failure modes** recur across products and are disproportionately harmful to "feel."

- **Over-bouncy springs everywhere** (turning routine navigation into "toy" motion). [3]
- **Animation without causality** (motion as ornament, perceived as delay). [3]
- **No density rails** (each surface invents its own padding; nothing aligns). [17]
- **Theme systems built in non-uniform spaces** (custom themes look "off" unpredictably). [7]
- **Color tokens without "on-color" pairs** (contrast regressions ship constantly). [5]
- **Tiny touch targets** (precision UI that feels cheap on touch hardware). [18]
- **Forms that validate too early** (punishing users mid-entry). [16]
- **Guest checkout hidden** (users assume forced registration and abandon). [19]
- **Performance work that ignores responsiveness** (fast load, sluggish interactions). [20]
- **Tutorial-heavy onboarding** (interrupts tasks; quickly forgotten). [8]

Motion, Micro-interactions, and Perceived Performance

Apple's spring model that "feels right" in 2024–2026

Apple's most useful recent shift for practitioners is the move from "physics parameters" (mass/stiffness/damping) to **perceptual parameters**: animate with a target **duration** and a **bounce** amount, and use presets for common cases. In the WWDC session on "Animate with springs," Apple explains that for UI design you often want consistent *perceptual duration* (how long it feels like motion takes) rather than "settling duration" (when oscillations mathematically end). They show a new family of spring presets derived from values already used by the system across iOS, and they introduce guidance for bounce amounts: 0 for no bounce, ~15% for subtle bounce, ~30% for noticeable bounce, and caution above ~0.4. [3]

Two concrete takeaways that are easy to operationalize:

- **Default to a "snappy" preset for UI state changes**; reach for custom duration+bounce when you need specific character or when matching system transitions. Apple documents `Animation.snappy(duration:extraBounce:)` as a spring-like animation with a default duration (0.5s) and an `extraBounce` parameter to adjust bounciness. [21]
- **Standardize bounce ranges** as design tokens (e.g., 0.0 / 0.15 / 0.30) so designers can specify intent ("subtle" vs "playful") without re-tuning. Apple's own examples make those breakpoints explicit. [3]

Copy-paste: iOS motion "rails" in SwiftUI

```
import SwiftUI

enum Motion {
    // Apple's doc describes snappy as a spring with default 0.5s duration.
```

```
    // Keep bounce modest; treat 0.15 as “subtle” and 0.30 as “noticeable”.
    static func subtle(_ duration: Double = 0.35) -> Animation {
        .snappy(duration: duration, extraBounce: 0.15)
    }

    static func crisp(_ duration: Double = 0.25) -> Animation {
        .snappy(duration: duration, extraBounce: 0.0)
    }

    static func playful(_ duration: Double = 0.45) -> Animation {
        .snappy(duration: duration, extraBounce: 0.30)
    }
}

struct Example: View {
    @State private var on = false

    var body: some View {
        Button(on ? "On" : "Off") {
            on.toggle()
        }
        .buttonStyle(.borderedProminent)
        .scaleEffect(on ? 1.05 : 1.0)
        .animation(Motion.subtle(), value: on)
    }
}
```

The key is not the exact numbers above but the *discipline*: you ship **three** motion personalities and use them everywhere. Apple's own guidance makes "small bounce vs noticeable bounce vs too much bounce" a first-class concept, which is why this tokenization works. [22]

Copy-paste: UIKit with duration+bounce springs

Apple documents UIKit support for specifying springs using duration+bounce APIs (and also for `CASpringAnimation` via "perceptualDuration" + bounce), moving away from low-level stiffness/damping for many UI cases. [23]

```
import UIKit

enum Motion {
    static func animateSubtle(
        duration: TimeInterval = 0.35,
        bounce: CGFloat = 0.15,
        animations: @escaping () -> Void,
        completion: ((Bool) -> Void)? = nil
    ) {
```

```
        UIView.animate(
            duration: duration,
            bounce: bounce,
            animations: animations,
            completion: completion
        )
    }
}
```

