

ASSIGNMENT 2

A. GROUPING OF UI ELEMENTS FOR EASE OF USE.

Flights/Hotels/Holidays tabs:

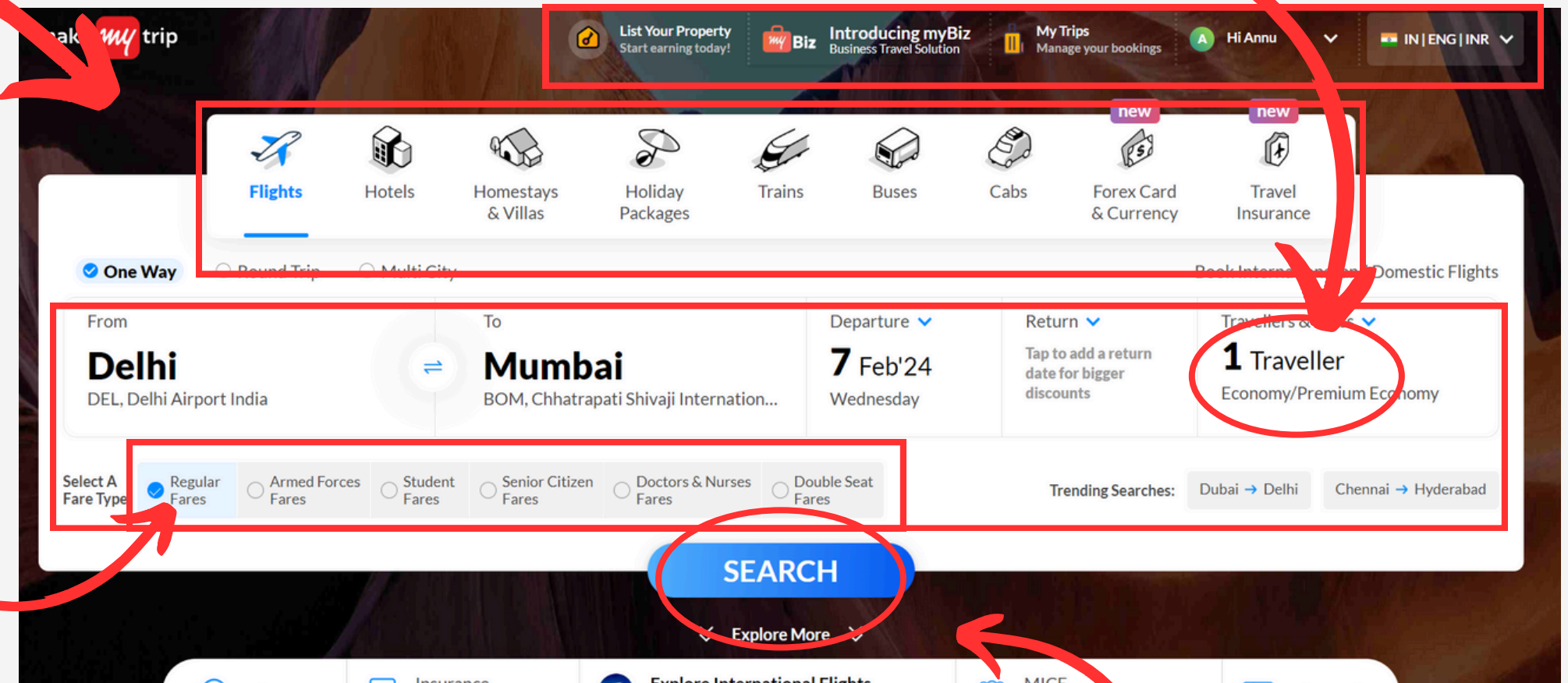
Clearly categorized sections for different needs. Used Common Region grouping principle

Sub-section

Subgrouping part also followed common region Gestalt's Principle, also different groups are created based on color separation), font size closeness of the elements (proximity)

