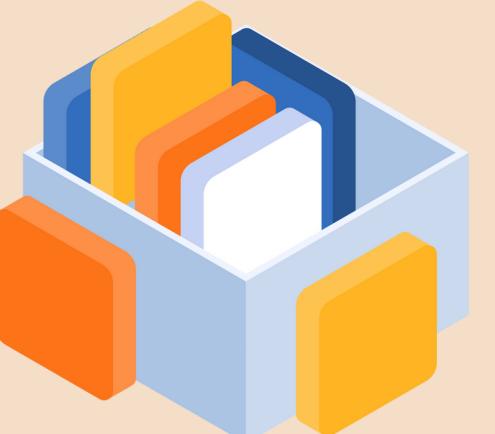




Actionable UI / UX

Get Smart About Design in 45 Minutes



November 2023, Douglas Davison

concepts

Understanding & adapting to
user behavior

tactics

How to avoid
common mistakes



Intuitive Design



You adapt to your user

Easy to use = easy to enjoy

Avoid confusion, frustration

Accomplish things (sales, sign-ups)

The Fold



The Fold



The Fold



Above the Fold

fast to load

not annoying or loud

simple design =>

'As a first-time visitor, can I immediately tell where my attention should go?"



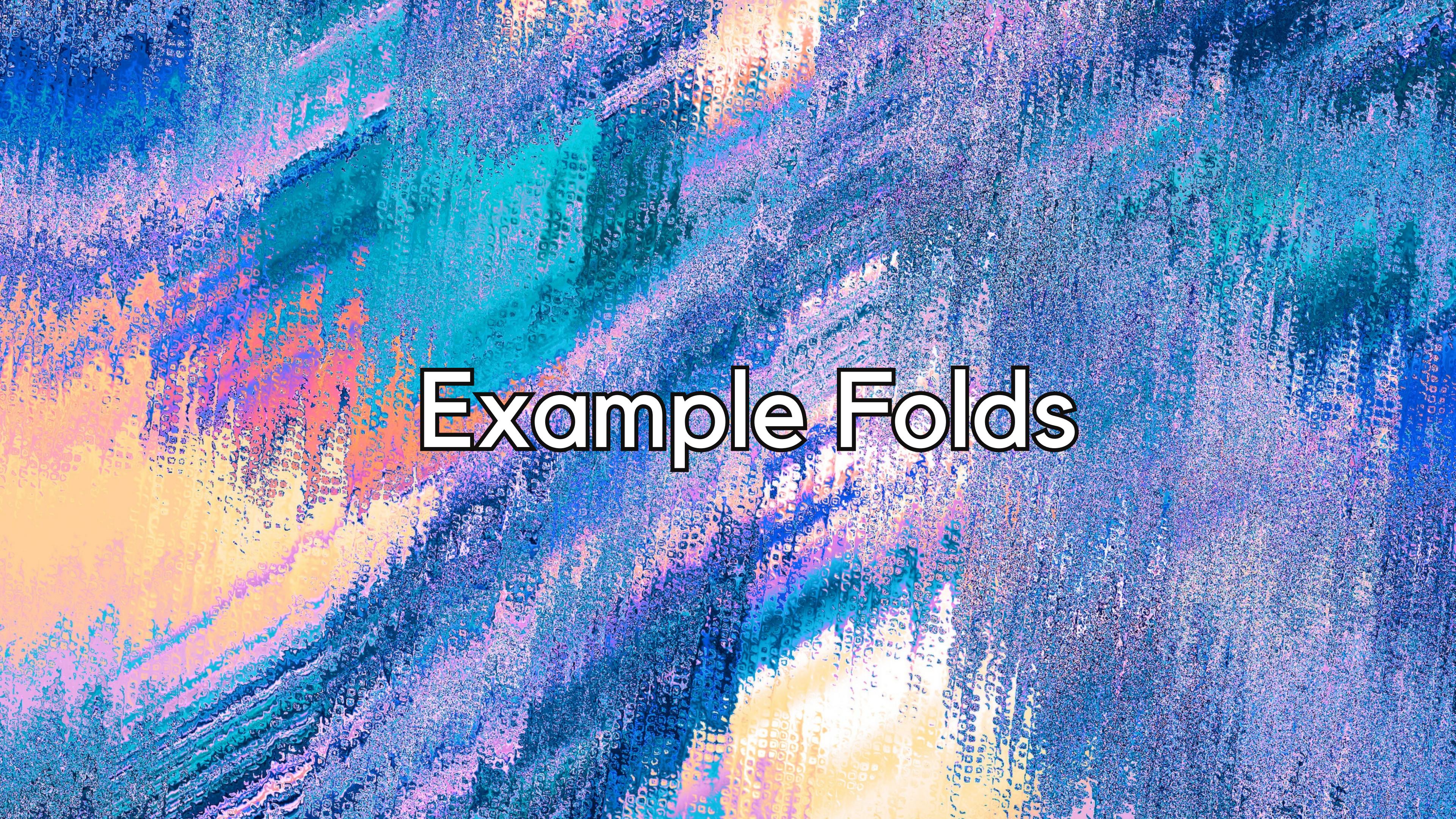
usually see:

featured image

headline introducing the brand
(and its voice)

a sentence explaining it

CTA



Example Folds

mint.intuit.com

INTUIT turbotax creditkarma mint quickbooks mailchimp

mint How it works Credit Cards Investing Loans Resources Mint Salary (Beta) Sign up Sign in

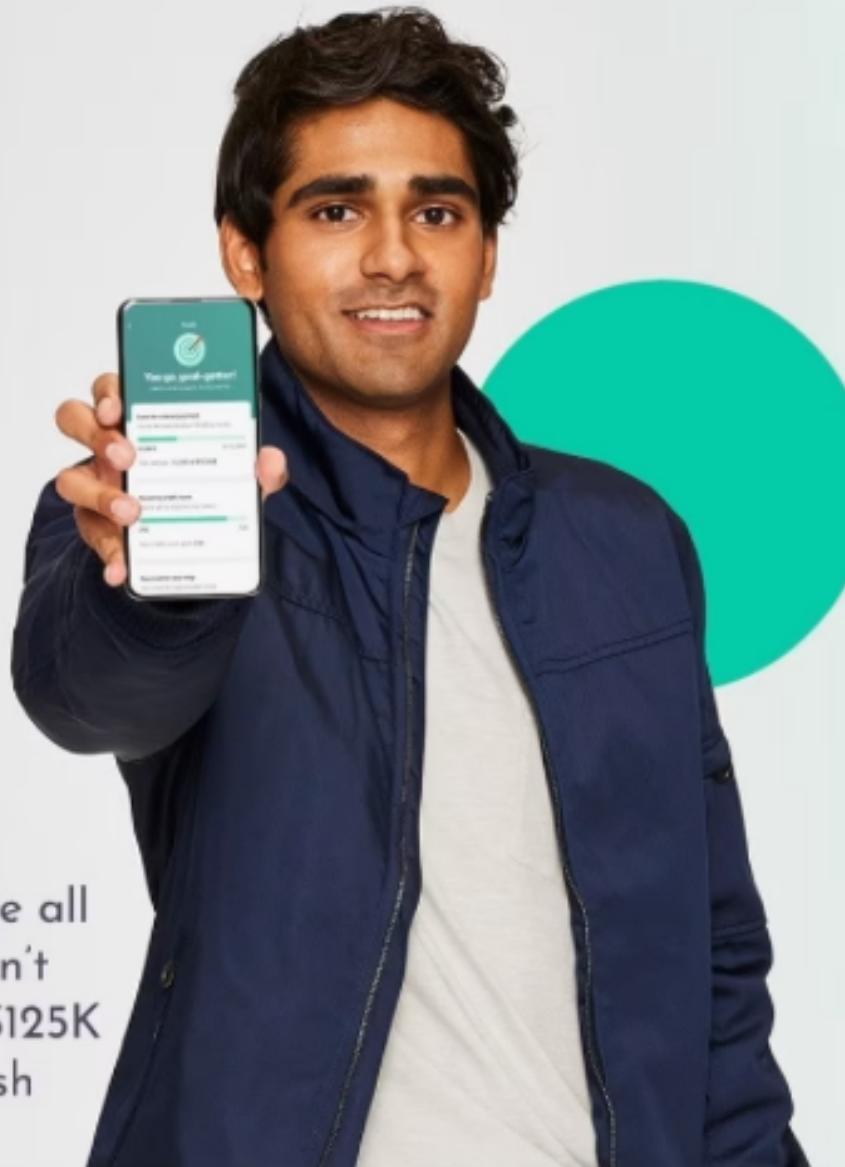
Managing money, made simple

Sign up for free

#1 most downloaded personal finance app¹

"Without Mint helping me manage all my accounts in one place, I wouldn't have been motivated to pay off \$125K of student debt in 3 years." - Hersh

See why Mint is trusted by over 30 million users [Read reviews](#)



Above the Fold: Mint

Above the Fold: TurboTax

The screenshot shows the homepage of the TurboTax website. At the top, there's a navigation bar with icons for window control, a search bar containing 'turbotax.intuit.com', and buttons for sign-up and sign-in. Below the navigation is the Intuit TurboTax logo. To the right of the logo are links for 'Expert does your taxes', 'Do it yourself', 'Resources', 'Support', and 'Pricing'. There's also a language selection 'En' and a dropdown arrow. On the far right are 'Sign up' and 'Sign in' buttons. The main content area features a large photo of a smiling woman with short grey hair, wearing a blue sweater with a red checkmark pin. She is sitting at a desk with a white mug and a pencil. To her left, a dark overlay contains the text 'Stay on top of taxes with year-round expert advice' and 'Get one-on-one tax advice if you filed your 2022 taxes with TurboTax Live or TurboTax Live Full Service.' Below this text are two buttons: a red 'Talk to an expert' button and a white 'See expert tips' button.

notion.so

Notion Product Download Solutions Resources Pricing Request a demo Log in Get Notion free

Your wiki, docs, & projects. Together.

Notion is the connected workspace where better, faster work happens. Now with AI ✨

[Get Notion free →](#)



Above the Fold: Notion

The screenshot shows the homepage of the Ritual website. At the top, there's a navigation bar with icons for window control, a shield, and a search bar containing 'ritual.co'. Below the navigation is the Ritual logo ('RITUAL ♥') and a main menu with 'For Restaurants', 'For Companies', and 'Blog' dropdowns. A teal banner across the top features the text 'Get food from your local faves today.' and a 'Order now' button. The main visual is a blurred photograph of a person eating, with the text 'We're for food perks that employees love' overlaid in large white font. Below this, a subtitle reads 'Reimagined food solutions for the new workplace experience'. A 'Learn more' button is visible. At the bottom, there are three smaller, rounded images showing a laptop, a restaurant interior, and a food delivery.

RITUAL ♥

For Restaurants For Companies Blog

Get food from your local faves today. Order now

We're for food perks that employees love

Reimagined food solutions for the new workplace experience

Learn more

Above the Fold: Ritual

lunchbox.io

LUNCHBOX Products Resources Partners Company Login Get Demo

ENTERPRISE ORDER MANAGEMENT AT SCALE

Lunchbox is the only open, scalable restaurant solution enabling B2B catering, multi-channel ordering, and guest engagement for enterprise operations on a single platform.

Book A Demo



Above the Fold: Lunchbox.io

Win More in 2024: Your Guide to Restaurant Marketing Success [Download Guide](#)

Products ▾ Case Studies Partners

Company ▾ Resources ▾ Request Demo

Enable Hospitality with Modern Restaurant Technology

Drive sales, do more with less, and make every guest feel like a regular.

[Request Demo](#)

Above the Fold: olo

Introducing features to help podcasters stand out on Spotify. [See what's new](#)

 Spotify for Podcasters

Features ▾ Resources ▾ Switch Help

Log in Sign up 

Make your podcast the next big thing

Powerful tools for beginners, pros, and everyone in between – all for free.

[Get started](#)



Distribute your show everywhere.



Above the Fold: Spotify for Podcasters (formerly Anchor)

hubspot.com

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Log in Customer Support About

HubSpot Software Pricing Resources

Get a demo Get started free

Celebrate the launch of Commerce Hub, a suite of commerce tools to help you bill and get paid fast.

Learn more

NEW! HUBSPOT CUSTOMER PLATFORM

Grow better with HubSpot

Software that's powerful, not overpowering. Seamlessly connect your data, teams, and customers on one CRM platform that grows with your business.

Your Weekly Activity

EMAILS	CALLS	MEETINGS
17	25	15
▲ 4	▲ 7	▲ 2

Services Breakdown

Want to chat about HubSpot? I'm an AI chatbot here to help you find your way.

Get a demo Get started free

Get a demo of our premium software, or get started with free tools.

Above the Fold: HubSpot

The HOTSAUCE agenda is live! Join us in NYC Nov. 2–3. [Tickets 50% off using the code 2HOT](#)

hotjar Products Solutions Pricing Case studies Resources Contact Sales Sign in Get started free English

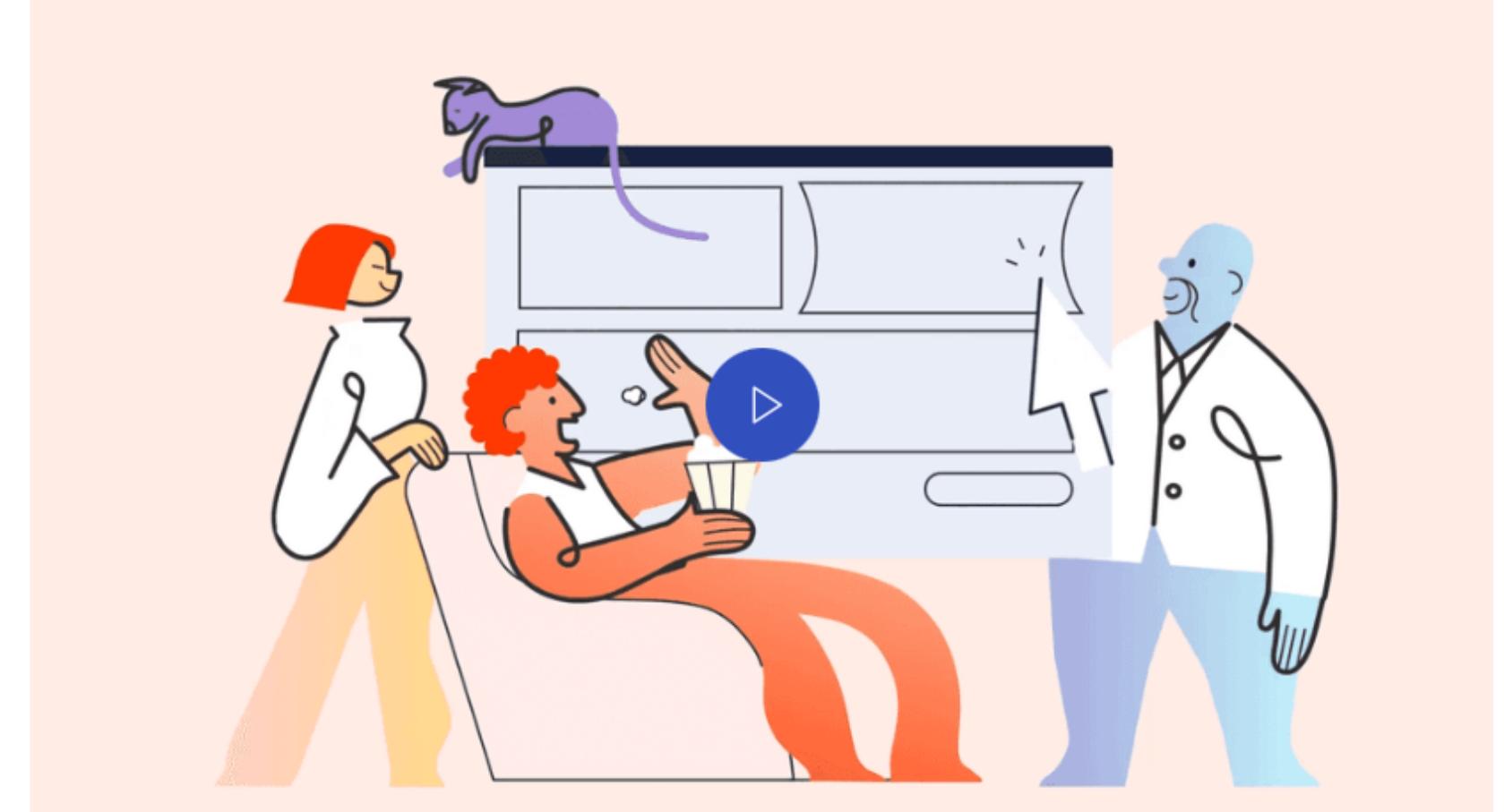
Everything you ever wanted to know about your website...