When this is “premium”: when the rest state is stable, the bounce is modest, and the animation communicates hierarchy (what changed, what stayed). Apple’s WWDC guidance explicitly frames springs as “the default for SwiftUI” and emphasizes that these presets are based on system values, which is why matching them produces an immediate “native” feel. [3]

Motion that stays premium under reduced-motion settings

“Premium” also means **graceful degradation**, not removal. On the web, the primary standards hook is `prefers-reduced-motion`, defined in Media Queries Level 5 (`no-preference` vs `reduce`). [24]

A practical pattern is: keep *state change clarity* while dropping *kinetic flourish* (e.g., replace a spring translate with a short fade, keep focus rings and spatial continuity cues).

```
:root {
  --dur-fast: 150ms;
  --dur-med: 250ms;
  --ease-standard: cubic-bezier(0.2, 0.0, 0, 1.0); /* example easing */
}

@media (prefers-reduced-motion: reduce) {
  :root {
    --dur-fast: 0ms;
    --dur-med: 0ms;
  }
  * {
    scroll-behavior: auto !important;
  }
}
```

Why this matters: standards bodies explicitly treat user preference media queries (including reduced motion) as meaningful—and therefore widely supported—signals. [24]

Haptics that add value vs haptics that irritate

Two principles consistently separate good haptics from annoying haptics:

1) **A haptic must map to an interpretable event** (success, warning, error, or a crisp "boundary" in a control), not be used as decoration. Apple's HIG language (as surfaced in Apple's design pages) emphasizes using feedback for its intended purpose and ensuring the source of feedback is clear. [25]
2) **Haptics are most effective as confirmation at decision points**—Apple's own "Designing Audio-Haptic Experiences" session uses Apple Pay as the canonical example: the checkmark and confirmation feedback create a strong "transaction completed" moment. (Classic source, but still Apple's reference pattern.) [26]

A practical rule: budget haptics like you budget notifications. If a screen can generate more than ~1 haptic every few seconds during normal use, it's very likely to become noise (and users start attributing it to "cheap gamification" rather than quality). This isn't a universal numeric threshold; it's a systems-design constraint: ensure there's *haptic scarcity* so the meaning remains high. [27]

Copy-paste: iOS "useful haptic" wrapper

```
import UIKit

final class Haptics {
    static let shared = Haptics()
    private let notify = UINotificationFeedbackGenerator()
    private let impact = UIImpactFeedbackGenerator(style: .light)

    func success() {
        notify.prepare()
        notify.notificationOccurred(.success)
    }

    func error() {
        notify.prepare()
        notify.notificationOccurred(.error)
    }

    func boundary() {
        impact.prepare()
        impact.impactOccurred()
    }
}
```

The "premium" part is not the call—it's deciding *where* you allow these calls: payment confirmed, message sent, destructive action completed, and maybe a boundary snap in a picker. Apple's own use of audio-haptic confirmation for Apple Pay underlines why those moments deserve feedback. [26]

Success micro-animations that don't become cheesy

A success animation works when it answers: **"Did my intent complete?"** and **"What changed?"** Notion's 2026 release notes provide a telling example: they added a **confetti effect specifically tied to**

automations, i.e., an explicit "workflow milestone," rather than adding confetti to generic interactions. That placement is the difference between delight and gimmick. [14]

A high-signal pattern is: (1) immediate local acknowledgement (button state), (2) brief success mark, (3) transition to next state. The visual "500ms focus-animation" example in Apple's spring session also hints that "hero micro-moments" should be long enough to register, but not long enough to block. [3]

Layout Density, Spacing, and Typography at Scale

Density that stays readable: scale the system, not the screen

A recurring "premium density" strategy is to design density controls as **a small number of global modes** (often 2–3), implemented by scaling only a few root tokens:

- base spacing unit
- base font size / text styles
- row heights / hit targets
- icon sizes and alignment grid