Similarity is used here, appear to be similar to each other

Proximity used here, they are close to one another tend to be grouped together



Negative aspect

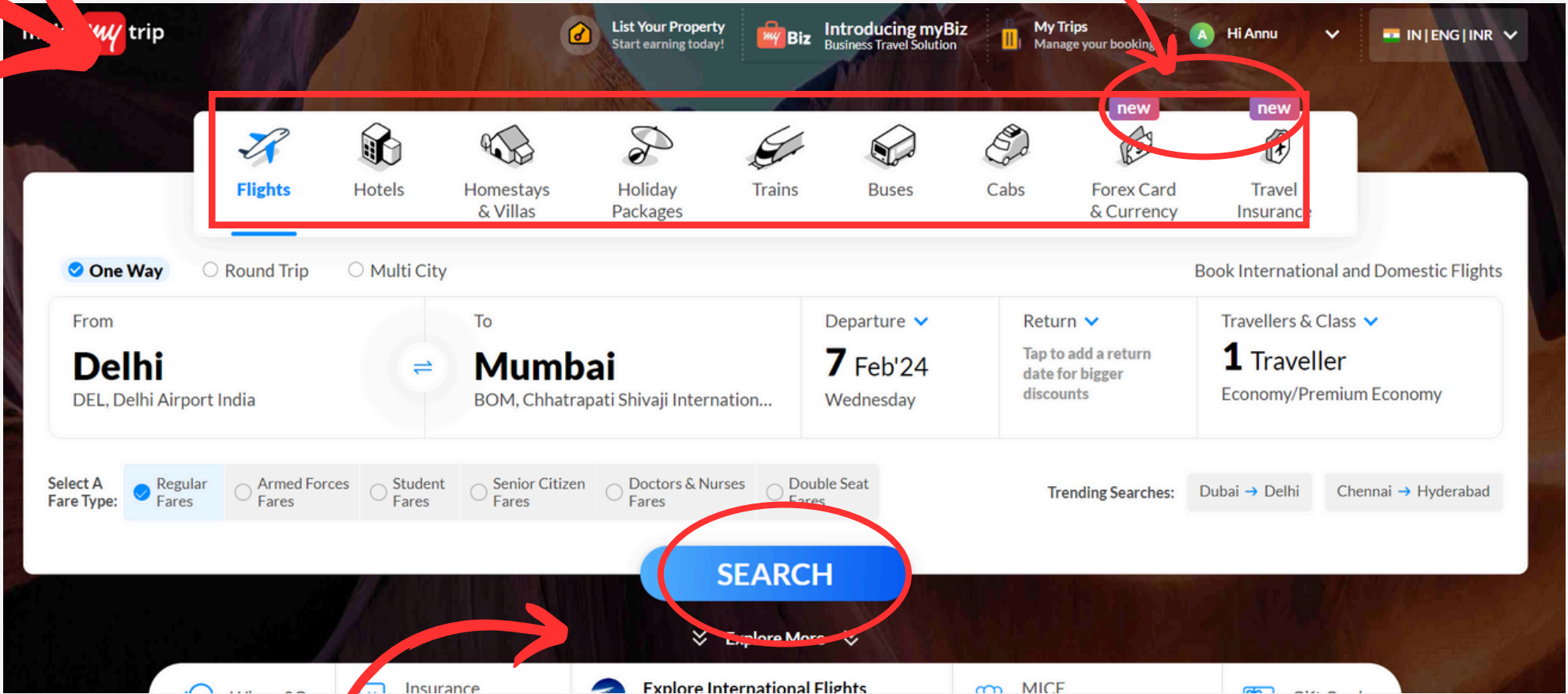
Grouping is good to be done but here too much groups and sub-groups are made. Which seems cluttered. seeing particular section looks organized but on overall perspective it creates overwhelming by too many options and information on at one place

Focal Point (to highlight important controls/information in displays) here "search" is an important control. for quick access

