

Anatomy of design



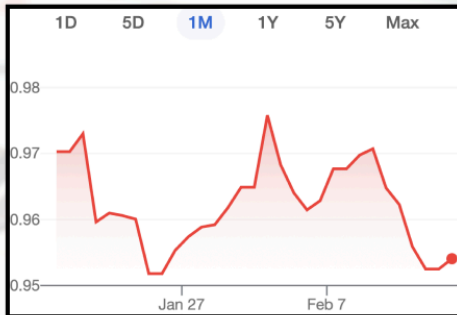
Currency Exchange Finder



Out of town? Need cash?



The headline is flanked by negative space for emphasis.



1.00	United States Dollar
0.96	European Euro



Currency exchange prompts are designed to look like an "equal" sign.


Calculator




The call to action button is uniquely colored and surrounded by negative space for emphasis.

Vendors Near Me






EZ Exchange
★★★★★ (402)
2 Minutes walk
Rate: ☒ MATCH
Open Now - Hours:
M-F 09:00 - 17:00




Cambio
★★★★★ (588)
12 Minutes walk
Rate: -\$1.00
Open Now - Hours:
M-F 09:00 - 17:00




Jiro's Currency Exchange
★★★★★ (577)
16 Minutes walk
Open Now - Hours:
M-F 09:00 - 20:00, Sun 10:00-14:00



Main Terminal Exchange
★★★★★ (396)
12 Minutes walk
Rate: -\$0.50
Open Now - Hours:
M-F 09:30 - 17:00



CURRENCY EXCHANGE
★★★★★ (682)
2 Minutes walk
Rate: -\$0.65
Open Now - Hours:
M-F 10:00 - 18:00, Sat 10:00 - 14:00



Money Exchange
★★★★★ (663)
8 Minutes walk
Rate: ☒ MATCH
Closed - Hours:
M,W,F 09:00 - 16:00



Gestalt's principles of similarity and proximity are both employed for the vendors here. Vendors are displayed in a grid of cards.



Currency Exchange Finder



The logo is at the beginning and end of the Z-shape layout.

All of the functionality is displayed above the fold to limit scrolling and increase user retention.

itsknottv