Stripe's APIs expose this mindset directly. In Elements, `spacingUnit` is explicitly "the base spacing unit that all other spacing is derived from," and you can increase/decrease it to make layout more/less spacious. [5]
In Stripe Apps styling, spacing is constrained to a short token list (0, 2, 4, 8, 16, 24, 32, 48px). This is exactly how you prevent "random padding." [6]

Copy-paste: density modes via CSS tokens

```
:root {
  /* Density = comfortable */
  --space-0: 0px;
  --space-1: 4px;
  --space-2: 8px;
  --space-3: 12px;
  --space-4: 16px;

  --radius: 10px;
  --text-base: 16px;
}

[data-density="compact"] {
  /* Density dial: primarily reduce spacing + slightly reduce radius */
  --space-1: 2px;
  --space-2: 6px;
  --space-3: 10px;
  --space-4: 14px;
```

```
  --radius: 8px;
}

.card {
  padding: var(--space-4);
  border-radius: var(--radius);
}
```

This is the same architectural idea Stripe documents (base unit → derived spacing) and the same "small allowed set" idea Stripe Apps enforces. [28]

Why dense UIs still feel calm when alignment is systemized

Linear's 2024 redesign is a rare primary-source window into density work: they explicitly redesigned sidebar/tabs/headers/panels to reduce visual noise and increase hierarchy and density of navigation elements; they also describe meticulous alignment work that you "feel after a few minutes." They stress-tested condensed vs more spacious configurations across Electron desktop and browser constraints. [7]

This yields a concrete rule you can implement immediately:

- **Density is not "smaller spacing."** Density is "more information per pixel *without increasing visual entropy*."
- The way you buy density without entropy is alignment + consistent baselines + predictable typographic roles + restrained contrast ramps. Linear's description of aligning labels/icons/buttons in the sidebar is exactly this. [7]

Typography scales that survive mobile to ultra-wide

Vercel's Geist type scale as an explicit, production-ready ladder

The Geist design system publishes a clear ladder of typography classes with numeric suffixes, separated by role: Headings, Buttons, Labels, Copy. The ladder includes heading sizes like 72/64/56/48/40/32/24/20/16/14, and "Copy" sizes like 24/20/18/16/14/13, with explicit usage notes (e.g., Copy 14 is "most commonly used"). [29]

A subtle premium detail: they distinguish **Label** (single-line, ample line-height for icon alignment) vs **Copy** (multi-line, higher line-height). That separation prevents the classic "dense menus look cramped" failure. [29]

Stripe's "scaling" hints: base size + rem-derived variants

Stripe Elements documents `fontSizeBase` as the root font size and states that other sizes (e.g., `fontSizeSm`, `fontSizeXs`) are scaled from it using `rem`, plus the very pragmatic rule: pick at least 16px for mobile input fields. [5]

This suggests an implementation you can reuse broadly: define only a base size at breakpoints, then keep your internal type scale in rem so components scale proportionally.

Apple SF Pro and scaling behavior

Apple's font documentation explicitly states SF Pro is the system font for Apple platforms and includes variable optical sizes for optimal legibility, alongside multiple weights and widths. This is a big reason Apple UI can "scale" while remaining crisp—optical sizing is built into the type system. [30]
On the implementation side, Apple's UIKit guidance on Dynamic Type (Scaling Fonts Automatically) frames Dynamic Type as user-selected text sizing to improve readability. [31]
WWDC24 content on Dynamic Type emphasizes using SwiftUI environment values like `dynamicTypeSize` and adjusting layout (e.g., switching HStack/VStack) for accessibility sizes—reinforcing that "scaling typography" is inseparable from scaling layout. [32]