B. PLACEMENT OF UI ELEMENTS FOR GRABBING ATTENTION

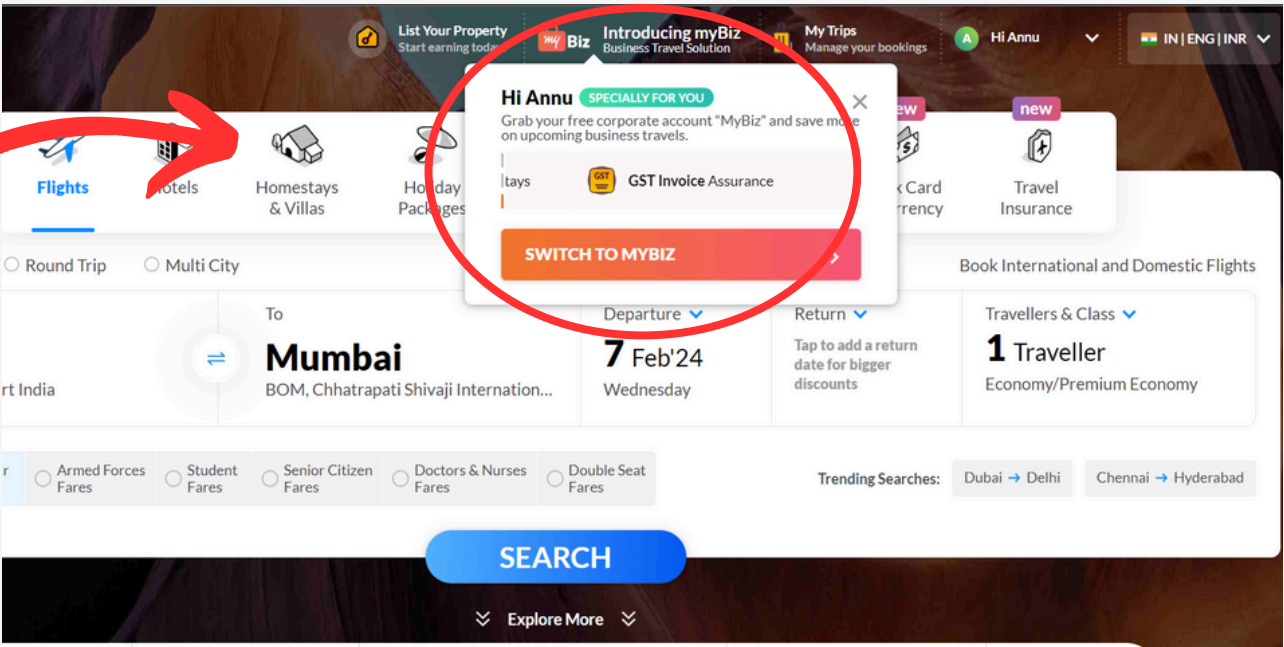
To highlight new features added on new element tagged in different making it more highlighting

Icon used to make the website stand out, reduce cognitive load, user will understand elements easily. Visually appealing icon used with clear labels.



High contrast colors and placement create distinct Figure-Ground relationship, attracting attention.

On hovering sub-part appeared with animated display within representing offers.

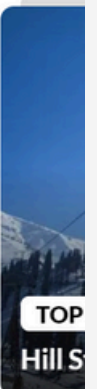
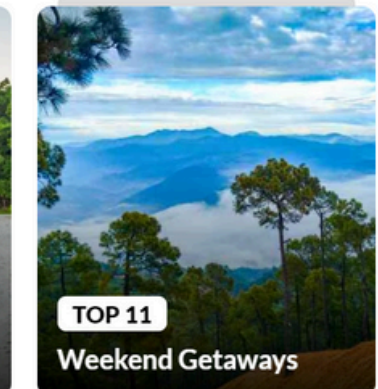
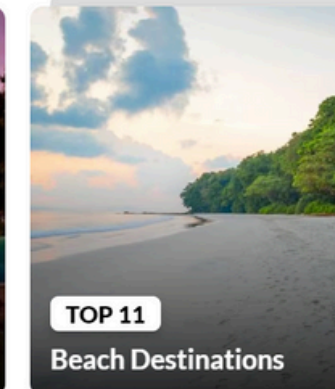
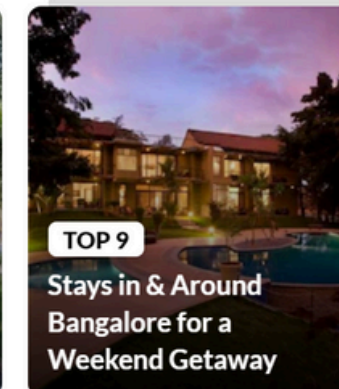
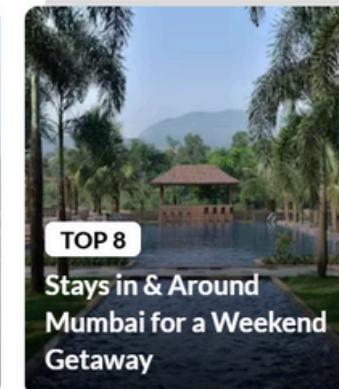
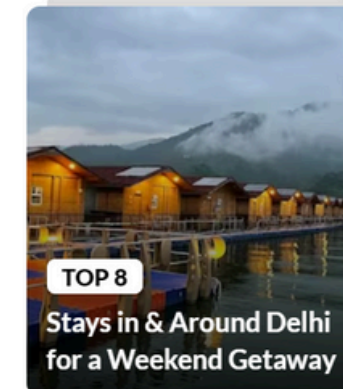


