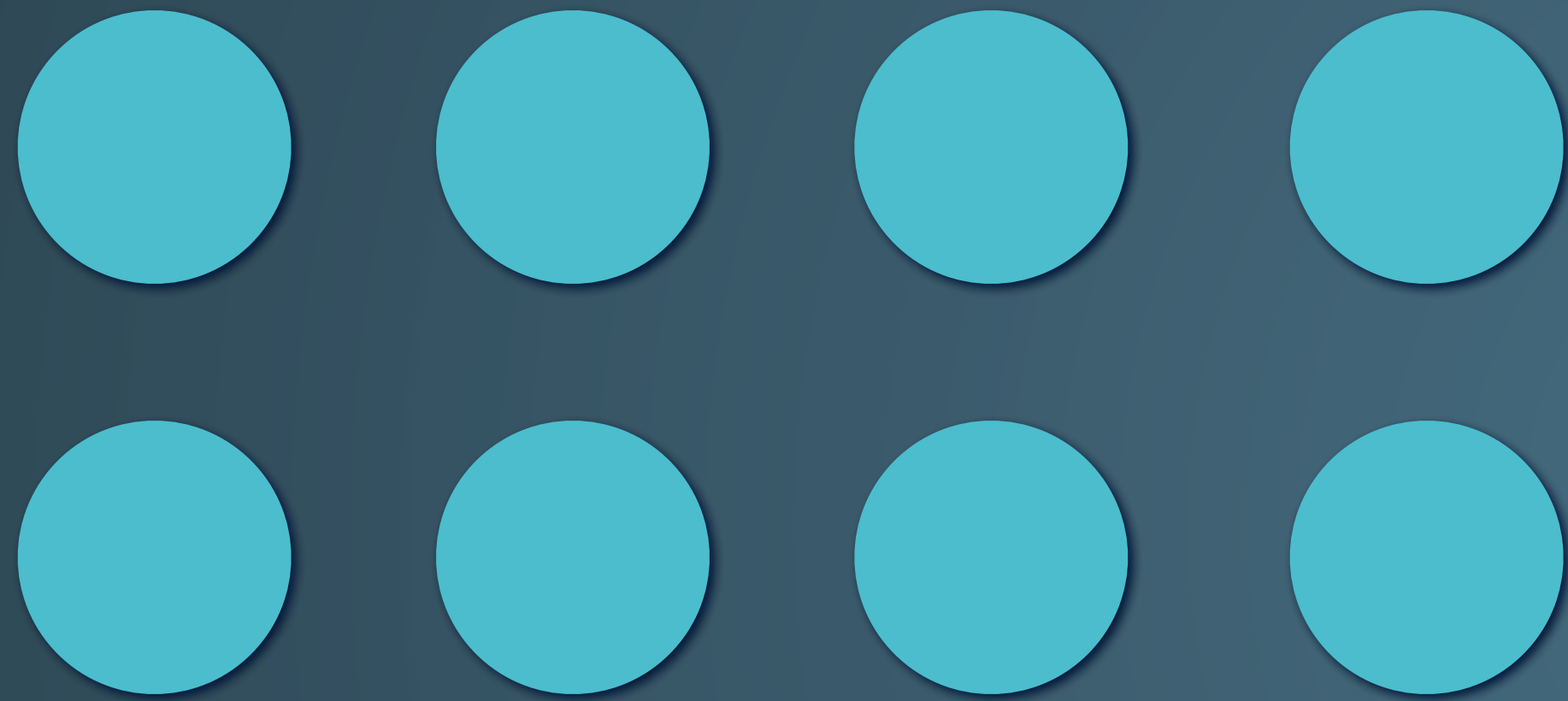


Proximity rule

1. Place **related information together**, so that it's seen as a **unit**.
2. Clearly **separate** items that **don't belong** together.

Proximity rule



together = related



spatial separation
= unrelated

Proximity rule



Works even with different **colors** or **shapes**
if there's enough distance.

Proximity rule

To which group do these two circles belong? Why?



Works even with different **colors** or **shapes** if there's enough distance.

Breaking the proximity rule

The screenshot shows a web interface for 'Time-Off Requests'. The form includes sections for 'Available Balances' (PTO: 15.40, FLOAT HOL: 8.00), 'New Request' (with fields for Description, Type, From, To, Total, and Notes), and a 'Show Advanced Options' button. On the right, there are sidebars for 'Things I Can Do' and 'Quick Tours and Tips'. Annotations with red arrows point to the 'Save' button in the top right toolbar, labeled 'But here', and the 'Show Advanced Options' button, labeled 'Not here'.

Requests

Time-Off Requests

Available Balances

PTO	15.40
FLOAT HOL	8.00

New Request

Description:

Type:

From:

To:

Total:

Notes:

[Show Advanced Options](#)

Things I Can Do

- [Add PTO Request](#)
- [View Calendar](#)

Quick Tours and Tips

- [Requesting Time Off Quick Tour](#)
- [Requesting Time Off Quick Tip](#)

But here

Not here

Where is the Save button?

Applying the proximity rule

The screenshot shows a web application for 'Time-Off Requests'. The main form is titled 'New Request' and contains the following fields:

- Description:
- Type:
- From: (with a calendar icon)
- To: (with a calendar icon)
- Total:
- Notes:

A green 'Save' button is located at the bottom right of the form. An orange arrow points to this button with the text 'I feel so much better!'.

On the right side of the page, there are two sidebars:

- Things I Can Do**:
 - [Add PTO Request](#)
 - [View Calendar](#)
- Quick Tours and Tips**:
 - [Requesting Time Off Quick Tour](#)
 - [Requesting Time Off Quick Tip](#)

Where is the Save button?