Copy-paste: fluid type that stays inside accessibility constraints

A high-signal "premium" requirement is that scaling typography must not break readability when users increase spacing. WCAG 2.2 SC 1.4.12 defines specific stress-test values (line height ≥1.5×, letter spacing ≥0.12×, etc.) that must not cause loss of content/functionality. [11]

```
/* Fluid type (viewport-aware) */
:root {
  --text-body: clamp(15px, 0.95rem + 0.2vw, 18px);
  --text-h2: clamp(22px, 1.2rem + 1.2vw, 36px);
  --lh-body: 1.5; /* choose a baseline that already tolerates WCAG spacing
increases */
}

body {
  font-size: var(--text-body);
  line-height: var(--lh-body);
}

/* Optional: user-set "reading mode" can increase spacing; must not break layout
*/
[data-reading="spacious"] {
  letter-spacing: 0.02em;
  word-spacing: 0.04em;
}
```

The "premium move" is choosing defaults that are already robust under the WCAG text-spacing stress test, so accessibility upgrades don't destroy layout. [11]

Color Systems and Accessibility

Semantic color tokens that encode accessibility

Stripe Elements exposes a fairly complete semantic color surface, including success/warning/danger and—crucially—paired `accessibleColorOn…` tokens for text on top of those surfaces. This is a mature pattern:

it reduces the chance that teams pick a “pretty” primary color and accidentally ship unreadable text on it. [5]

A concrete implementation pattern:

- `colorPrimary`, `colorBackground`, `colorText`, `colorDanger` define base meaning
- `accessibleColorOnColorPrimary` etc define enforced foregrounds
- components use semantic meanings, not raw hex

This mirrors how you’d build a token system in CSS variables or design tokens pipelines. [5]

Dark mode that feels designed, not inverted

Linear’s 2024 redesign write-up offers unusually practical detail: they describe a variable-based system that generates aliases for surfaces/text/icons/controls, and they explicitly frame dark and light themes in terms of **elevation and translucent surfaces** (background, foreground, panels, dialogs, modals). They also note adopting LCH for theme generation and expanding it to main themes, not just elevated/translucent surfaces. [7]

This implies a “premium dark mode” rule:

- design dark mode as a **surface hierarchy**, not a black background + white text
- generate surface ramps in a perceptually uniform space (LCH) to keep “equal steps” looking equal
- expose contrast as a user-facing parameter when customization exists

Linear explicitly supports a “contrast” variable to enable high-contrast themes for accessibility. [7]

Advanced accessibility constraints that keep beauty intact

WCAG 2.2 (published Dec 12, 2024) is the current baseline reference for web accessibility requirements on text spacing, target sizes, and more. [33]

Two requirements matter disproportionately for “premium feel” because they affect perceived polish:

- **Text Spacing resilience (SC 1.4.12):** your UI must survive increased line-height, letter spacing, word spacing, paragraph spacing without breaking. [34]
- **Target sizes (SC 2.5.8 and 2.5.5):** minimum targets 24×24 CSS px; enhanced guidance 44×44 CSS px, with explicit exceptions. This is the difference between “stylish” and “usable.” [35]

On Android, Material Components defaults also encode touch-target expectations (e.g., 48dp slider thumb touch target). Setting these defaults at the component level is how you keep accessibility from being “optional.” [10]

Navigation and Onboarding Patterns

Navigation that feels “obvious” is usually cross-environment consistent

Linear’s redesign provides a concrete example of a hard, modern constraint: their app runs on Electron and must feel at home on macOS/Windows and in the browser, meaning history, tabs, and navigation buttons must be compatible across environments. They explicitly tested configurations for condensed/spacious UI and referenced Apple standards to get closer to native feel. [7]

A practical rule:

- when a product spans desktop web + desktop app shells, you need a **single navigation mental model** with a “history contract” that holds in both contexts; otherwise users get lost because the same “Back” gesture/key does different things depending on environment (browser vs app shell). Linear’s account is valuable precisely because it foregrounds environment constraints as a design input, not an implementation detail. [7]

Command palettes as “navigation compression”

Command palettes work when they are:

- available everywhere
- predictable in shortcut and information architecture
- scoped and ranked consistently

A 2024 essay on designing command palettes frames them as a bridge between shortcuts and discoverability, emphasizing that you should start from expected keyboard interaction patterns. [36]

This pattern becomes “premium” when paired with density: you can keep the UI calm while still making every feature reachable. (In practice, this is one reason modern tools with lots of capability often feel less labyrinthine than their menu-heavy predecessors.) [37]