...but your analytics never told you.

Numbers tell you what's happening. Hotjar tells you why.

[Start free with email](#) [Start free with Google](#)

Hotjar is free forever. Upgrade anytime

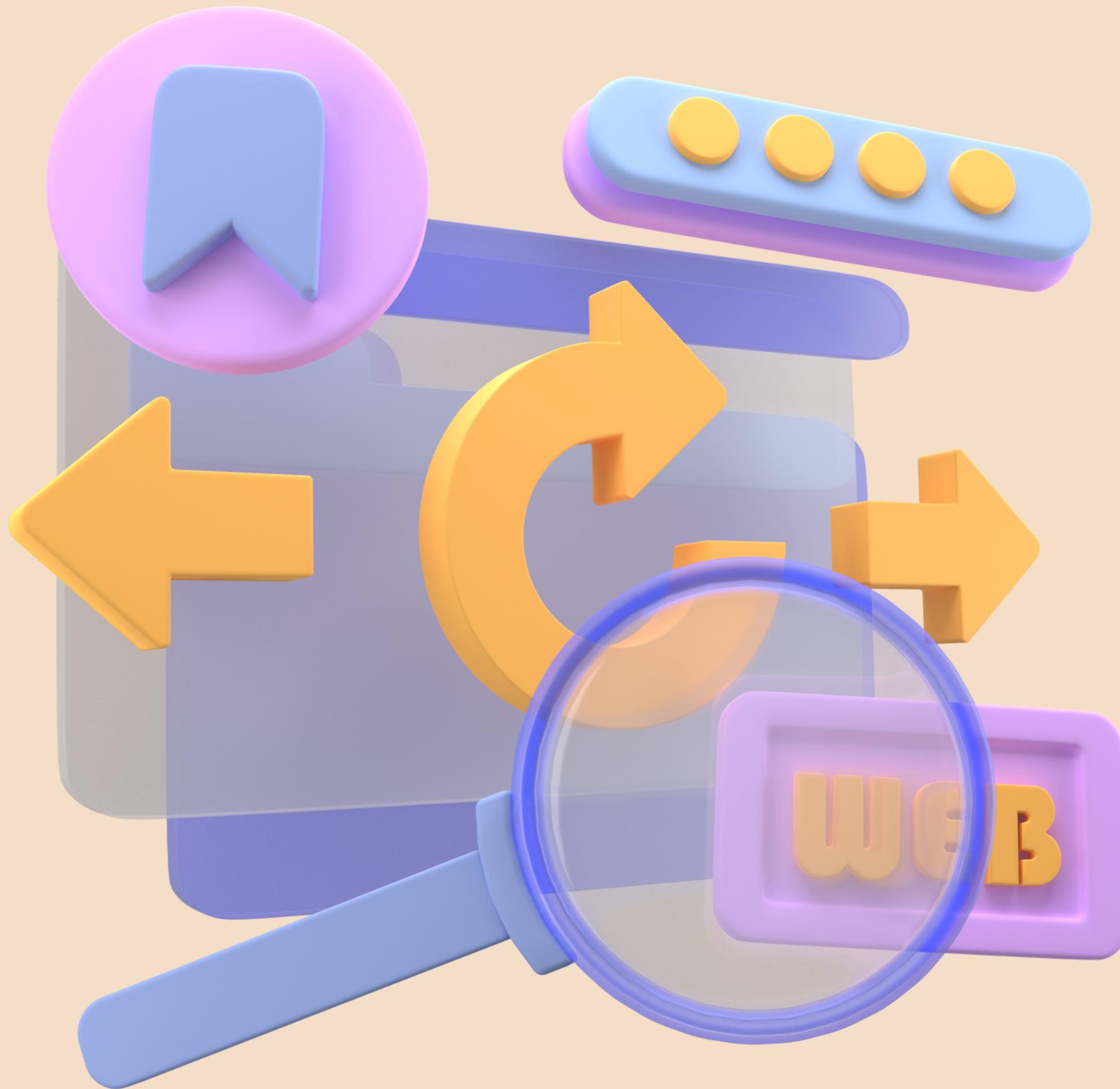


Hotjar is trusted by 1,262,773 websites in 180+ countries

HubSpot  mixpanel  unbounce  15five

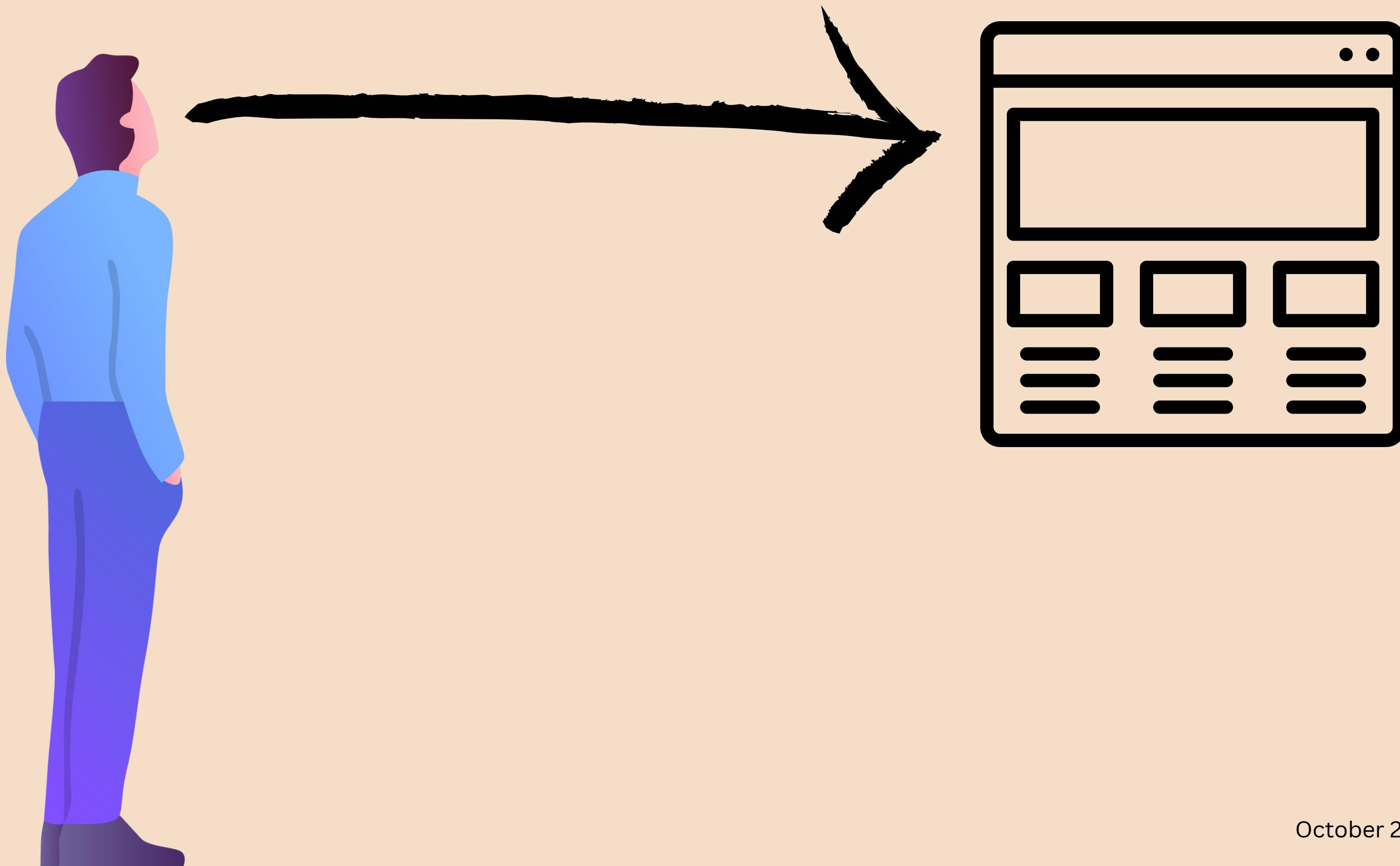
Above the Fold: hotjar

How People Look at Websites

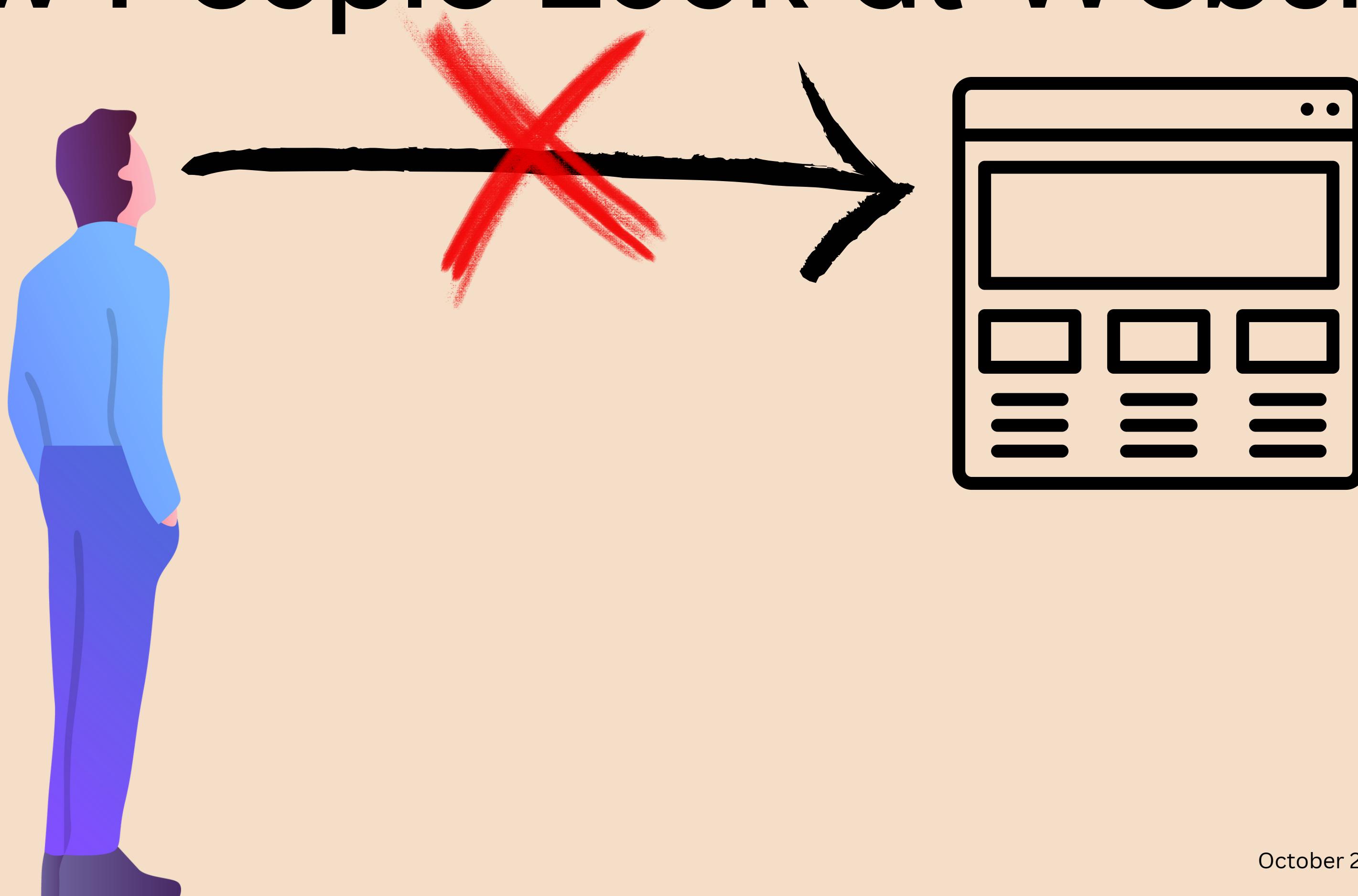


The Frustrating Truth

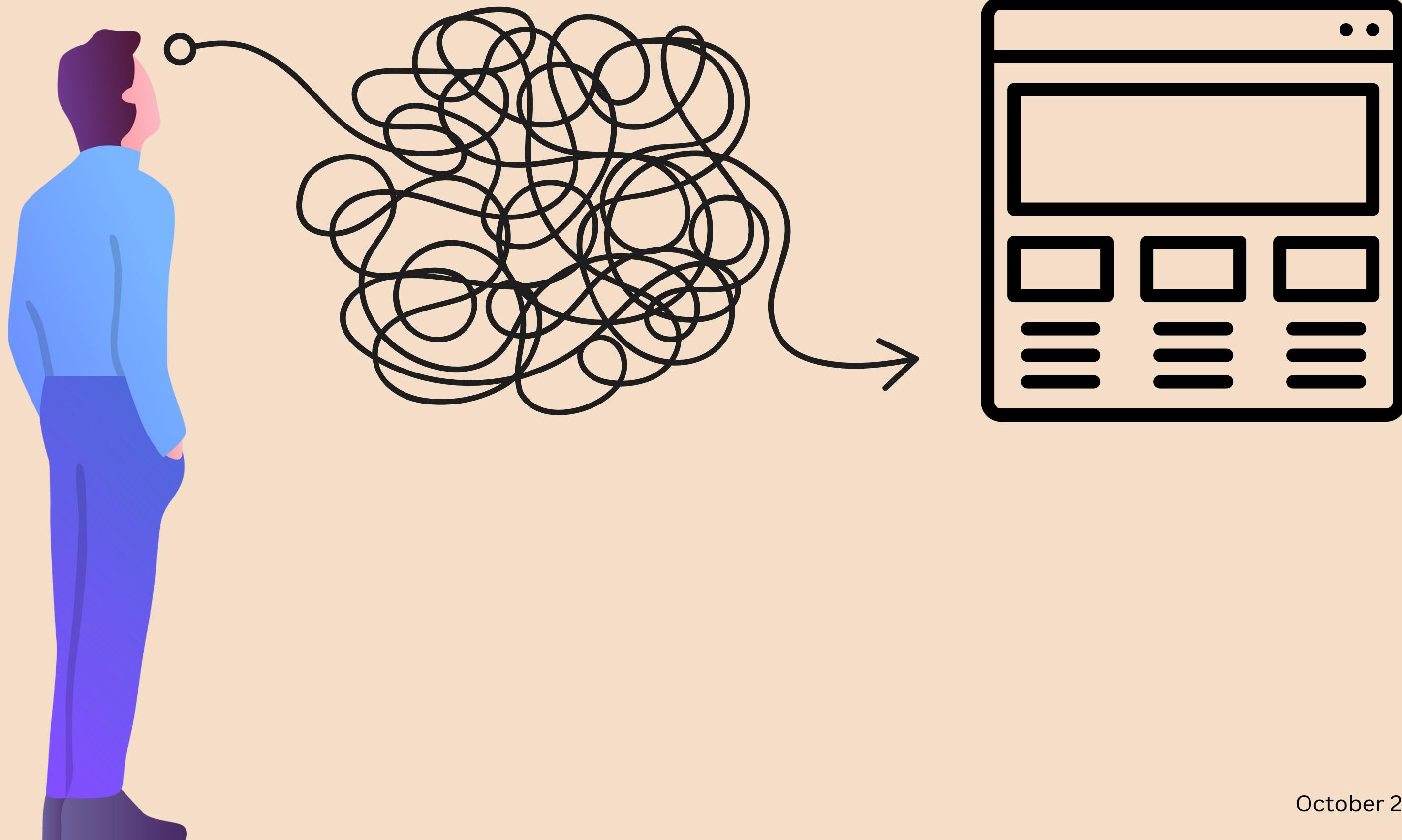
How People Look at Websites



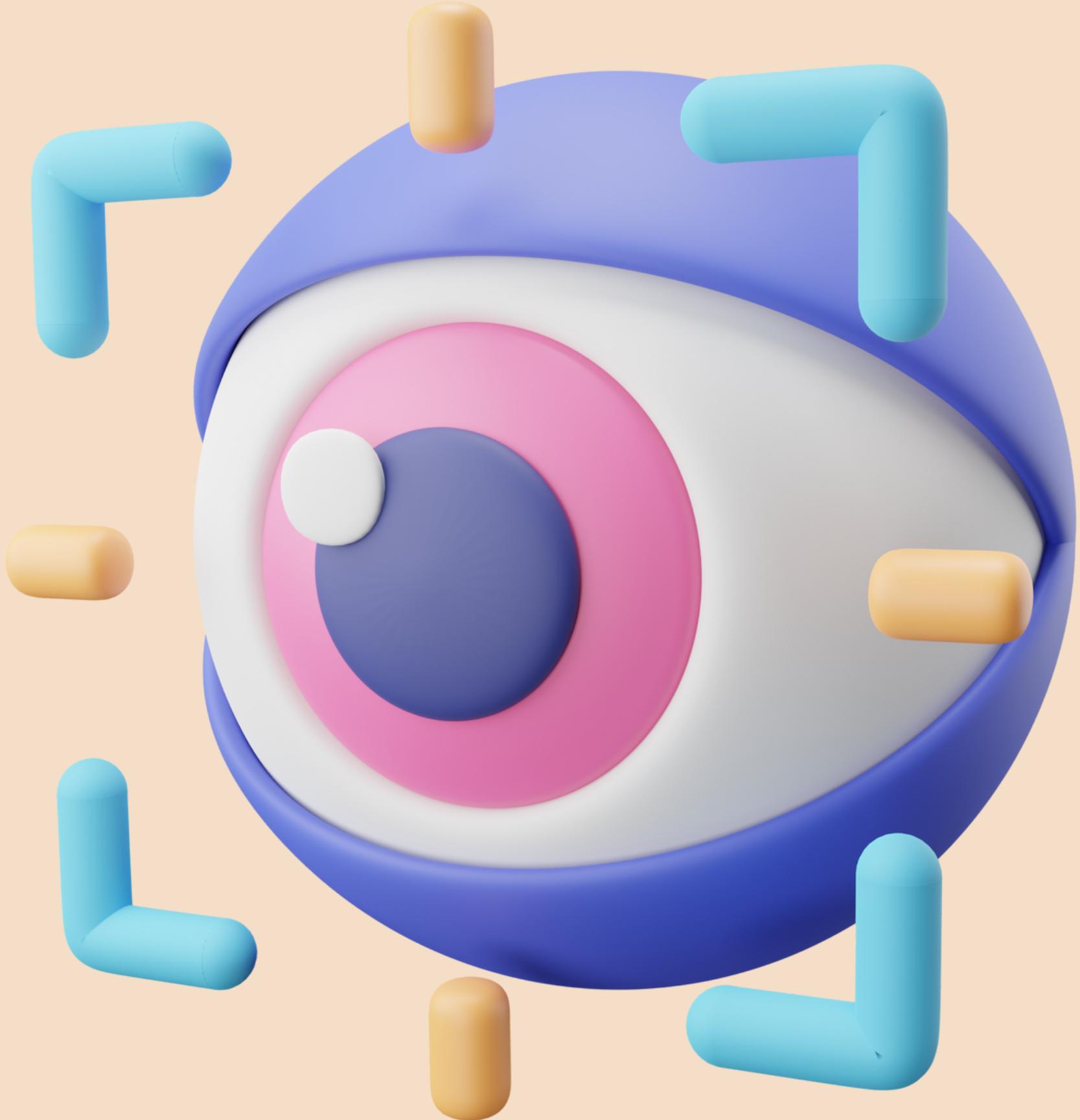
How People Look at Websites

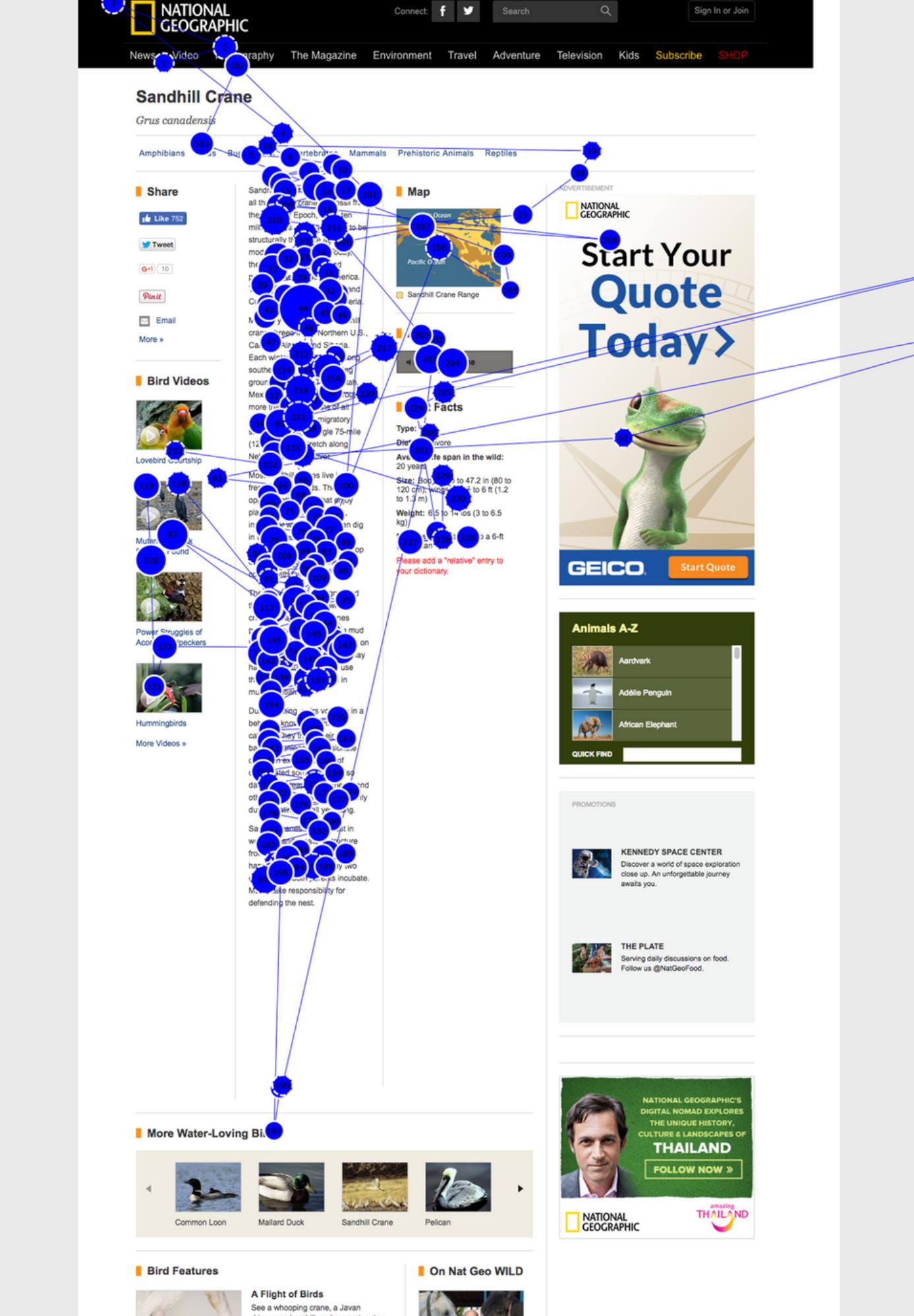


How People Look at Websites



Eyeball tracking for fun & profit





commitment reading

“I am carefully reading this resource to understand some important discrete piece of information such as...

- an article I have to study to write a paper on
- return instructions for a broken product
- confusing documentation for an API I need”

common reading

“Hey, look, bullet points!!!!!!”

- only 16% of first-time visitors to a website are likely to read it word by word.
- The other 84% will quickly scan for hook elements, such as headlines, sentences, images, or animations before deciding to dig deeper into the material.

some steep hiking on the trail and swimming in the river and splashing in the beautiful waterfalls along the way will certainly help to cool you off. One of the most interesting parts of the trek are the encounters with the indigenous Kogi tribe of people that have been living a traditional life in the area for thousands of years. One tip, is to make sure you have good mosquito repellent as the insects can be extremely persistent in the jungle!

[Read a full account of one backpacker's experience of the Lost City Trek here.](#)

Information: The trek costs 600,000 Colombian Pesos (around \$320 USD, which is the standard price -regardless of which agency you book through) and can be booked through in Santa Marta, one of the recommended tour companies being the indigenous owned, Wiwa Tour.

4. Summittting Huayna Potosí – BOLIVIA

- Starting point: La Paz
- Highest point: 6,088 meters
- Difficulty level: Difficult
- Duration: Two days