Negative aspect
too much clutter created
confusing user to where to focus
first

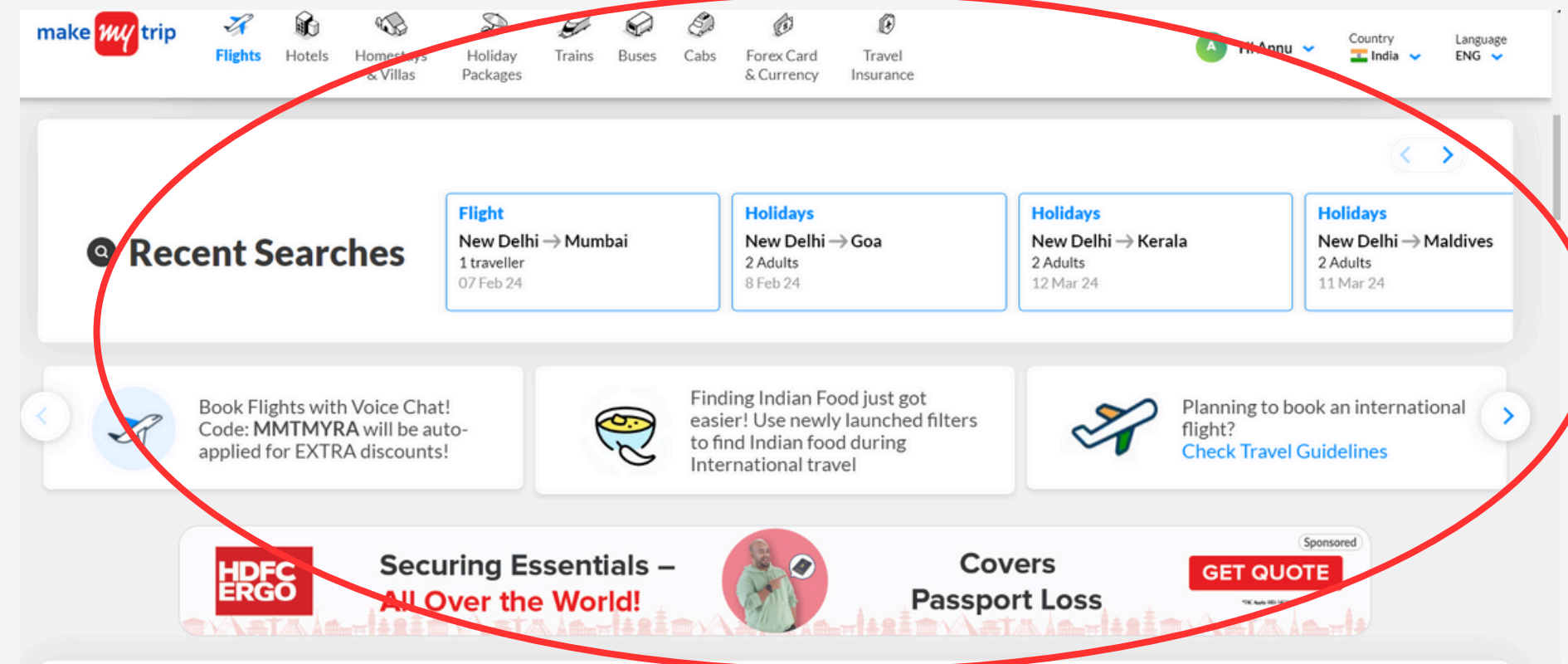
B. PLACEMENT OF UI ELEMENTS FOR GRABBING ATTENTION

High-quality images with clear labels stand out against the background (Figure-Ground).