Onboarding that doesn’t feel like onboarding

NNG’s 2023 guidance contrasts onboarding tutorials with contextual help: tutorials interrupt, don’t necessarily improve performance, and are quickly forgotten; contextual help avoids these pitfalls but requires unintrusive activation. [8]

A “premium” onboarding playbook therefore looks like:

- empty states that offer one best next action
- progressive disclosure (show only what’s needed now; reveal depth later)
- contextual help affordances that users can summon when stuck, not when they’re flowing

This aligns with the broader “density without noise” theme: teach by letting users do real work, with guardrails. [38]

Notion's 2026 release notes provide a small but illustrative example of "micro-onboarding through delight": confetti is attached to automations (a meaningful milestone), not generic usage. That's a reinforcement loop without a tutorial. [14]

Forms and Checkout Conversion

What Baymard's 2024–2026 data actually implies

Baymard's recent public research gives unusually actionable numeric anchors:

- **Average checkout in 2024:** 5.1 steps and 11.3 fields, with 18% of users abandoning due to checkout complexity; Baymard argues step count is less predictive than total field burden. [15]
- **Average documented cart abandonment:** 70.22% based on 50 studies (Baymard's compilation; published Sept 2025 under "Statistics 2026"). [39]

These two points together create a non-obvious "premium conversion" rule:

> Your checkout doesn't win by being one page; it wins by lowering *field management cost* (typing + verifying + fixing errors) while maintaining trust cues.

Baymard's own framing explicitly directs attention to field burden over step mechanics. [15]

Guest checkout and account creation timing

Baymard's guidance is blunt: allowing guest checkout prevents unnecessary abandonments, but the option must be **prominent** or it might as well not exist. [40]
They also benchmark that 62% of sites fail to make guest checkout the most prominent option, and explain how users stop at account selection hunting for the guest option—some never find it and abandon. [41]
They further recommend "delayed account creation" (push account creation to confirmation) with implementation details (published Sept 2023—within the "modern but slightly pre-2024" window). [42]

Validation that helps instead of punishing

Baymard's 2024 inline validation guidance is one of the clearest behavior specs available:

1) avoid premature validation
2) remove error messages as soon as the field is corrected
3) use positive inline validation for all fields [16]

They also discuss sensitive credit card validation behavior: validate non-sensitive fields on the front-end first (two-stage validation) to avoid forcing unnecessary re-entry. [43]

Stripe's Elements configuration gives an adjacent "premium" clue: it supports different input density variants (`spaced` vs `condensed`) and label strategies that switch based on density (labels above vs floating), encoding a form readability/density trade-off into configuration rather than bespoke implementation. [5]

Copy-paste: inline validation timing that matches Baymard behavior

```ts
// A practical pattern: validate on blur for most fields,
// validate while typing only after the user has "committed" (touched + paused).
// Remove error immediately when corrected; show positive state when valid.

type FieldState = "idle" | "editing" | "valid" | "invalid";

function debounce<T extends (...args: any[]) => void>(fn: T, ms: number): T {
  let t: number | undefined;
  return ((...args: any[]) => {
    window.clearTimeout(t);
    t = window.setTimeout(() => fn(...args), ms);
  }) as T;
}

const validateEmail = (value: string) => {
  // Keep this permissive; strict rejection causes false negatives.
  return value.includes("@");
};

const debouncedValidate = debounce((input: HTMLInputElement) => {
  const ok = validateEmail(input.value);
  input.dataset.state = ok ? "valid" : "invalid";
}, 250);

export function wireEmailField(input: HTMLInputElement) {
  input.dataset.state = "idle";

  input.addEventListener("input", () => {
    // Avoid "premature validation"—don't scream invalid on first character.
    if (input.value.length < 3) {
      input.dataset.state = "editing";
      return;
    }
    debouncedValidate(input);
  });

  input.addEventListener("blur", () => {
    const ok = validateEmail(input.value);
    input.dataset.state = ok ? "valid" : "invalid";
  });
}
```