The hardest trek on the list, and in fact the only trek where you actually summit an Andean mountain, the Huayna Potosí hike is not for the faint-hearted. The trek requires technical rock climbing to reach the peak and a good head for heights is needed, add to that the problems caused by altitude sickness at this level and you'll understand why this trek needs to be taken seriously! Huayna Potosí is one of the very few mountains over 6,000 meters that 'normal' people can climb. The first climbers to conquer the mountain in 1919, two German hikers dubbed it the 'easiest 6,000 peak in the world!' (Which by no means makes it easy and many backpackers do indeed end up turning back half way.) Located just 25km from Bolivia's hectic capital, La Paz, the trek is easily accessible and popular for backpackers who can book the two-day trip from adventure companies in the city.

The ascent up a glacier is a moderate climb, becoming steeper as you near the peak. On the first night you'll stay in a refugio or camp at 'Campo Argentino' at an altitude of 5,200 meters before rising impossibly early, between midnight and 3am to make a summit attempt the next day. The trek to the peak takes around five hours and the 360-degree views from the top are unbelievable as you tower much high above the rest of the mountains in the area and can see Lake Titicaca, La Paz and the stunning Cordillera Real.

Information: Treks can be booked from La Paz for an incredibly cheap \$100 USD. Sometimes however, cheaper is always better. Make sure you check out equipment (oxygen tanks included) and question the guides that they know what they are doing. This is no walk in the park.

5. The Inca Circuit – PERU

- Starting point: Arequipa
- Difficulty level: Moderate
- Number of days: 10 days



common reading



“Instead of reading all these words, I’m just going to scroll down really quickly, then I’ll scroll back up again and look at whatever catches my eye more thoroughly”

“yeah, that’s a cooler way to read”

common reading



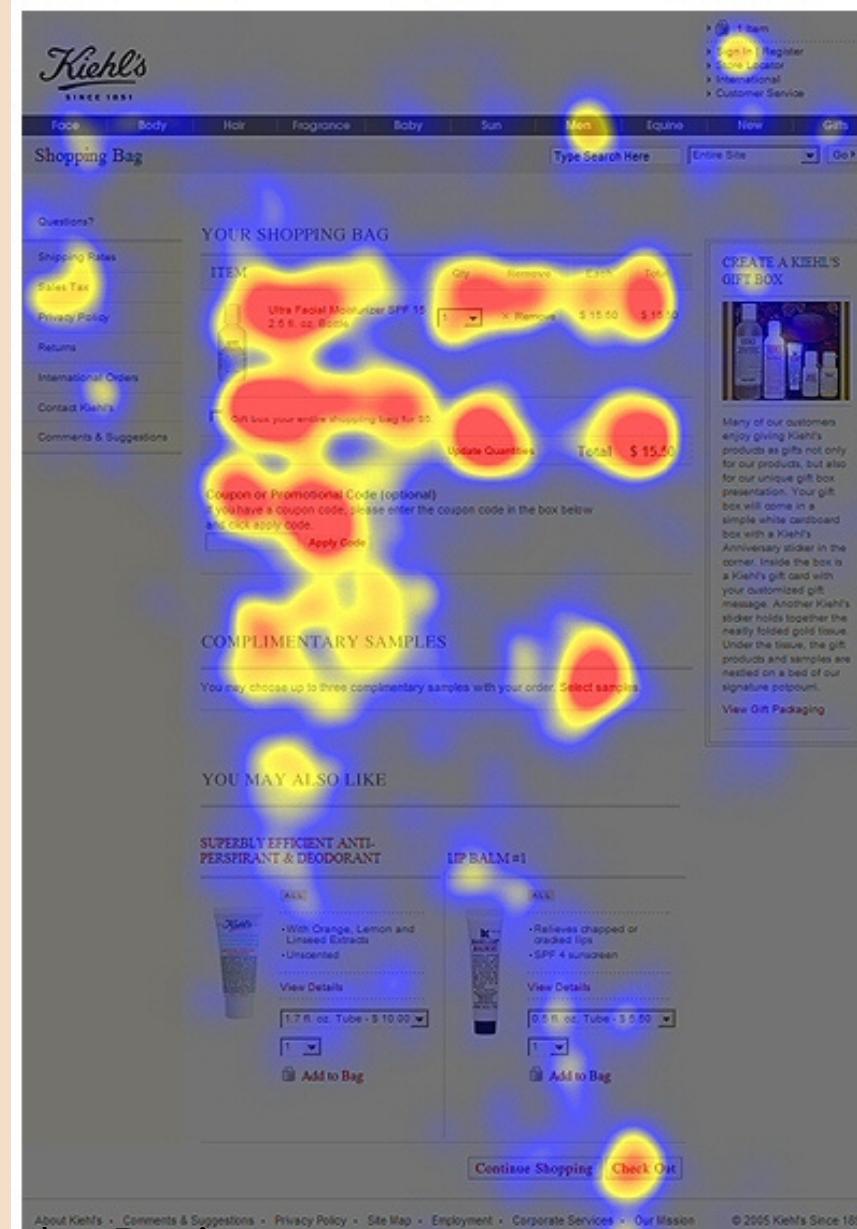
F-Factor Scanning

Users consistently keep their eyes to the left of the page after they've scanned the heading.

text on the left and toward the top is read more than text on the right and toward the bottom of the page

5000. . .

common reading



helps us place important content strategically.