Handpicked Collections for You

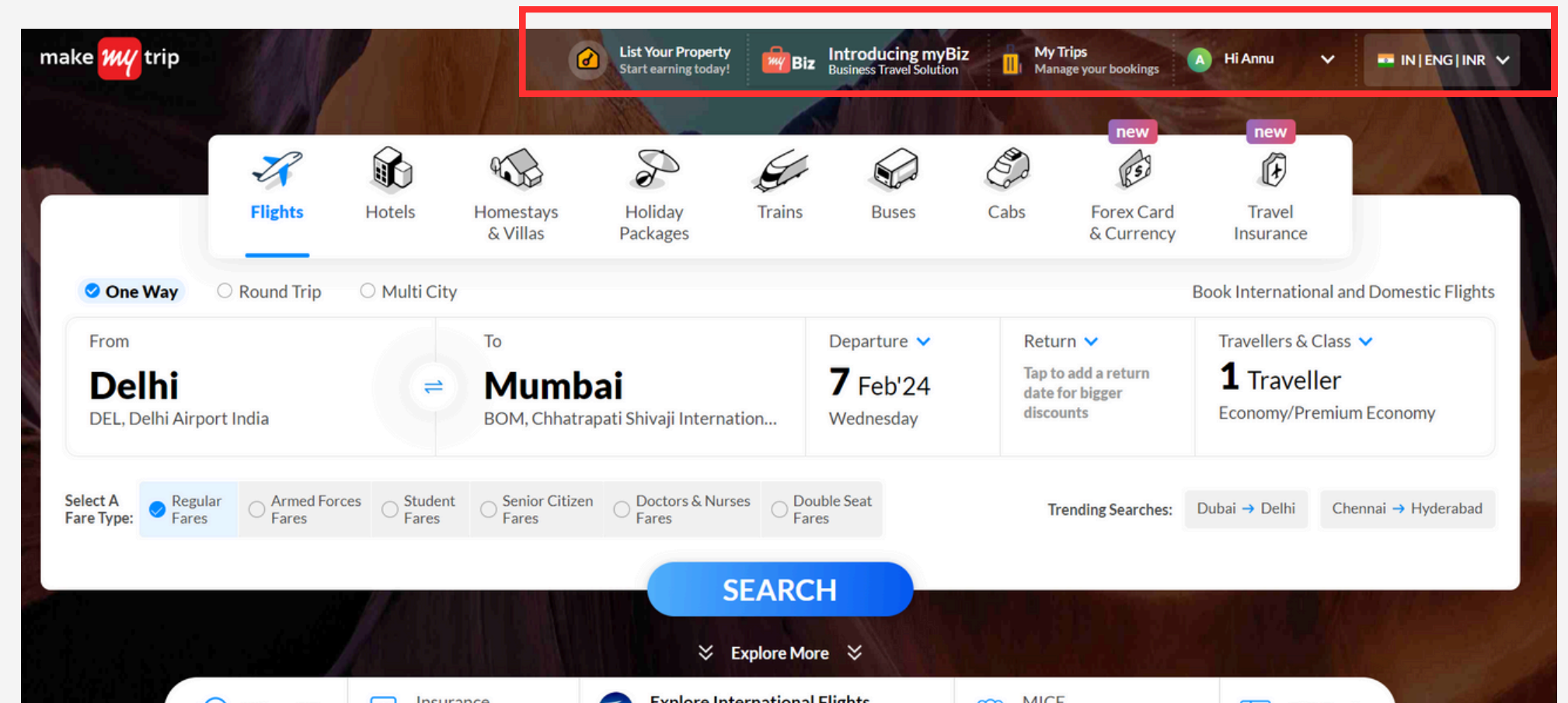


Too much information given on the landing page that creates more jargon and confuse users. Shifting attention.



