

# UID EXERCISE 4

In this project, I designed an interactive prototype using proto.io, focusing on both familiar and unfamiliar navigation patterns to enhance user experience.

- **Familiar Navigation**

It refers to interface elements that users are accustomed to and can use intuitively without much thought or instruction. Common examples include the home button, search bars, and standard menu icons.

- **Unfamiliar Navigation,**

On the other hand, involves unique or novel interface elements that may require exploration or discovery by the user. These are typically used to introduce new features or interactions in an engaging way.

## 1. Familiar Navigation Components:

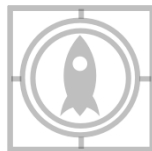
- **Home Button:** Easily recognizable and consistently placed, allowing users to return to the main screen effortlessly.
- **Search Bar:** Positioned at the top, enabling quick access to search functionality that users expect universally across various applications.

## 2. Unfamiliar Navigation Component:

- **Pizza Icon:** A unique icon incorporated into the design as an unfamiliar navigation element. Unlike standard icons, this icon intrigues users, prompting them to explore its functionality.
- **Interaction:** Upon clicking the pizza icon, users are taken to a dedicated screen that provides detailed information about pizza, which could include options like ingredients, nutritional information, or ordering details.

### **Prototyping Details:**

- The prototype was created to demonstrate seamless navigation between familiar and unfamiliar elements. Clicking on familiar navigation elements like the home button and search bar provided expected responses, reinforcing usability.
- Clicking on the unfamiliar pizza icon initiated an engaging interaction, smoothly transitioning users to an informational screen, thereby enhancing curiosity and exploration.



# UID EX4

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3

screens