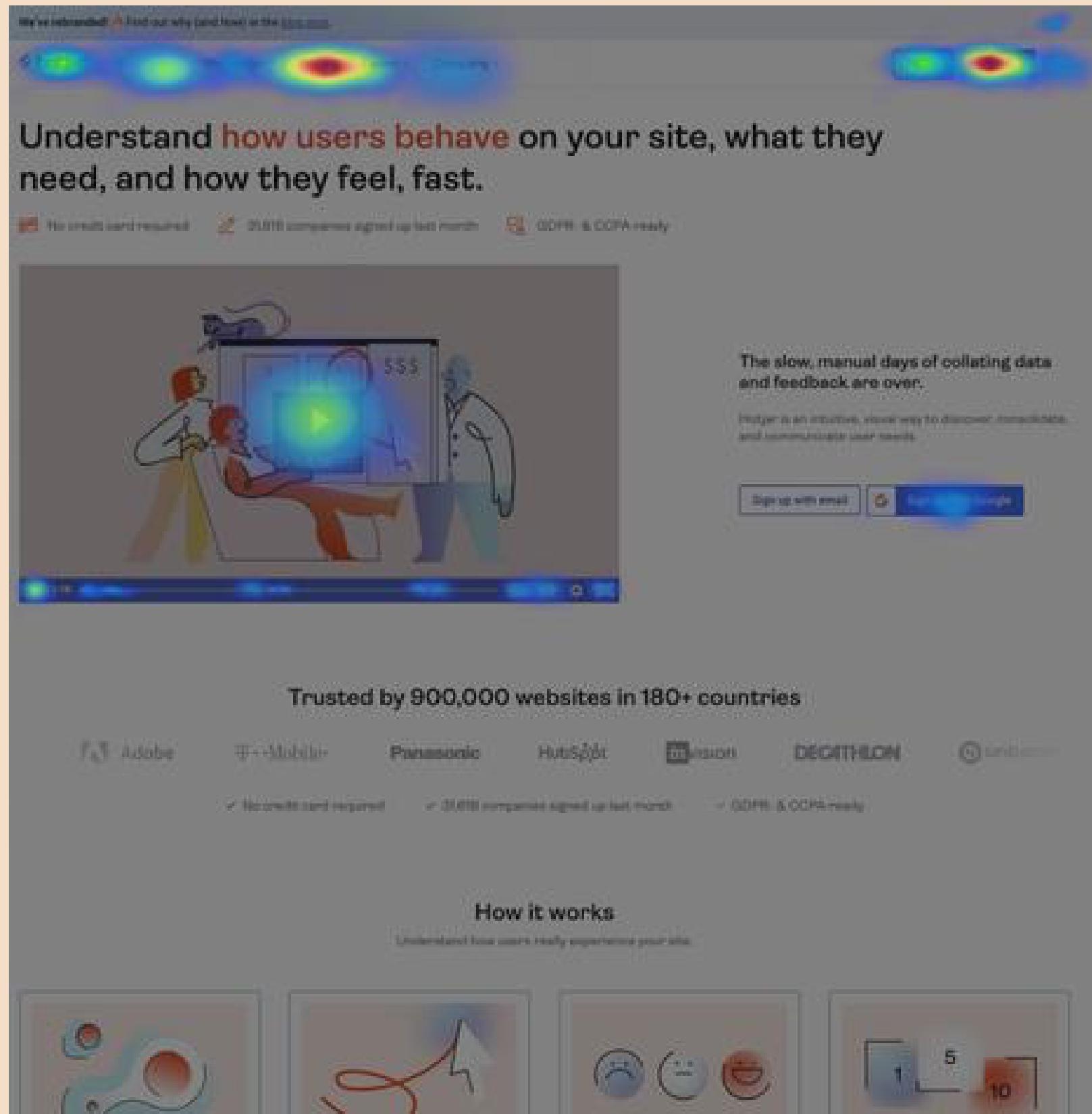
BECAUSE

- we don't want users to waste time
- we want them to easily find what they need
- we want our site to feel intuitive to use

1. put the most important content first in the headers
2. take the next-most important stuff alongside the left
3. use whitespace to break it up (we'll come back to whitespace)

Heat Maps are cool too



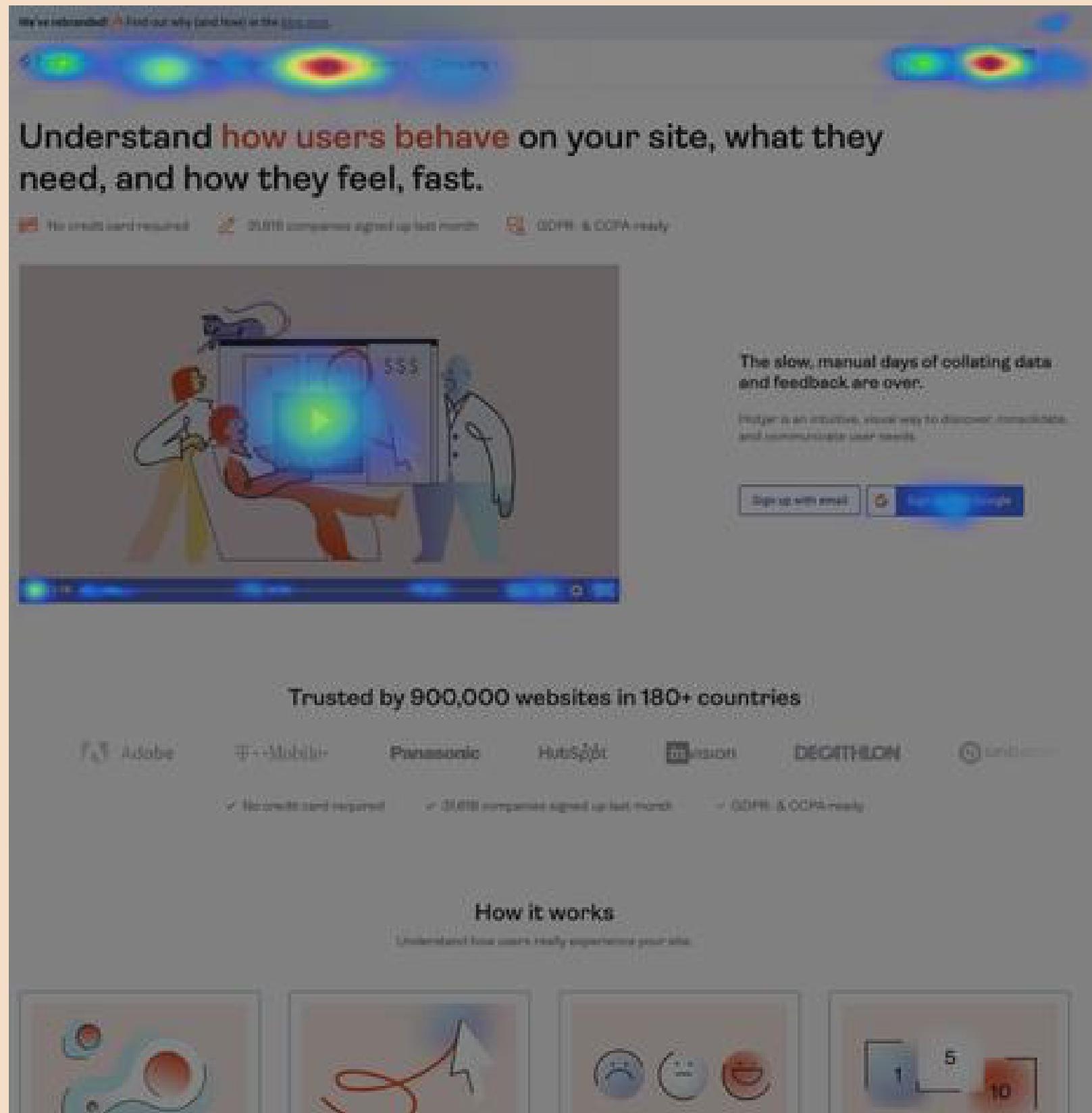


Heat Maps

resources like hotjar.com

show us where people click

5000. . . .



Heat Maps

- where they get distracted, where they click non-clickable stuff
- the effect of positioning on CTAs and buttons getting clicked
- how it changes across devices

Heat Map patterns

Where does our attention go?

Heat Map Version



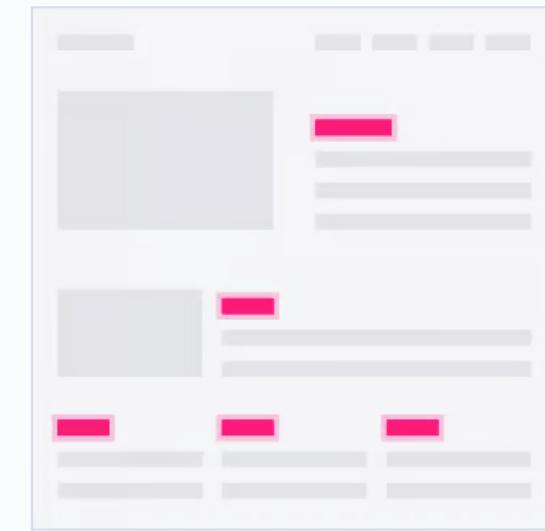
F Pattern



Z Pattern



Layer-Cake Pattern



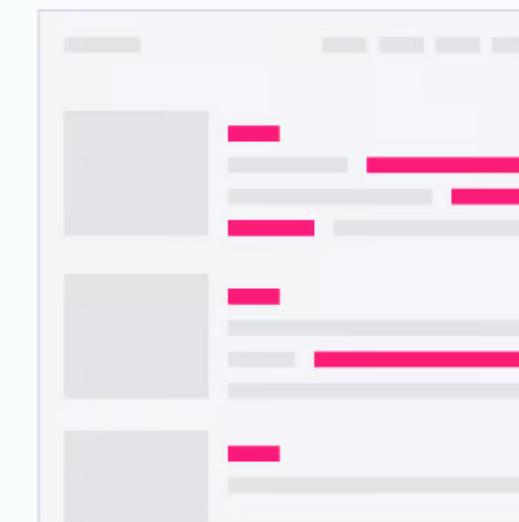
Spotted Pattern



Marking Pattern



Bypassing Pattern



Commitment Pattern



Headline Scanning

Where does our attention go?

The website for ageless-skin-care.com is a cluttered page with many overlapping sections. At the top, there's a banner for 'Inner Balance - Outer Beauty'. Below it, a 'Try FREE:' section lists 5 items. To the right, there's a 'Free Anti-Aging Secrets' offer. The left sidebar has sections for 'Master Feng Shui', 'Feng Shui Mastery tips', 'GOOD Feng Shui TODAY!', and 'Clear Clutter'. The main content area has a 'May my passions also become yours...' section with a video thumbnail, followed by a 'Free Look Younger Tracking System' offer. At the bottom, there's a 'Welcome' section with a quote: 'No journey is too great when finding...'. The footer contains links for 'Feng Shui History', 'Feng Shui Cures', and 'Feng Shui Number'.

The Slack homepage features a central illustration of three people working together on a large digital board. The board displays a timeline with 'Project A' and 'Project B' and some data points. To the right, the heading 'Where Work Happens' is displayed above a sub-copy: 'When your team needs to kick off a project, hire a new employee, deploy some code, review a sales contract, finalize next year's budget, measure an A/B test, plan your next office opening, and more, Slack has you covered.' Below this is a sign-up form with fields for 'Email address' and a 'GET STARTED' button. At the bottom, there are four icons with descriptions: 'Channels' (two speech bubbles), 'Search' (magnifying glass), 'Integrations' (gear icon), and 'Security' (padlock icon). A link 'Learn more about Slack features' is located at the very bottom.



Clickable Elements

Buttons, Forms, Popups, Links



Call to Action

mint.intuit.com

INTUIT turbotax creditkarma mint quickbooks mailchimp

mint How it works Credit Cards Investing Loans Resources Mint Salary (Beta) Sign up Sign in

Managing money, made simple

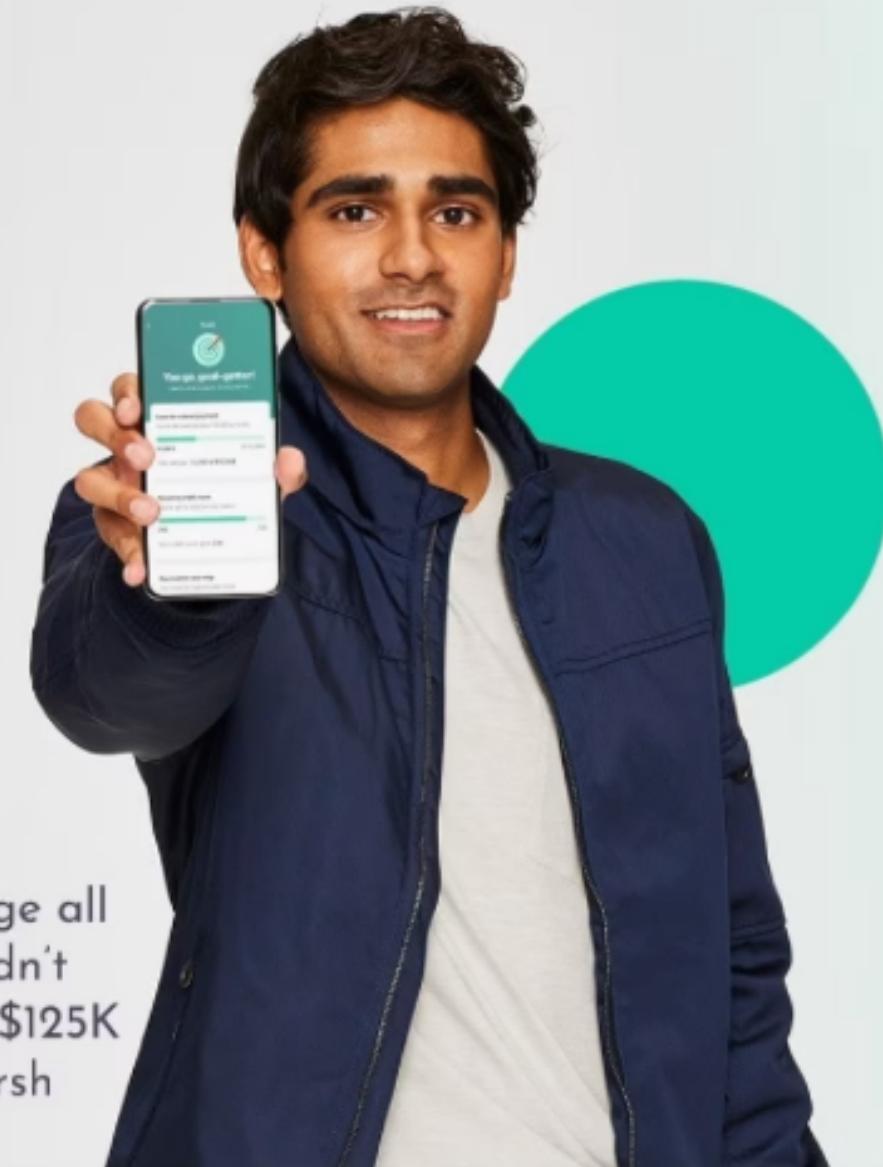
Sign up for free

#1 most downloaded personal finance app¹

Download on the App Store GET IT ON Google Play

"Without Mint helping me manage all my accounts in one place, I wouldn't have been motivated to pay off \$125K of student debt in 3 years." - Hersh