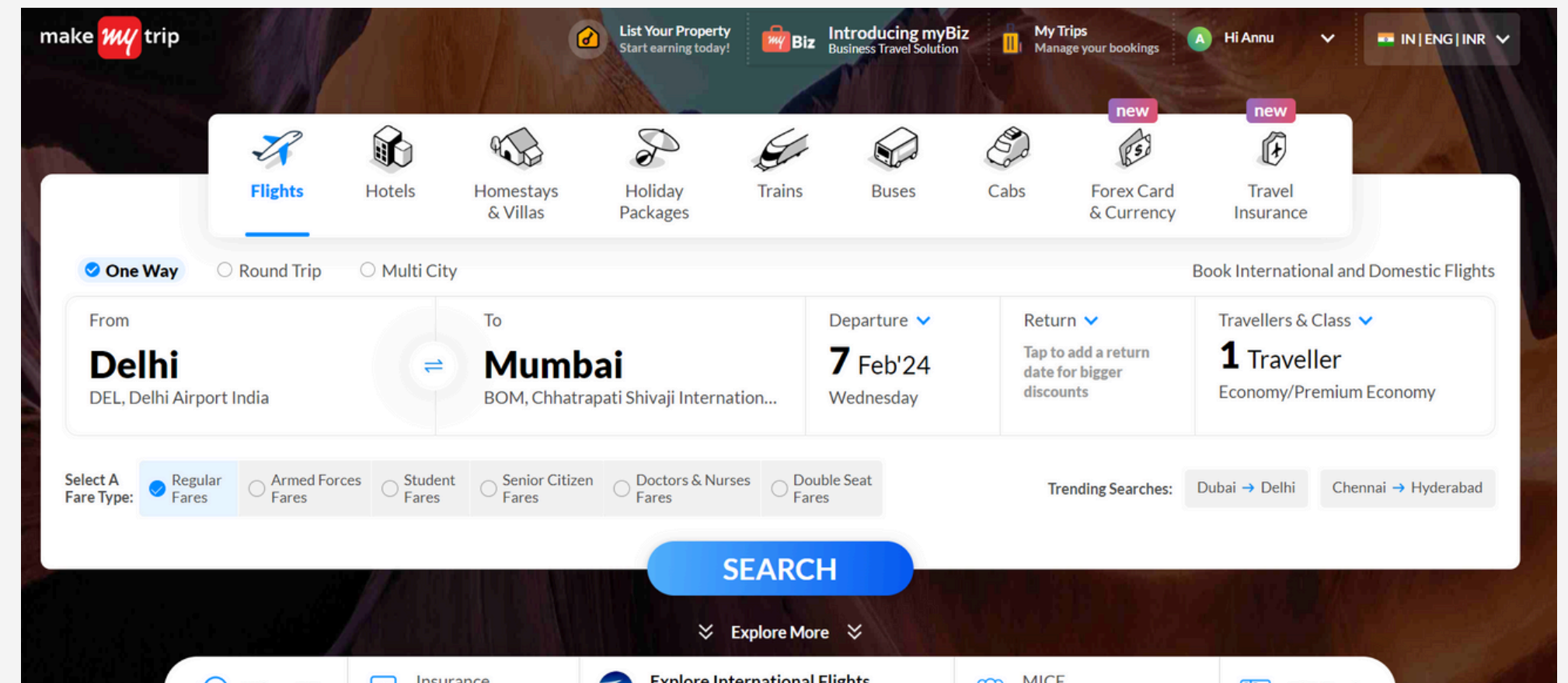
C. STRUCTURING OF UI ELEMENTS FOR CLARITY

- **Headings, subheadings, and labels:** Creates visual hierarchy and guide users through the page (Continuity).
- **Consistent icons and styles:** Used patterns and aid Closure for users.
- Organized and labelled for clear understanding.
- **Ample white space:** Separates elements, reducing clutter and improved readability.



