Anatomy of an excellent USDA page

The plate imagery not only spotlights the guiding metaphor here; it also unifies the sections in a design that is as elegant as it is simple. Although there’s a lot going on here, the smart use of white allows the eye to travel where the designers want us to go — to the five food groups in the center of the page.

A conversational tone engages users.

Earth tones keep the feel healthy here, as you can learn at several degrees of detail about grains, fruits, vegetables, protein, and dairy. Great use of active voice, with pronouns that address the reader.

**Judges’ comments:**

*“A well-thought-out page. The writers and designers worked well together — keeping user experience in mind.”*

*I love the use of questions that anticipate the reader’s needs.”*

*“Just what a parent who’s laying out a a weekly meal plan would need.”*

User research paid off here, as the page segments audiences, giving each a custom view.