See why Mint is trusted by over 30 million users  Read reviews



Call-to-Action (CTA) Example

mint.intuit.com

INTUIT turbotax creditkarma mint quickbooks mailchimp

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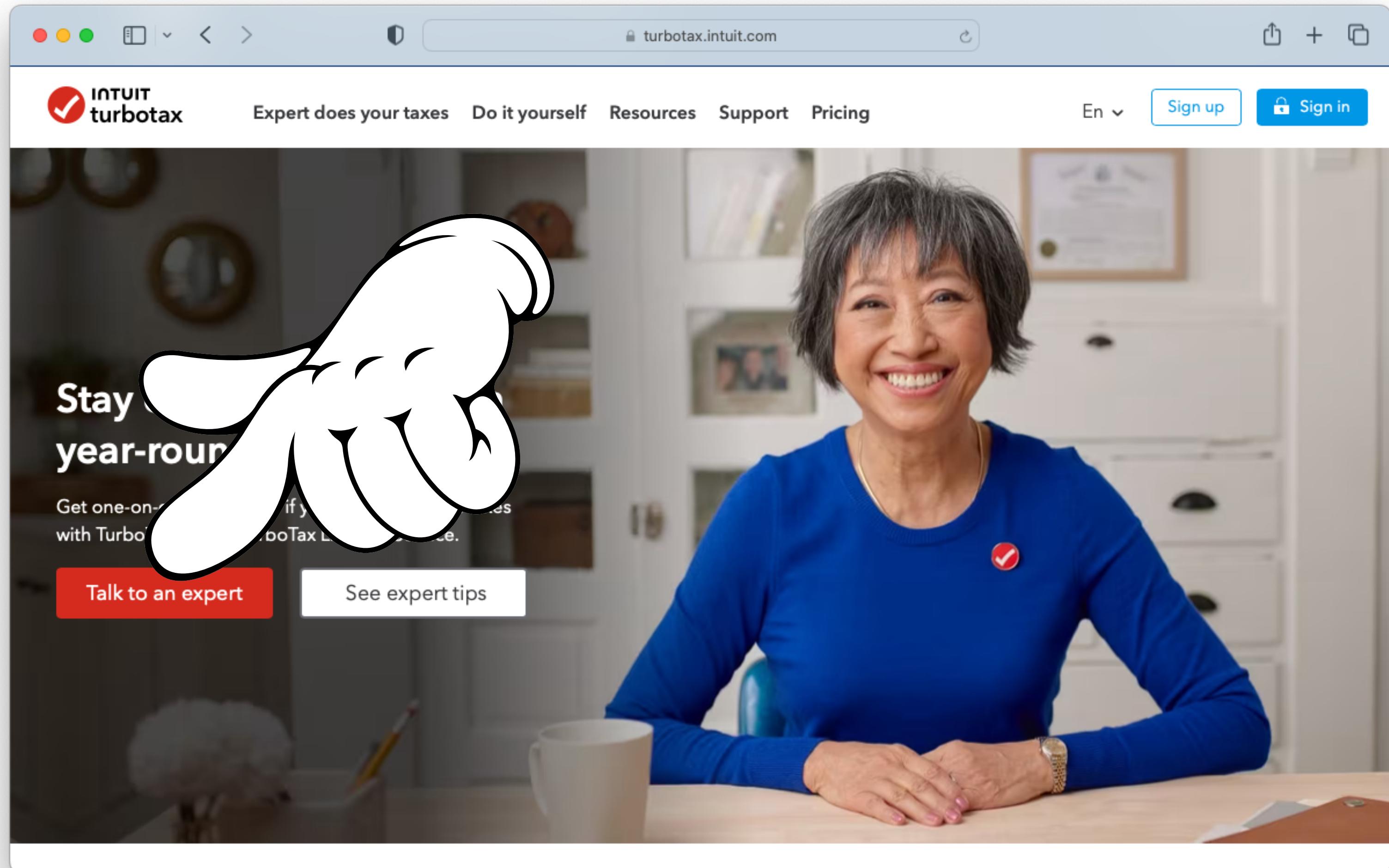


A large, semi-transparent white hand icon is overlaid on the left side of the main headline, pointing towards the "Sign up for free" button.

Call-to-Action (CTA) Example

The screenshot shows the homepage of the TurboTax website (turbotax.intuit.com). At the top left is the Intuit TurboTax logo. The top navigation bar includes links for "Expert does your taxes", "Do it yourself", "Resources", "Support", and "Pricing". On the right side of the header are language selection ("En"), "Sign up", and "Sign in" buttons. The main visual is a photograph of a smiling woman with short grey hair, wearing a blue sweater with a small red circular logo on the chest. She is leaning forward over a light-colored wooden desk. On the desk, there is a white mug, a pencil, and some papers. To the left of the photo, text reads "Stay on top of taxes with year-round expert advice" and "Get one-on-one tax advice if you filed your 2022 taxes with TurboTax Live or TurboTax Live Full Service.". Below the photo are two buttons: a red "Talk to an expert" button and a white "See expert tips" button.

Call-to-Action (CTA) Example



Call-to-Action (CTA) Example

notion.so

Notion Product Download Solutions Resources Pricing Request a demo Log in Get Notion free

Your wiki, docs, & projects. Together.

Notion is the connected workspace where better, faster work happens. Now with AI ✨

[Get Notion free →](#)



Call-to-Action (CTA) Example

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Call-to-Action (CTA) Example

The screenshot shows the Ritual website homepage. At the top, there's a navigation bar with icons for window control, a shield, and a search bar containing 'ritual.co'. Below the navigation is the Ritual logo ('RITUAL ♡') and a menu with 'For Restaurants', 'For Companies', and 'Blog' options. A teal header bar contains the text 'Get food from your local faves today.' and a blue 'Order now' button. The main visual is a blurred photograph of a person eating, overlaid with the text 'We're for food perks that employees love' in large white font. Below this, a subtitle reads 'Reimagined food solutions for the new workplace experience'. A 'Learn more' button is visible. At the bottom, there's a horizontal strip with three smaller images: a laptop, a restaurant interior, and a food delivery truck.

RITUAL ♡

For Restaurants For Companies Blog

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Reimagined food solutions for the new workplace experience

Learn more

Call-to-Action (CTA) Example

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Call-to-Action (CTA) Example

A screenshot of a web browser displaying the homepage of lunchbox.io. The page features a dark header with the "LUNCHBOX" logo, navigation links for Products, Resources, Partners, and Company, and buttons for Login and Get Demo. The main visual is a large, bold, black text overlay reading "ENTERPRISE ORDER MANAGEMENT AT SCALE". Below this, a descriptive paragraph explains Lunchbox's capabilities: "Lunchbox is the only open, scalable restaurant solution enabling B2B catering, multi-channel ordering, and guest engagement for enterprise operations on a single platform." A "Book A Demo" button is centered below the text. To the left of the text is a cartoon illustration of a blue, spiky, horned creature, and to the right is a hand holding a smartphone displaying a food menu. The browser interface at the top includes standard window controls and a search bar.

ENTERPRISE ORDER MANAGEMENT AT SCALE

Lunchbox is the only open, scalable restaurant solution enabling B2B catering, multi-channel ordering, and guest engagement for enterprise operations on a single platform.

[Book A Demo](#)



Call-to-Action (CTA) Example

A screenshot of a web browser displaying the homepage of lunchbox.io. The page features a dark header with the "LUNCHBOX" logo, navigation links for Products, Resources, Partners, and Company, and buttons for Login and Get Demo. The main visual is a large, bold title "ENTERPRISE ORDER MANAGEMENT AT SCALE" overlaid on a background image of a man's face. Below the title, a subtext box describes Lunchbox as an open, scalable restaurant solution for B2B catering, multi-channel ordering, and guest engagement. A cartoon cat icon is positioned to the left of a "Book A Demo" button. The URL "lunchbox.io" is visible in the browser's address bar.

lunchbox.io

LUNCHBOX

Products Resources Partners Company

Login Get Demo

ENTERPRISE ORDER MANAGEMENT AT SCALE

Lunchbox is the only open, scalable restaurant solution enabling B2B catering, multi-channel ordering, and guest engagement for enterprise operations on a single platform

Book A Demo

Call-to-Action (CTA)

Win More in 2024: Your Guide to Restaurant Marketing Success [Download Guide](#)

Products ▾ Case Studies Partners

Company ▾ Resources ▾ Request Demo

Enable Hospitality with Modern Restaurant Technology

Drive sales, do more with less, and make every guest feel like a regular.

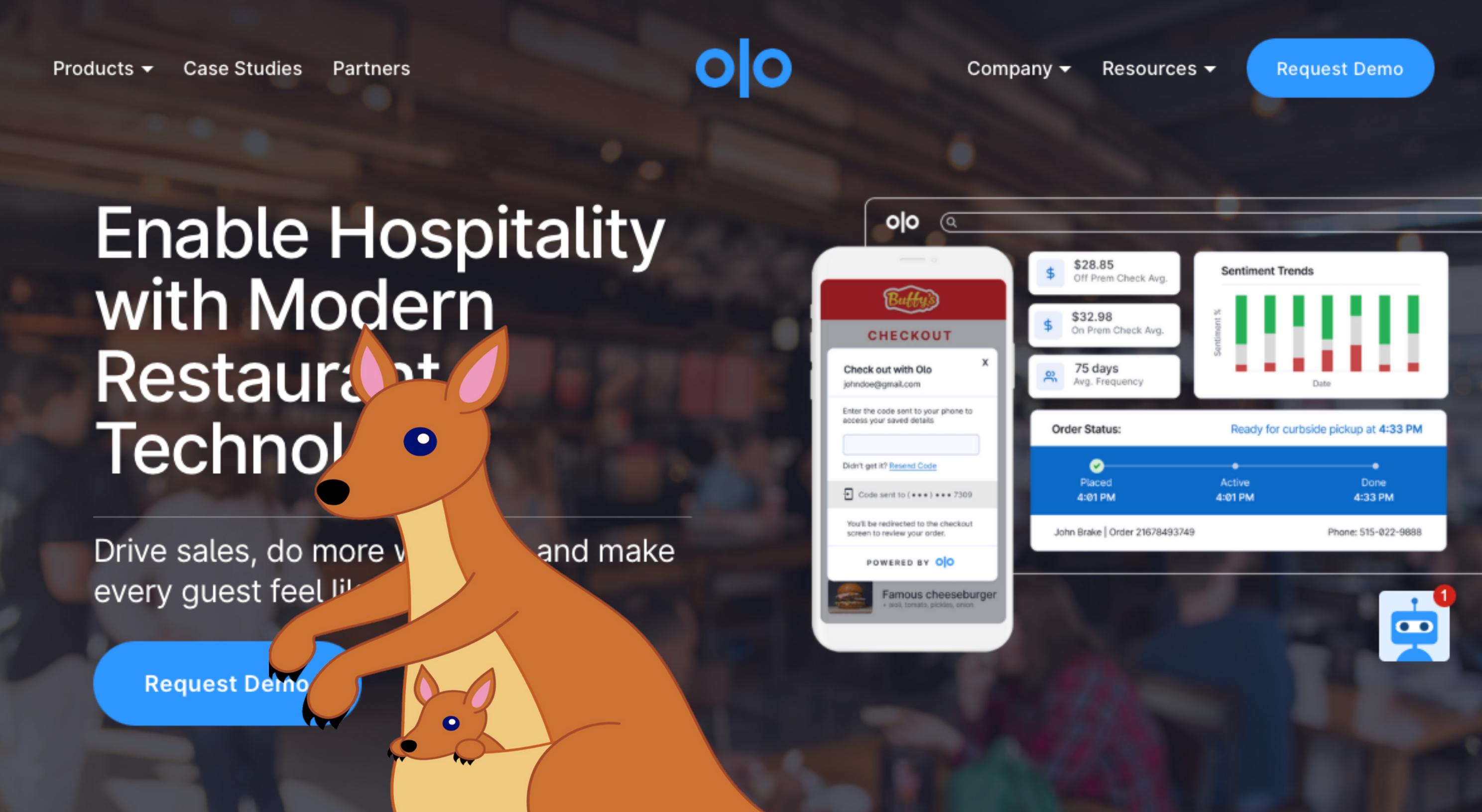
[Request Demo](#)

Call-to-Action (CTA) Example

Win More in 2024: Your Guide to Restaurant Marketing Success [Download Guide](#)

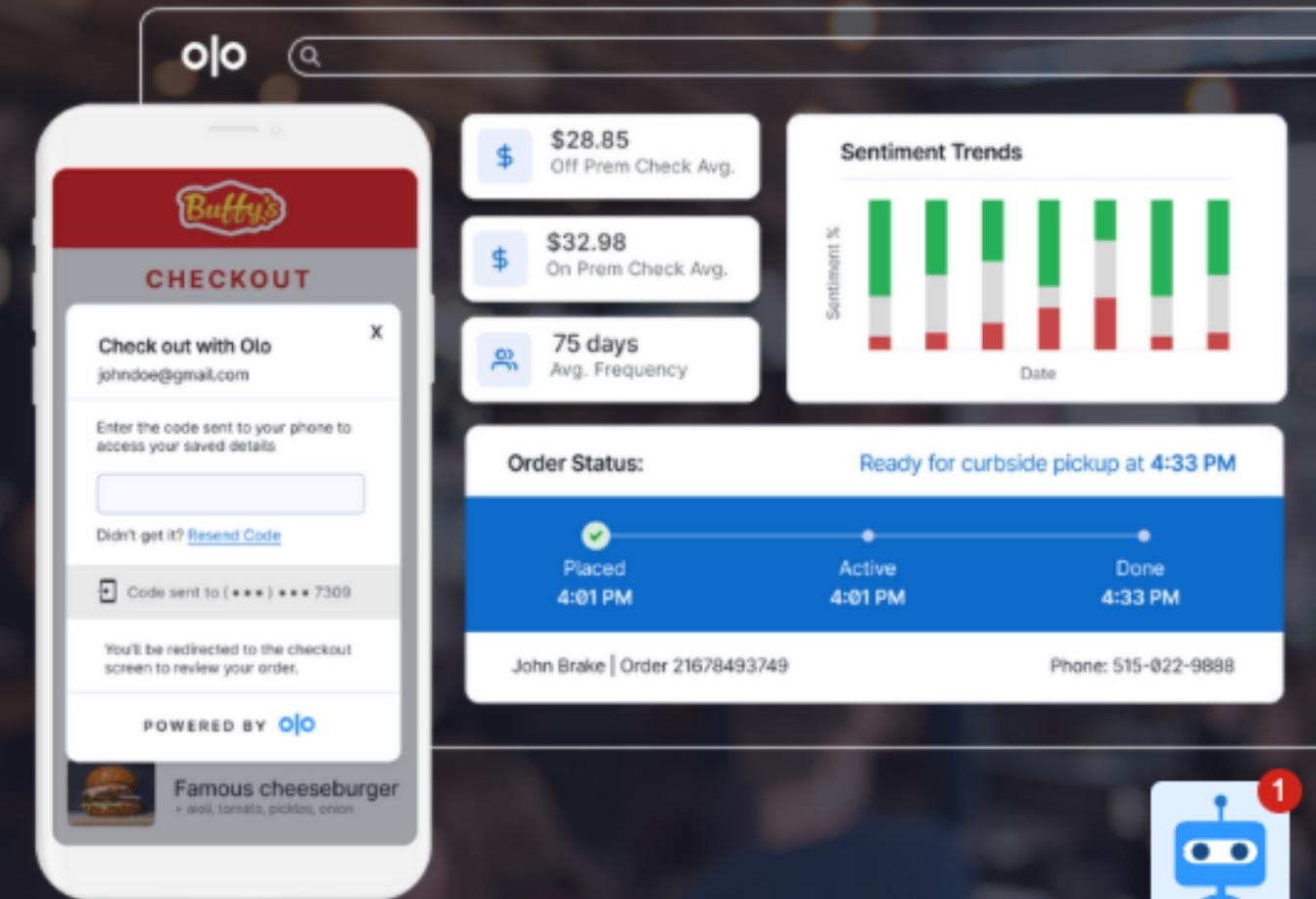
Products ▾ Case Studies Partners  Company ▾ Resources ▾ Request Demo

Enable Hospitality with Modern Restaurant Technology



Drive sales, do more with less, and make every guest feel like a VIP.