This matches the spirit of Baymard's "avoid premature validation" and "remove errors immediately when corrected," while still providing fast feedback once the user is actually entering a meaningful value. [16]

Annexes

Quick table of high-leverage numeric rails

Domain	“Premium rail”	Evidence anchor
iOS springs	Bounce ~0.15 = subtle; ~0.30 = noticeable; caution ~0.4+	Apple WWDC spring guidance [3]
SwiftUI preset	`Animation.snappy` default duration 0.5s; `extraBounce` adjusts bounciness	Apple docs
Stripe spacing tokens	0, 2, 4, 8, 16, 24, 32, 48px	Stripe Apps docs [6]
Stripe density dial	`spacingUnit` is base spacing unit; adjust for spacious/compact	Stripe Elements docs [5]
Vercel type ladder	Headings 72→14; Copy 24→13; Labels/Buttons split by role	Geist typography docs [29]
Text spacing resilience	Must tolerate line-height 1.5×, letter spacing 0.12×, etc.	WCAG 2.2 SC 1.4.12 [11]
Touch targets	Minimum 24×24 CSS px; enhanced 44×44 CSS px (exceptions)	WCAG 2.2 [35]
Android touch defaults	Slider thumb minimum touch target 48dp (default)	Material Components doc [10]
Checkout benchmarks	2024 avg: 5.1 steps, 11.3 fields; 18% abandon due to complexity	Baymard 2024 [15]
Cart abandonment	Avg documented 70.22% across 50 studies	Baymard 2025 (“2026” stats) [39]
Web responsiveness	INP replaced FID as Core Web Vital on 2024-03-12	web.dev [13]

A compact checklist you can use tomorrow

Motion & feedback - Pick 3 motion tokens (crisp/subtle/playful) and ban one-offs; keep bounce modest. [22]
- Never ship motion without a causal trigger; avoid “ambient” animation in workflows. [3]
- Add haptics only at decision points (success/error/boundary), not as decoration. [44]
- Respect reduced motion via `prefers-reduced-motion`. [45]

Density & typography - Use a spacing unit + a small spacing scale; implement density modes by swapping token sets. [28]
- Separate “Label” vs “Copy” text roles (single-line vs multi-line rhythm). [29]
- Stress-test layouts under WCAG text-spacing requirements. [11]

Color & accessibility - Use semantic tokens + `on-color` accessible tokens to prevent contrast regressions. [5]
- If you allow theming, generate in LCH and expose contrast as a parameter (or ship a high-contrast theme). [7]

Forms - Remove fields aggressively; field burden beats "step count." [15]
- Make guest checkout prominent; consider delayed account creation. [46]
- Implement inline validation with Baymard's 3 behavior details. [16]

Measuring "real margins" on any production site

If you need literal measurements of page margins/containers (because many top products don't publish them), the most reliable method is instrumenting the DOM in DevTools:

```
// Run in DevTools console on any page:
(() => {
  const el = document.querySelector("main") || document.body;
  const r = el.getBoundingClientRect();
  return {
    viewport: { w: window.innerWidth, h: window.innerHeight },
    mainRect: { x: r.x, y: r.y, w: r.width, h: r.height },
    leftMarginApprox: Math.round(r.x),
    rightMarginApprox: Math.round(window.innerWidth - (r.x + r.width)),
  };
})();
```

Then repeat at common breakpoints (e.g., 375, 768, 1024, 1440, 1920, ultra-wide) and map results back into your layout tokens. This "measure then tokenize" approach aligns with the same philosophy seen in Stripe's "spacing unit" control and Linear's system-variable approach: once you measure, you encode the choice as a system constraint. [47]

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[1] [2] [3] [21] [22] Animate with springs - WWDC23 - Videos - Apple Developer
https://developer.apple.com/videos/play/wwdc2023/10158/

[4] Connect: behind the front-end experience
https://stripe.com/blog/connect-front-end-experience?utm_source=chatgpt.com

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