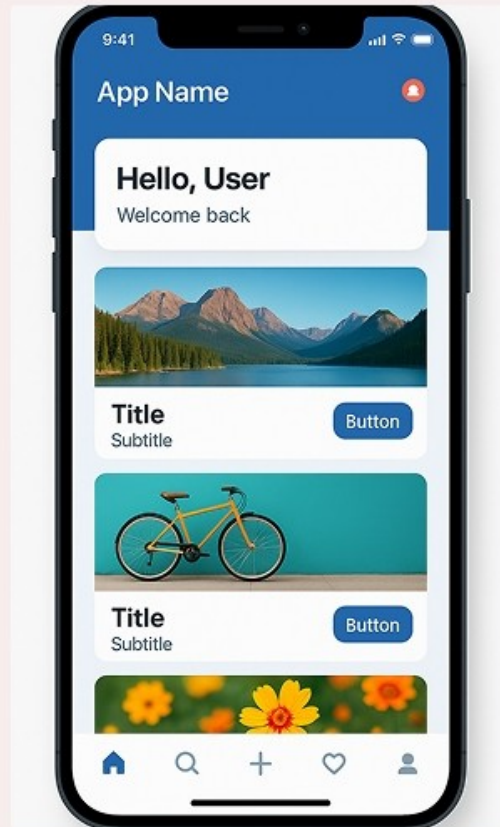# UID 4
FAMILIAR AND UNFAMILIAR DESIGN

I had show the difference between familiar and unfamiliar design by giving an sample design and explanation of both where it helps the users more understand about the design.
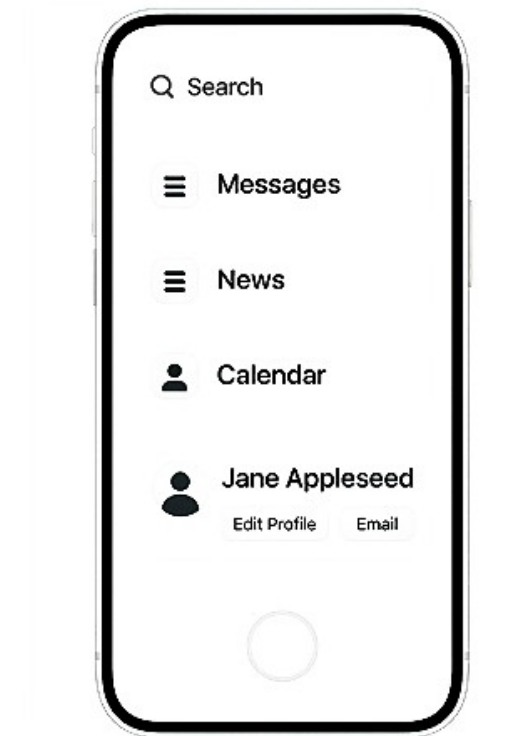
Page 1:

FAMILIAR DESIGN

Page 2:

Here I have used all the familiar features only like search bar, navigation bar ,wishlist icons ,profile where the user can understand easily and it will be more familiar for the users to know about design.

UNFAMILIAR DESIGN

In unfamiliar design interactive hotspots like menu opens a seperate overlay for more accessibility to product search.
Here there will be inconsistent navigation and all the submenus are hidden and unfamiliar.