[Request Demo](#)



The image shows a smartphone displaying the Olo Checkout app for "Buffy's". The app asks for a code sent to a phone number (404-1234-5678) and promises a redirect to review the order. Below it is a computer dashboard showing metrics: Off-Prem Check Avg. (\$28.85), On-Prem Check Avg. (\$32.98), and Avg. Frequency (75 days). A "Sentiment Trends" chart shows green and red bars over time. At the bottom, the Order Status for "John Brake" is shown: Placed at 4:01 PM, Active at 4:01 PM, and Done at 4:33 PM. The order details include a "Famous cheeseburger" (+ bacon, tomato, pickles, onion). To the right is a small icon of a robot with a red notification bubble containing the number 1.

Introducing features to help podcasters stand out on Spotify. [See what's new](#)

 Spotify for Podcasters

Features ▾ Resources ▾ Switch Help

Log in Sign up 

Make your podcast the next big thing

Powerful tools for beginners, pros, and everyone in between – all for free.

[Get started](#)



Distribute your show everywhere.



Call-to-Action (CTA) Example

Introducing features to help podcasters stand out on Spotify. [See what's new](#)

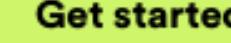
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Features ▾ Resources ▾ Switch Help

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attribute now everywhere.



Call-to-Action (CTA) Example

hubspot.com

English High Contrast Contact Sales

Log in Customer Support About

HubSpot Software Pricing Resources

Get a demo Get started free

Celebrate the launch of Commerce Hub, a suite of commerce tools to help you bill and get paid fast.

Learn more

NEW! HUBSPOT CUSTOMER PLATFORM

Grow better with HubSpot

Software that's powerful, not overpowering. Seamlessly connect your data, teams, and customers on one CRM platform that grows with your business.

Your Weekly Activity

Emails	Calls	Meetings
17	25	15
▲ 4	▲ 7	▲ 2

Services Breakdown

Want to chat about HubSpot? I'm an AI chatbot here to help you find your way.

Get a demo Get started free

Get a demo of our premium software or get started with free tools.

Call-to-Action (CTA) Example

The screenshot shows the HubSpot homepage on a Mac OS X browser. The top navigation bar includes language selection (English), high contrast mode, contact sales, search, log in, customer support, and about options. The main menu features HubSpot Software, Pricing, and Resources. Two prominent CTA buttons are visible: "Get a demo" and "Get started free". A teal banner at the top announces the launch of Commerce Hub with a "Learn more" button. Below the banner, a large graphic of a brain and clouds is used to introduce the product. A callout box displays "Your Weekly Activity" with counts of 17 emails, 25 calls, and 15 meetings. A chatbot window offers to chat about HubSpot. At the bottom, there's another set of CTA buttons: "Get a demo" and "Get started free", along with a note about getting a demo or starting with free tools.

hubspot.com

English High Contrast Contact Sales

Log in Customer Support About

HubSpot Software Pricing Resources

Get a demo Get started free

Celebrate the launch of Commerce Hub, a suite of commerce tools to help you bill and get paid fast. [Learn more](#)

NEW! Commerce Hub

with

HubSpot

Software that's powerful but not overpowering. Seamlessly connect your data, teams, and customers on one CRM platform that grows with your business.

Get a demo Get started free

Get a demo of our premium software, or get started with free tools.

Your Weekly Activity

Emails	Calls	Meetings
17	25	15
▲ 4	▲ 7	▲ 2

Services Breakdown

Want to chat about HubSpot? I'm an AI chatbot here to help you find your way.

Get a demo Get started free

Get a demo of our premium software, or get started with free tools.

Call-to-Action (CTA) Example

The HOTSAUCE agenda is live! Join us in NYC Nov. 2–3. [Tickets 50% off using the code 2HOT](#)

hotjar Products Solutions Pricing Case studies Resources Contact Sales Sign in Get started free English

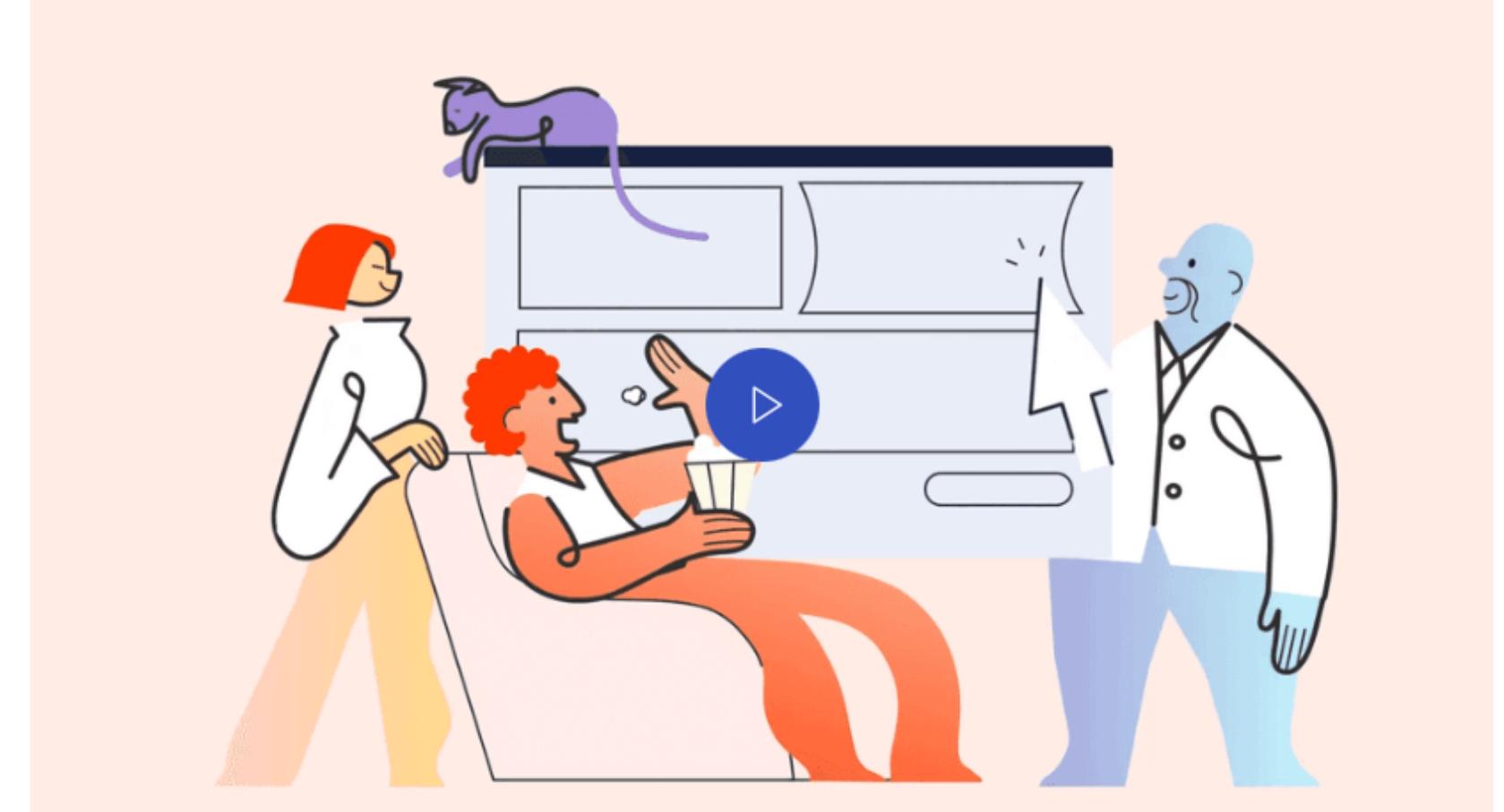
Everything you ever wanted to know about your website...

...but your analytics never told you.

Numbers tell you what's happening. Hotjar tells you why.

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Hotjar is free forever. Upgrade anytime



Hotjar is trusted by 1,262,773 websites in 180+ countries

HubSpot  mixpanel  unbounce  miro 

Call-to-Action (CTA) Example

The HOTSAUCE agenda is live! Join us in NYC Nov. 2–3. [Tickets 50% off using the code 2HOT](#)

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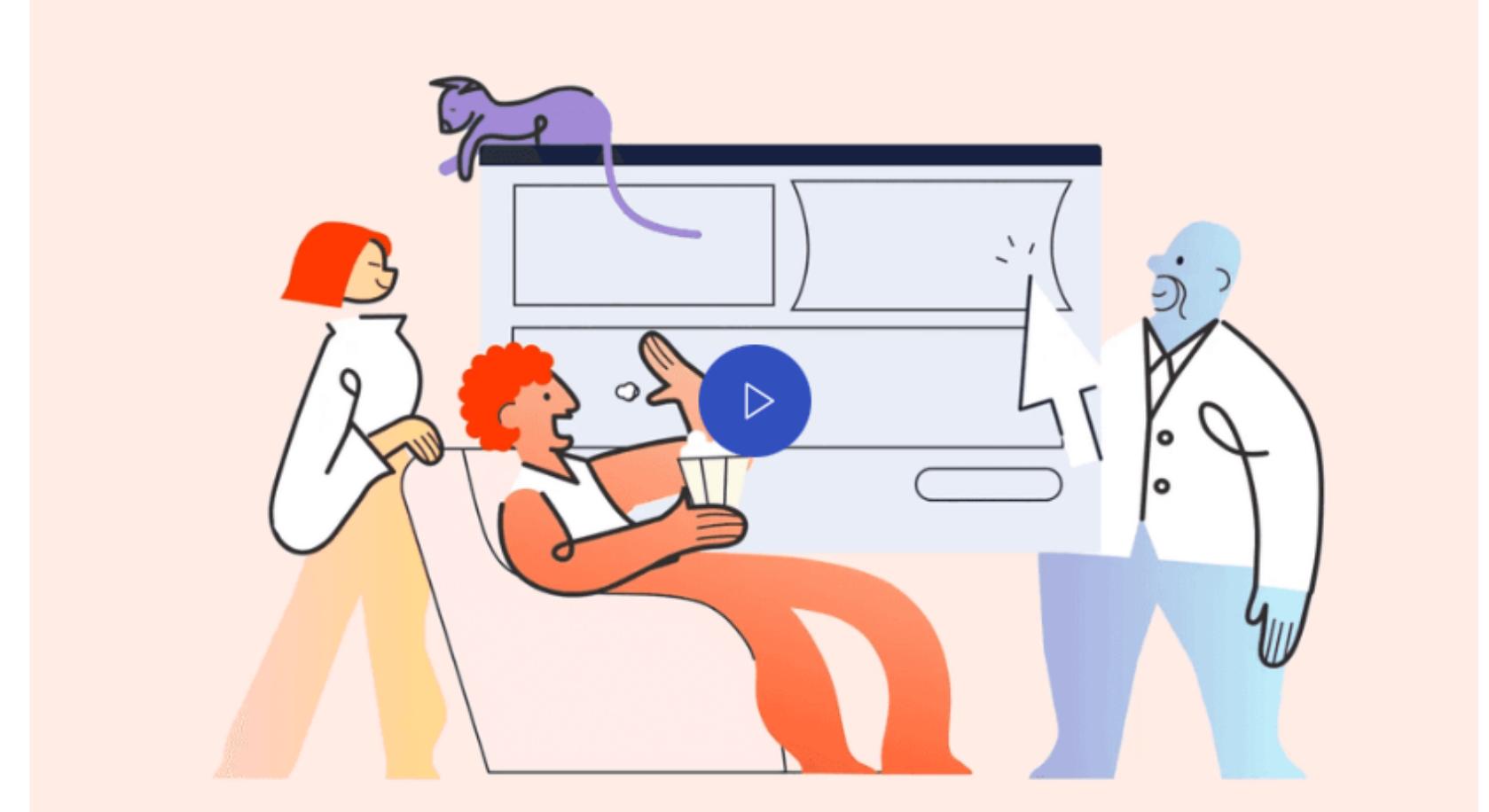
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Call-to-Action (CTA) Example

Fast UI tips

typography

Fonts are purpose-built

This type of font is a headline type of font

Light 300

This type of font is a headline type of font

Regular 400

This type of font is a headline type of font

Light 300

This type of font is a body text sort of font

Light 300 Italic

This type of font is a body text sort of font

Regular 400

This type of font is a body text sort of font

[Google Fonts](#) or [Font Pair](#) to find and test font pairings

You can
change
letter
spacing

body -> headline

Open Sans

Team Communication Made Easy

Open Sans

Team Communication Made Easy—letter-spacing: -0.05em;

all caps legibility



FULL STACK DEVELOPER



FULL STACK DEVELOPER letter-spacing: 0.05em;

[Google Fonts](#) or [Font Pair](#) to find and test font pairings

line
spacing

matters

too

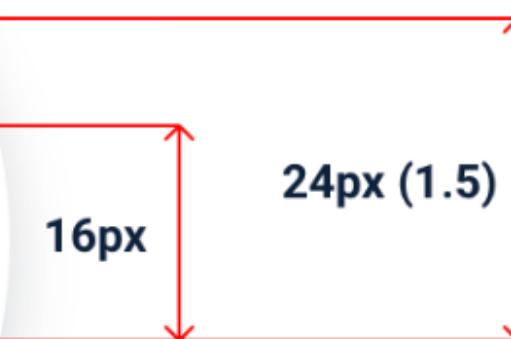
1.5 is pretty common

mael. Some years ago—never mind how long precisely—having little or no
y purse, and nothing particular to interest me on sh
little and see the watery part of the world. It is
and regulating the circulation. Whenever I fir
whenever it is a damp, drizzly November i
luntarily pausing before coffin warehouse
al I meet; and especially whenever my h
equires a strong moral principle to prevent
eet, and methodically knocking people's h
to sea as soon as I can. This is my substitut
al flourish Cato throws himself upon his sword.
thing surprising in this. If they but knew it, almost a
or other, cherish very nearly the same feelings towards the ocean with me.

and of

stepping

high



?

Call me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen and regulating the circulation. Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping

Where do I start the next line from?

small text, long lines? Makes it a lot harder

line length matters

There was no possibility of taking a walk that day. We had been wandering, indeed, in the leafless shrubbery an hour in the morning; but since dinner (Mrs. Reed, when there was no company, dined early) the cold winter

1.5

There was no possibility of taking a walk that day. We had been wandering, indeed, in the leafless shrubbery an hour in the morning; but since dinner (Mrs. Reed, when there was no company, dined early) the cold winter wind had brought with it clouds so sombre, and a rain so penetrating, that further out-door exercise was now out of the question.

2

font size, too



Call me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I

1.25

thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen and regulating the circulation. Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hats off—then, I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball. With a philosophical flourish Cato throws himself upon his sword; I quietly take to the ship. There is nothing surprising in this. If they but knew it, almost all men in



Team communication

optimized for deep work.

1.5

Meet Sarah, the founder of CoffeeKit and waffle lover. CoffeeKit



Call me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I

1.75

thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen and regulating the circulation. Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hats off—then, I account it high time to get to



Team communication

optimized for deep work.

1

Meet Sarah, the founder of CoffeeKit and waffle lover. CoffeeKit helps boutique coffee shops manage their business operations

Line Spacing and Font Size Scaling

Team communication optimized for deep work.