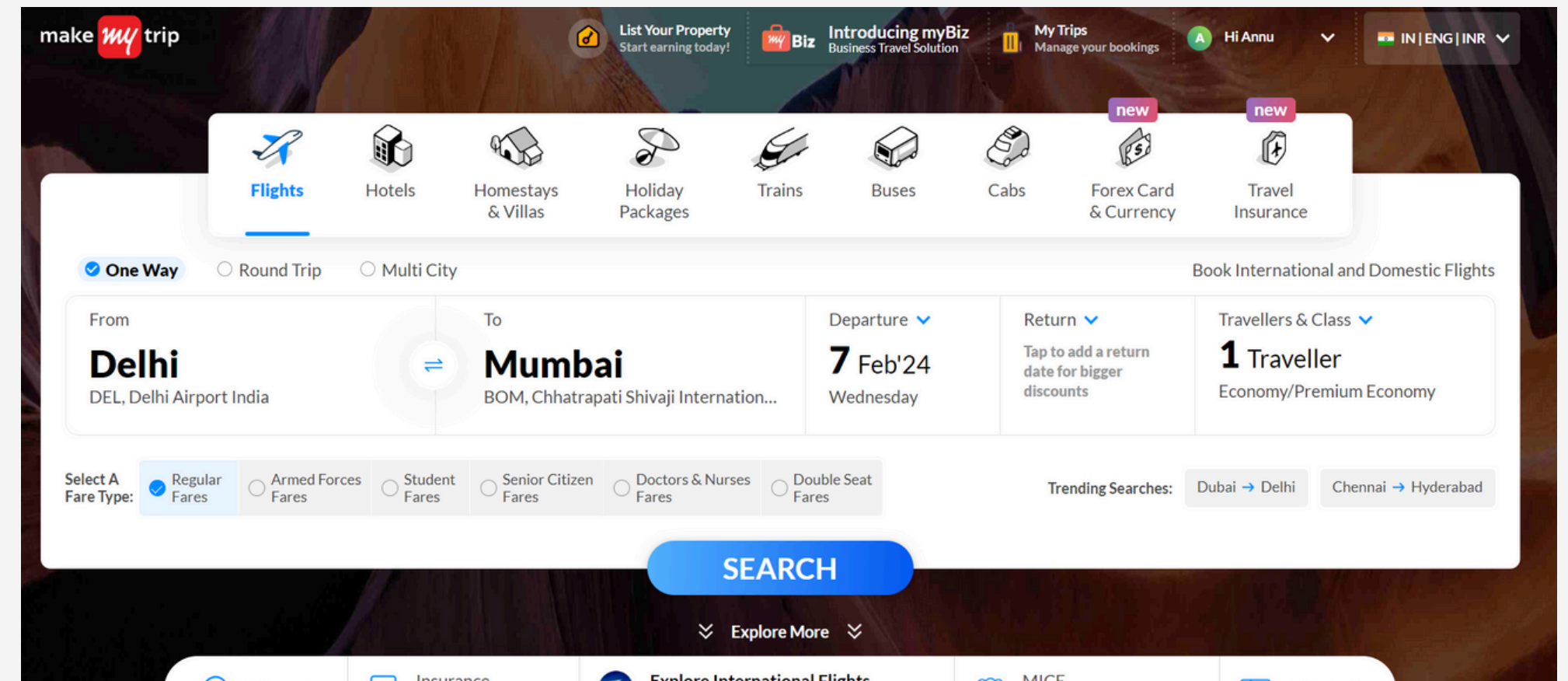
D. LAYOUT OF UI FOR AESTHETIC APPEAL

- **Visually balanced layout:** Banner and content sections create a sense of equilibrium (Balance).
- Balanced and calming with accent colors for CTAs, maintaining Similarity while highlighting key elements.
- **Fonts:** Consistent and proportional to content sections, adhering to the principle of Proportion.
- **Minimalistic design:** Focuses on essential information, avoiding overwhelming users and ensuring visual coherence (Similarity).



E. USE OF LOW LEVEL FEATURES OF THE VARIOUS UI ELEMENTS.

- Buttons has Rounded corners (softness), hover effects (interaction), contrasting colors (distinction), aligning with Similarity and Figure-Ground.
- Images: Optimized for fast loading, alt text for accessibility (usability), following Similarity through consistent style.
- Text: Proper font size, line spacing, and contrast (readability).



Icon used to make the website stand out, reduce cognitive load, user will understand elements easily. Visually appealing icon used with clear labels.

F. ELEMENTS THAT STAND OUT VS. MERGE WITH THE BACKGROUND

Stand out:

- Image (high contrast, size, placement) creates strong Figure-Ground relationship.
- Buttons (bright colors, hover effects, clear text) utilize Contrast and Similarity to attract attention.

Merge with background:

- Background image (subtle, low contrast) blends into the background (minimal Figure-Ground).
- Secondary navigation bar (less prominent colors, smaller size) uses Contrast strategically for hierarchy.
- White space (intentional for visual hierarchy) avoids clutter and emphasizes key elements (Similarity).
- Text labels (clear fonts, moderate contrast) adhere to Similarity for readability while maintaining hierarchy.

Overall: The MakeMyTrip landing page effectively leverages Gestalt principles to create a user-friendly, visually appealing, and well-structured experience. By understanding how visual elements interact and influence perception, we can improve the user journey and achieve their desired outcomes.

THANK YOU