A “screen” in this context refers to what you see on a digital device, like a computer, phone, or tablet. It includes everything you interact with – buttons, text, colors, animations, and more.

The purpose of each element on the screen is to help users accomplish tasks or meet their needs. Every button, piece of text, color choice, or graphic should have a clear and meaningful role in making the user’s experience better.

If something on the screen doesn’t have a purpose or meaning for the user – if it’s just there without adding value – it’s considered “noise.” Imagine unnecessary things on the screen as distractions, like unnecessary background chatter when you’re trying to focus on a conversation.

Noise is bad because it competes for your attention, making it harder to find and focus on what’s important. So, the idea is to keep the screen clean and only include elements that actually help users achieve their goals, reducing distractions and making the experience more enjoyable and efficient.

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