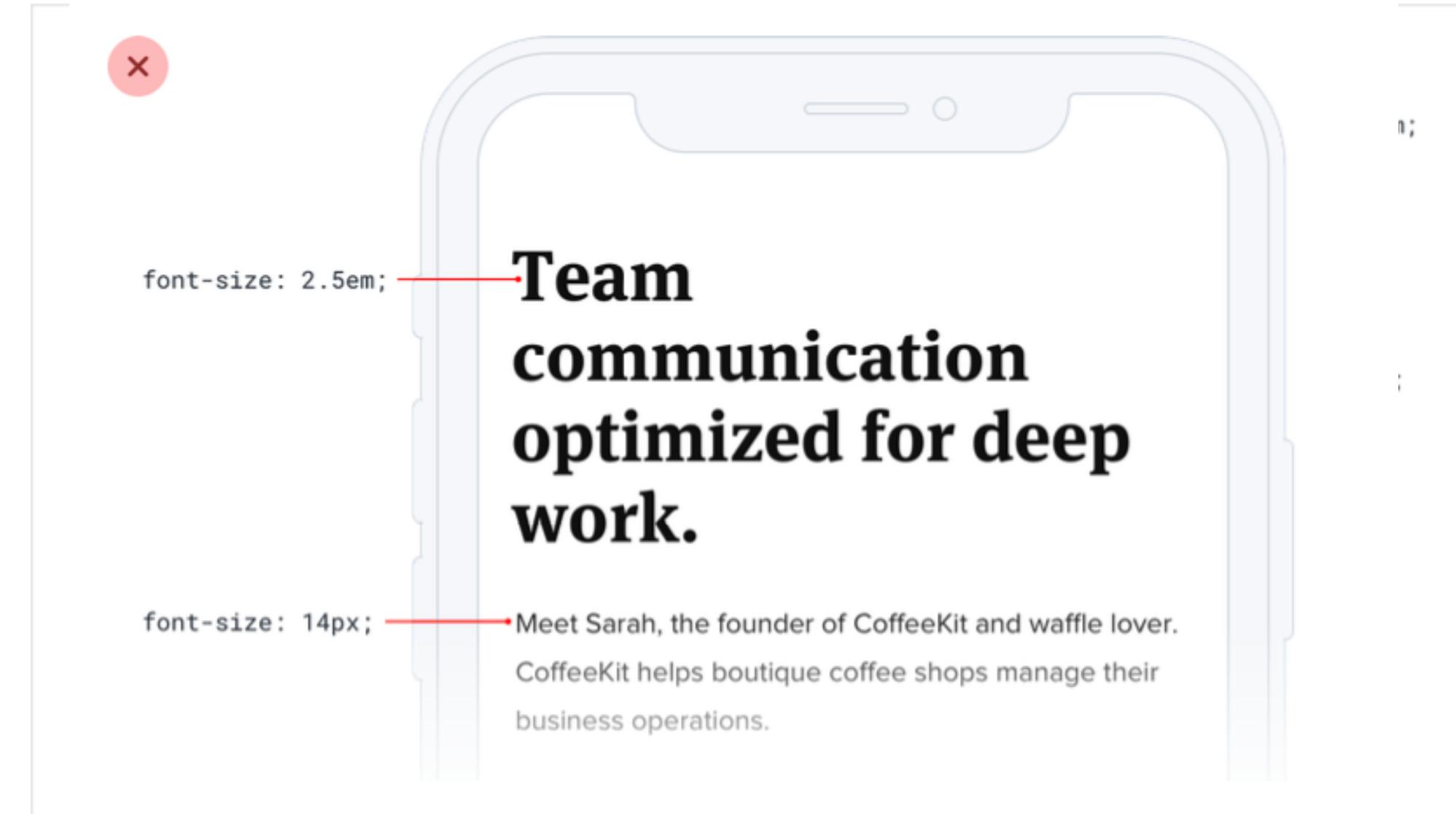
Meet Sarah, the founder of CoffeeKit and waffle lover. CoffeeKit
helps boutique coffee shops manage their business operations.

The year is 2018 and coffee hipsterdom is spreading like a stream of espresso exiting a portafilter at 9 bars of pressure.

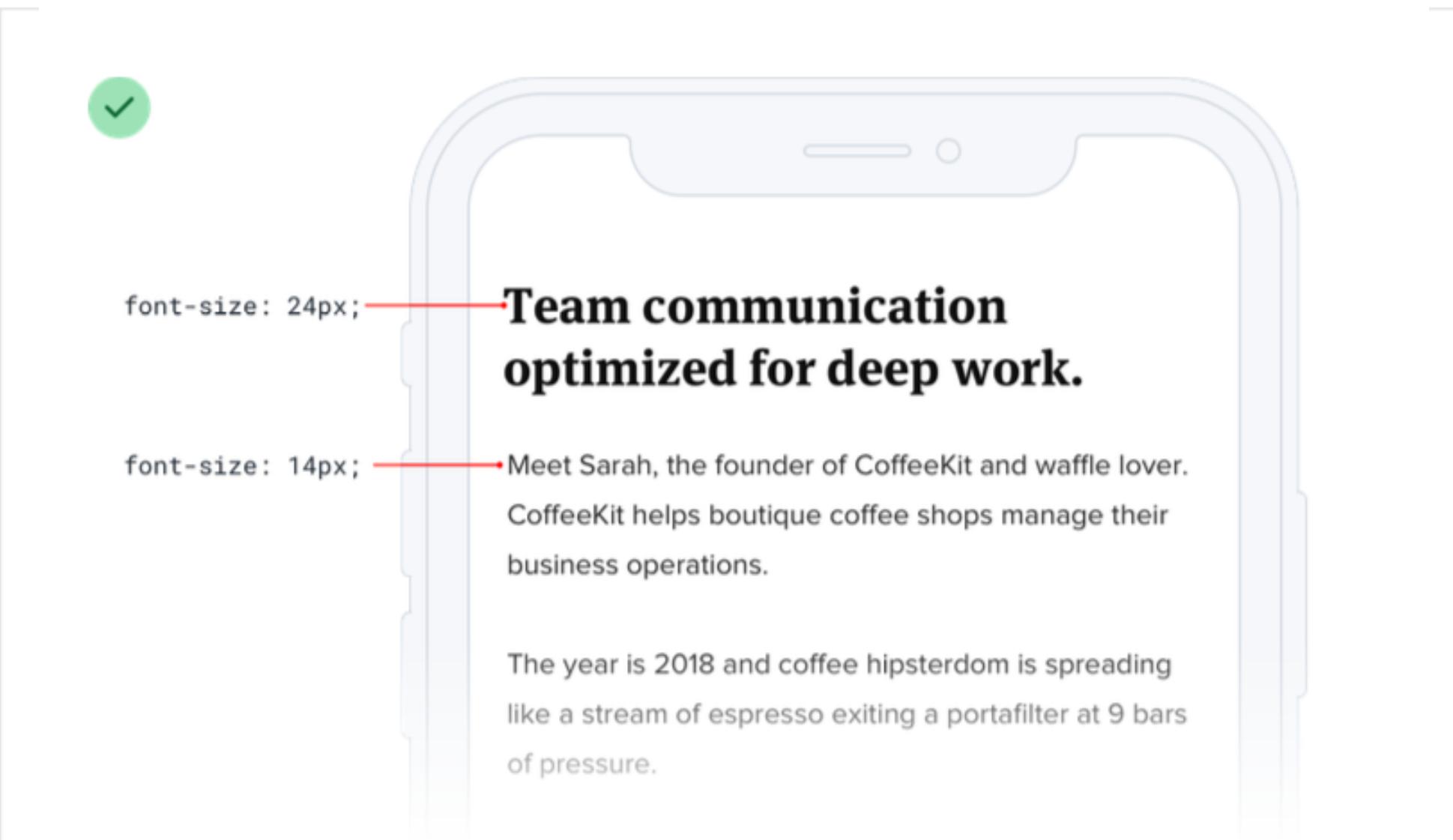
Mustache wax and fedora hats are in short supply.

If you were to be dropped into any American urban city from outer space, you'd think you were in Portland, Oregon.

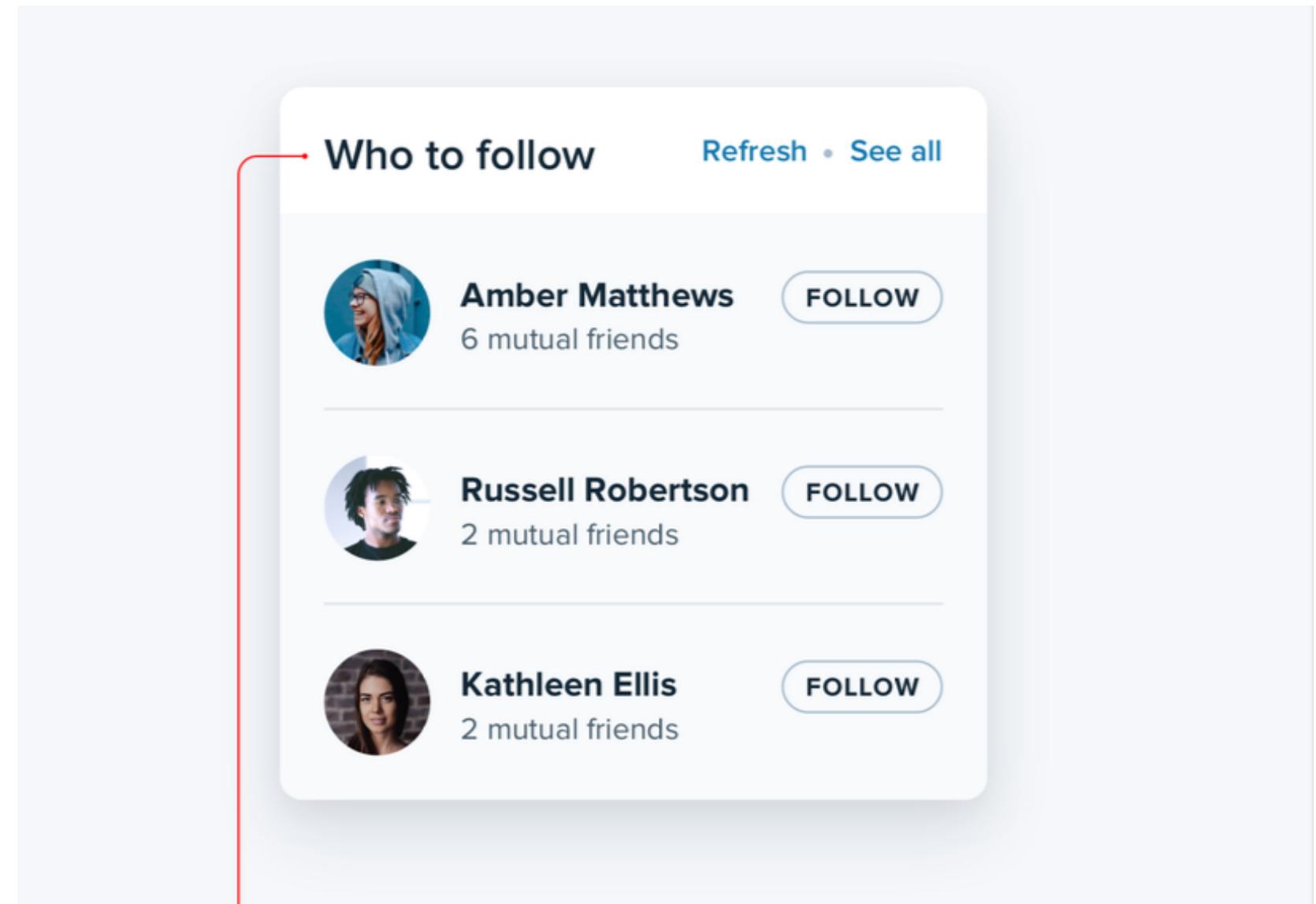
Line Spacing and Font Size Scaling



Line Spacing and Font Size Scaling



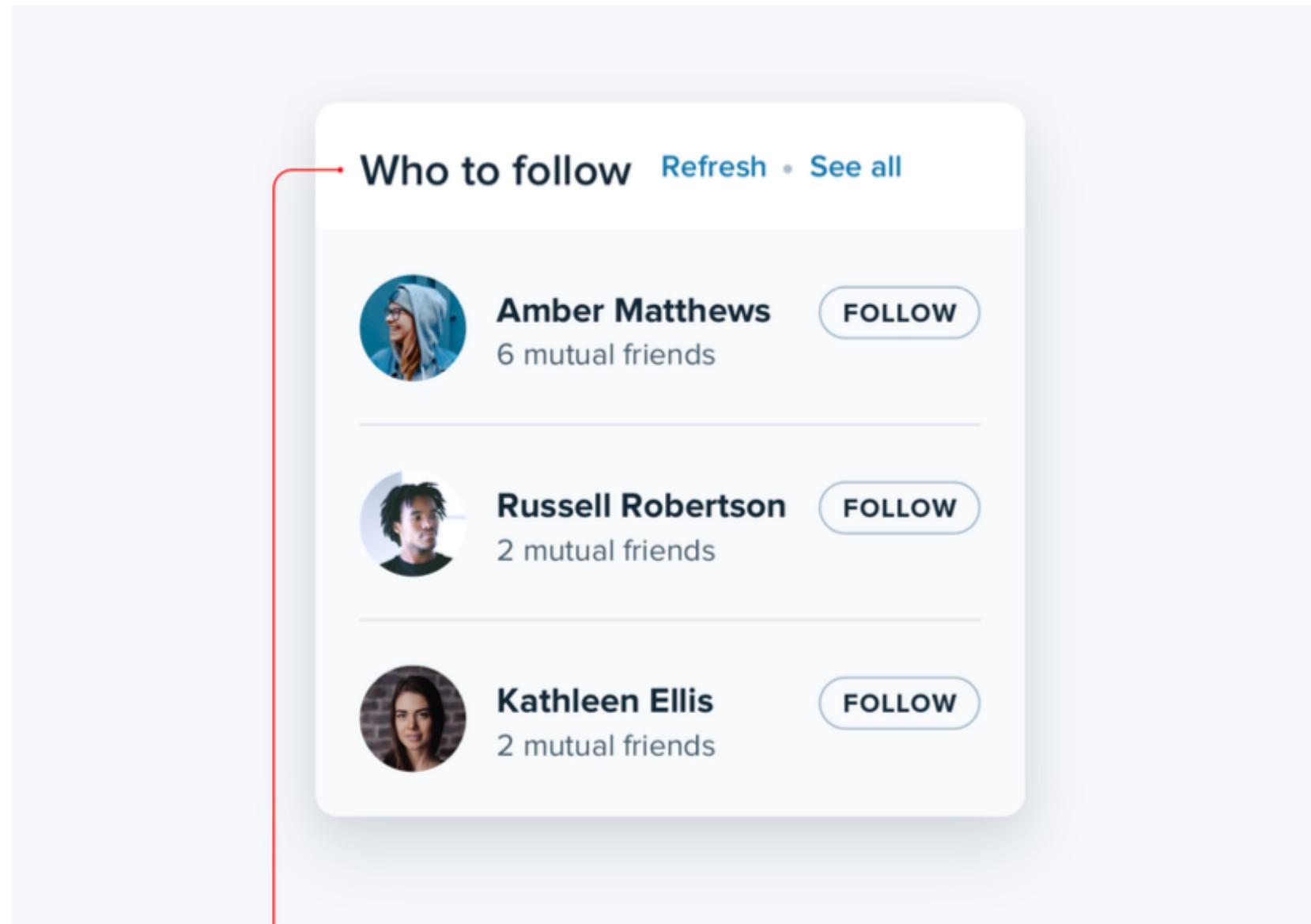
Aligning text of different sizes



align-items: center;

