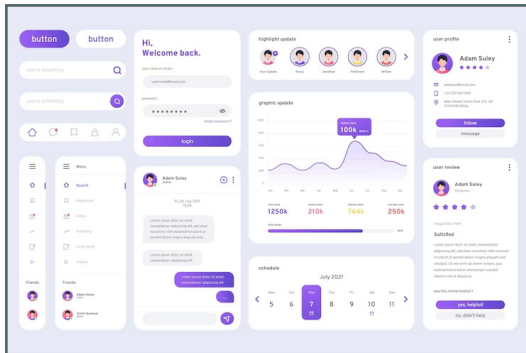


EXEMPLAR ANSWERS

Gestalt Principles and Interactive Experience Design



https://www.freepik.com/free-vector/gradient-ui-ux-elements-collection_16627360.htm

Describe how proximity and continuity have been used in this Interactive Experience Design

PROXIMITY

Login Details: The “user name or email” and “password” fields are placed close to each other, indicating their related purpose within the login process.

User Profile: Elements like the user’s picture, name, contact details, and action buttons (follow and message) are grouped together, indicating they all pertain to the user’s profile.

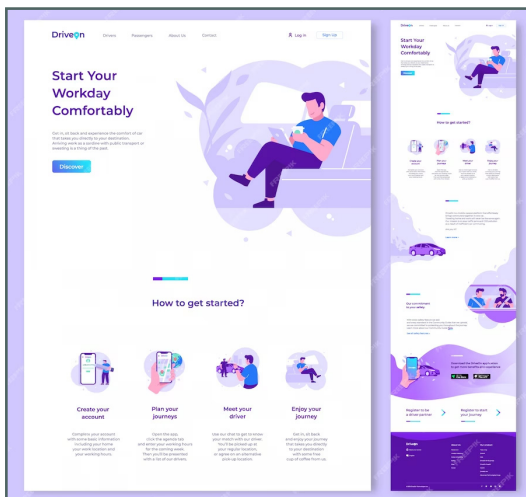
Graphic Update: The graph, its key metrics (total value, lowest value, highest value, average value), and the “highest value” label are closely knit, suggesting they are components of a single informational entity.

CONTINUITY

Graph Line: The curvy line in the “graphic update” section seamlessly flows from one month to the next, guiding the viewer’s eyes along a path and indicating a continuous data set across time.

Schedule: The calendar for July 2021 is laid out in a continuous grid format, which facilitates easy tracking of days and events.

Navigation Menu: The icons and labels are vertically aligned in a continuous list format, providing a clear path for navigation.



Describe how common fate and focal point have been used in this Interactive Experience Design

COMMON FATE

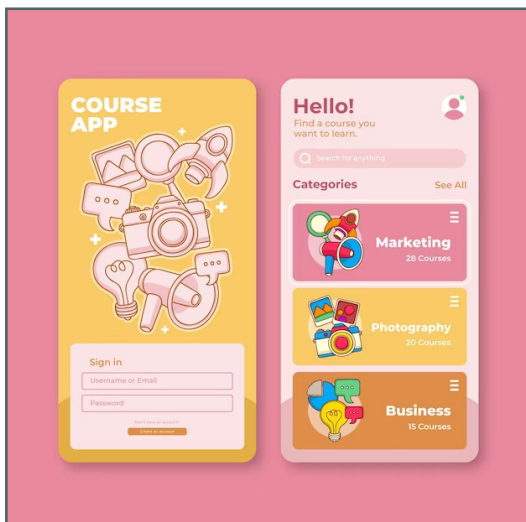
Steps to Get Started: The sequence from “Create your account” to “Enjoy your journey” portrays a series of events that users will likely experience in order. This sequence provides a flow and suggests that users following these steps will achieve the same outcome—enjoying a comfortable ride.

Consistent Imagery: The use of similar color palettes and style for the illustrations (people, devices, cars) implies they are part of the same narrative or journey, even if they are separate entities.

FOCAL POINT

The Main Headline and Image: The large “Start Your Workday Comfortably” headline paired with the illustration of the man using his device is the most prominent feature, drawing users’ initial attention. This serves as the primary focal point of the design.

Discover Button: The “Discover” button, with its contrasting color, stands out against the background and acts as a secondary focal point, guiding users on where to click next.



Describe how figure ground and similarity have been used in this Interactive Experience Design

FIGURE GROUND

Login Screen: On the left side, the illustrative composition of various learning symbols (camera, chat bubbles, light bulb, etc.) stands out as the figure against the yellowish background, which acts as the ground. This helps to create a clear visual distinction and draws attention to the main illustration.

App Main Screen: On the right side, each category (like “Marketing”, “Photography”, and “Business”) with their respective illustrations and course counts serve as figures, while the pink background functions as the ground. The use of rectangular cards further helps in separating these categories from the background, making it easy for users to recognize and interact with them.

SIMILARITY

Illustration Style: The app employs a cohesive illustrative style across both screens, especially evident in the stylized icons for “Marketing”, “Photography”, and “Business”. This consistent style signals that these icons represent similar types of information—course categories.

Category Cards: Each category card on the main screen (right side) uses a similar layout—icon at the top, category name in the middle, and course count at the bottom. This uniform design makes it clear that each card serves a similar function and represents a different course category.