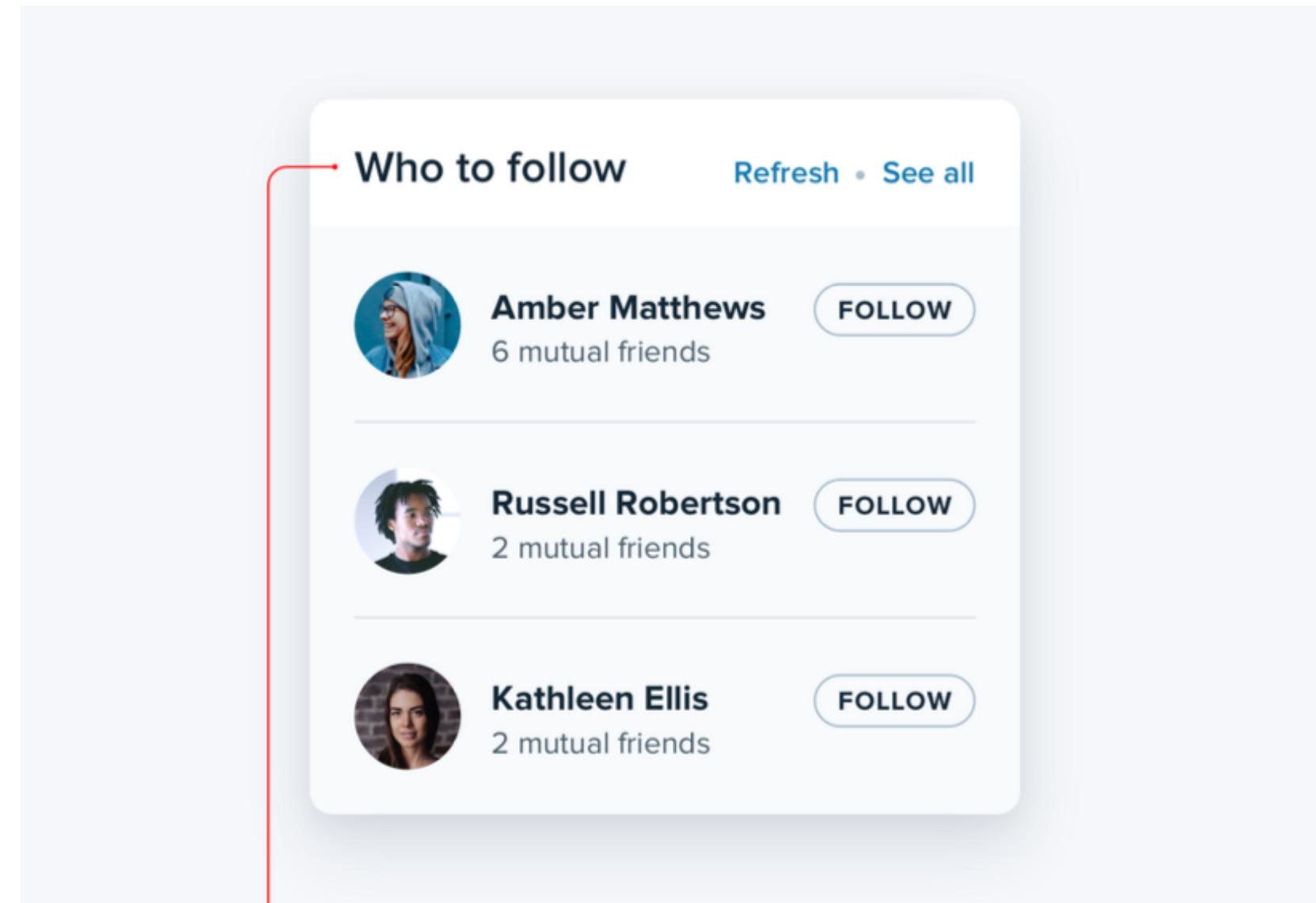
Name	Mutual Friends	Action
Amber Matthews	6 mutual friends	FOLLOW
Russell Robertson	2 mutual friends	FOLLOW
Kathleen Ellis	2 mutual friends	FOLLOW

Aligning text of different sizes



```
align-items: center;
```

Aligning text of different sizes



align-items: baseline;

links

sometimes, make them pop

Look, if you've got a ton of text, that's great. Good for you. Text is great. And if your content is mostly just text, then by all means, you should go ahead and use a color treatment to make them clearly stand out as links. Everybody loves a usable website! And having a pop of color and an underline can really help your users to understand what is clickable and what is not clickable...

but if it's mostly links, think outside the blue box



[A street violinist stuns tourists with an electrifying...](#)

[Charlie Price](#)
1 day ago



[Artisan glass blowing artist makes incredible creations](#)

[Museum of Glass](#)
756K views • 2 years ago



[How to make a perfect loaf of bread from scratch](#)

[Bread Masters](#)
3M views • 4 months ago



[Man makes a shot he didn't miss in his梦](#)

[Free Throw](#)
104K views

maybe a heavier weight, or darker color will work



ed violinist stuns
rians with an electrifying...

anie Price
ws • 8 months ago



Artisan glass blowing artist makes
incredible creations

Museum of Glass
756K views • 2 years ago



How to make a perfect loaf of
bread from scratch

Bread Masters
3M views • 4 months ago



Man make
not missin

Free Throw
104K views

or maybe save it for hover

Not all links are part of the main path your user will take...



ed violinist stuns
rians with an electrifying...

anie Price
ws • 8 months ago



Artisan glass blowing artist makes
incredible creations

Museum of Glass
756K views • 2 years ago



How to make a perfect loaf of
bread from scratch

Bread Masters 
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Man make
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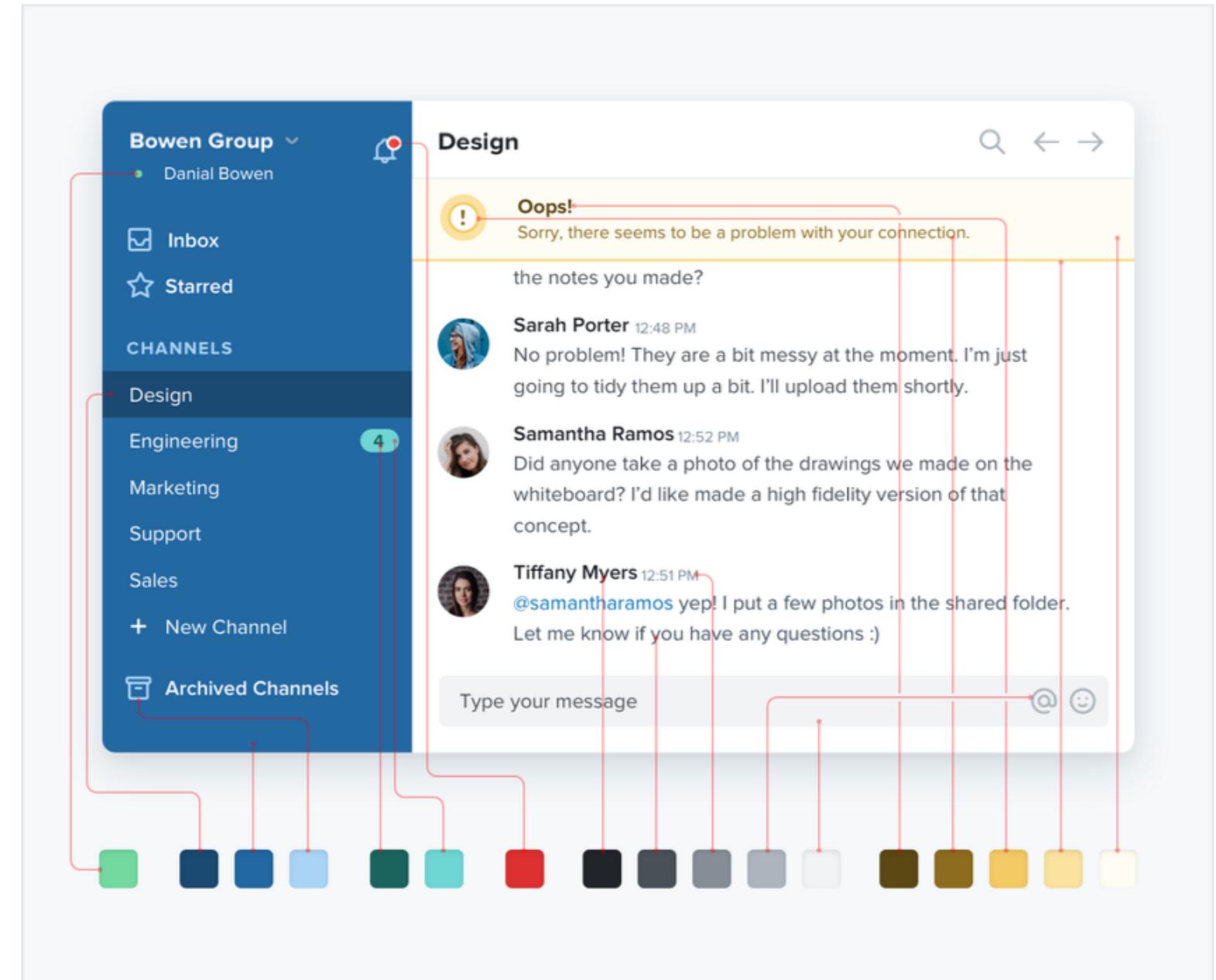
Hover leaves them still discoverable, but not competing for attention

Good color contrast ensures text and UI elements are distinguishable and readable

checking for accessibility reasons

counterintuitive tips on color contrast

Colors



icon resizing



Intended size (24px)

icon resizing



Intended size (24px)



Scaled up (48px)

icon resizing



Intended size (24px)



Scaled up (48px)



Drawn for large sizes (48px)

icon resizing



Scaled up (48px)



Larger but not scaled (48px)

whitespace

Set up Two-Factor Authentication

STEP 1 OF 3

Every time you sign in to your account, you will need your password and verification code

Setup your phone

Enter the phone number you would like to use.

Country



Phone Number

 +1 (555) 555-5555 A green circular icon with a white checkmark inside, positioned next to the phone number input field.

Next Step

Set up Two-Factor Authentication

STEP 1 OF 3

Every time you sign in to your account, you will need your password and verification code

Setup your phone

Enter the phone number you would like to use.

Country



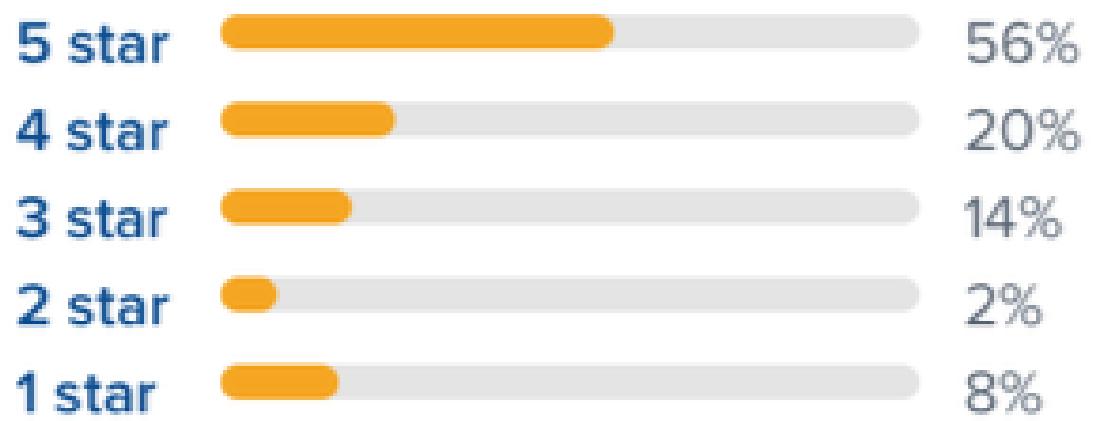
Canada

Phone Number

Next Step

50 customer reviews

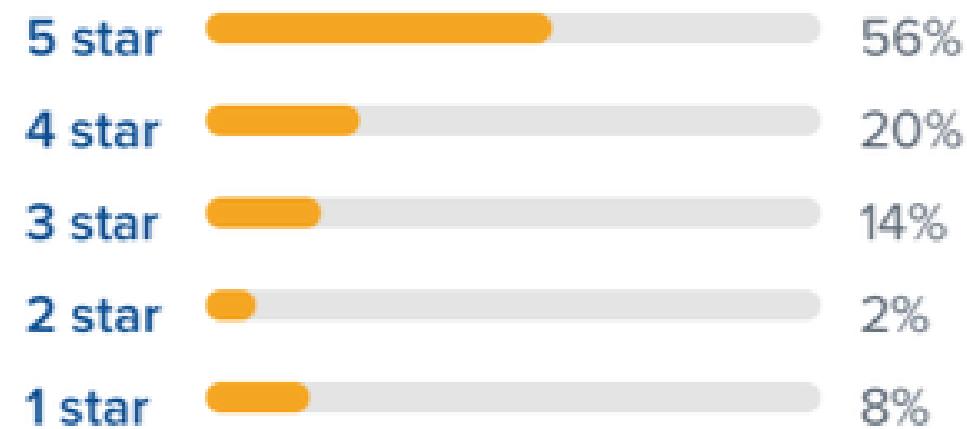


Review this product

Share your thoughts with other customers

Write a review

50 customer reviews

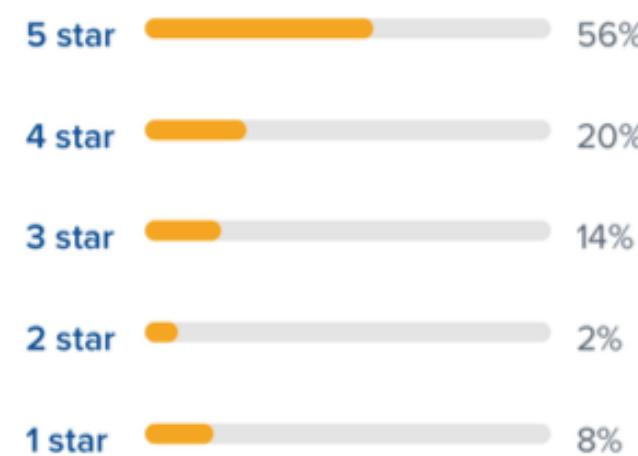


Review this product

Share your thoughts with other customers

[Write a review](#)

50 customer reviews

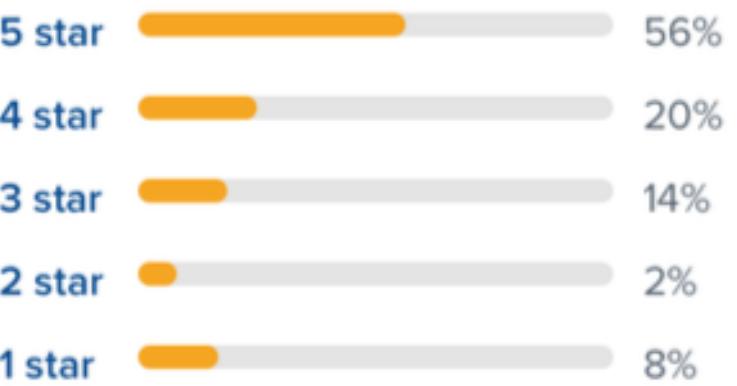


Review this product

Share your thoughts with other customers

[Write a review](#)

50 customer reviews



Review this product

Share your thoughts with other customers

[Write a review](#)

Consistency:

Consistency:

how to get it

- systematizing fonts, colors, sizes

Mobile-First Design

design resources

dribbble
refactoring ui