

# ASSIGNMENT - 01

WEBSITE INTERACTION

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Cognition and Information Processing in Design

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## **PART - I**

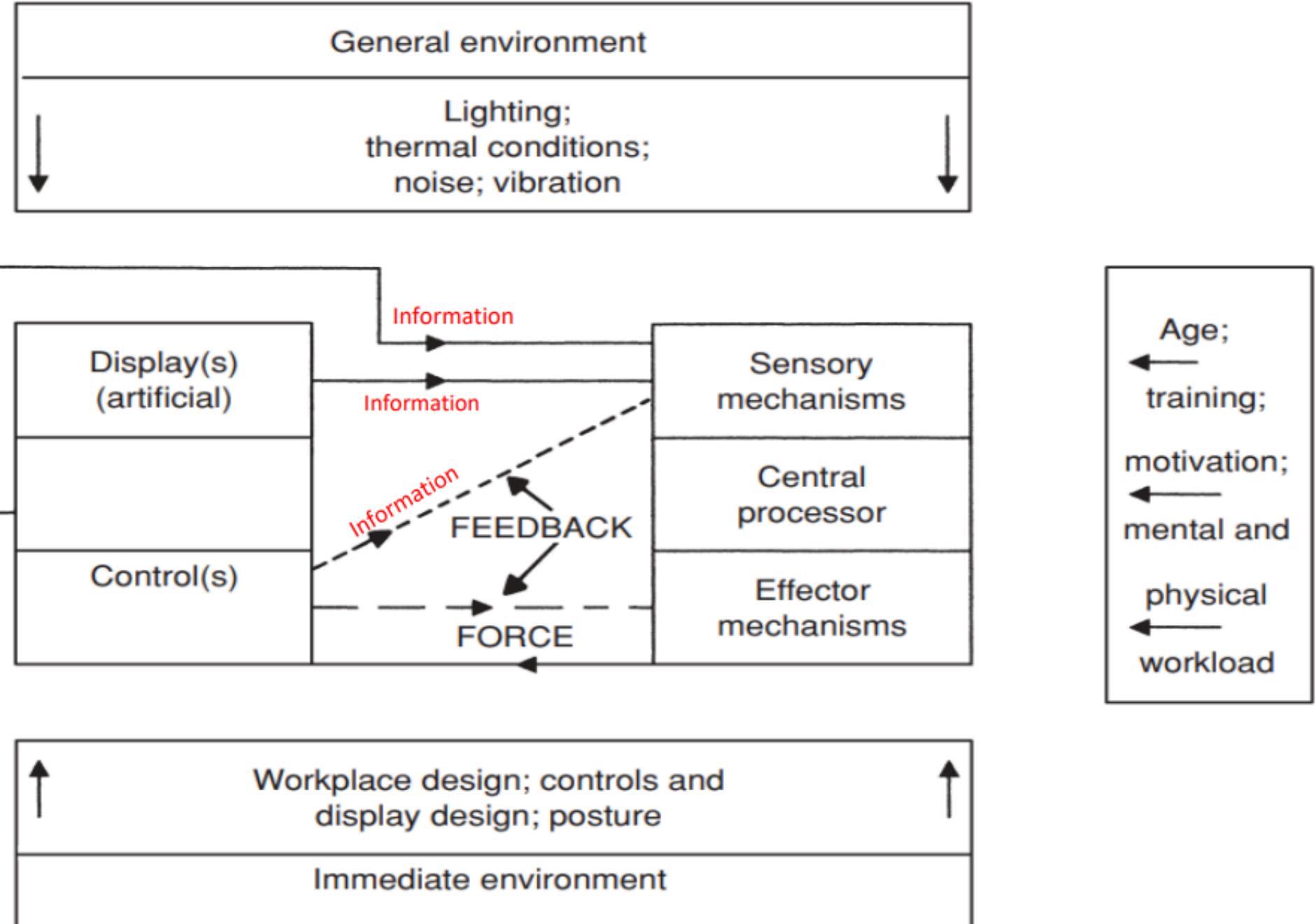
**Website Interaction Scenario - MakeMyTrip  
Website**

**For account creation process**

# Human Machine Model

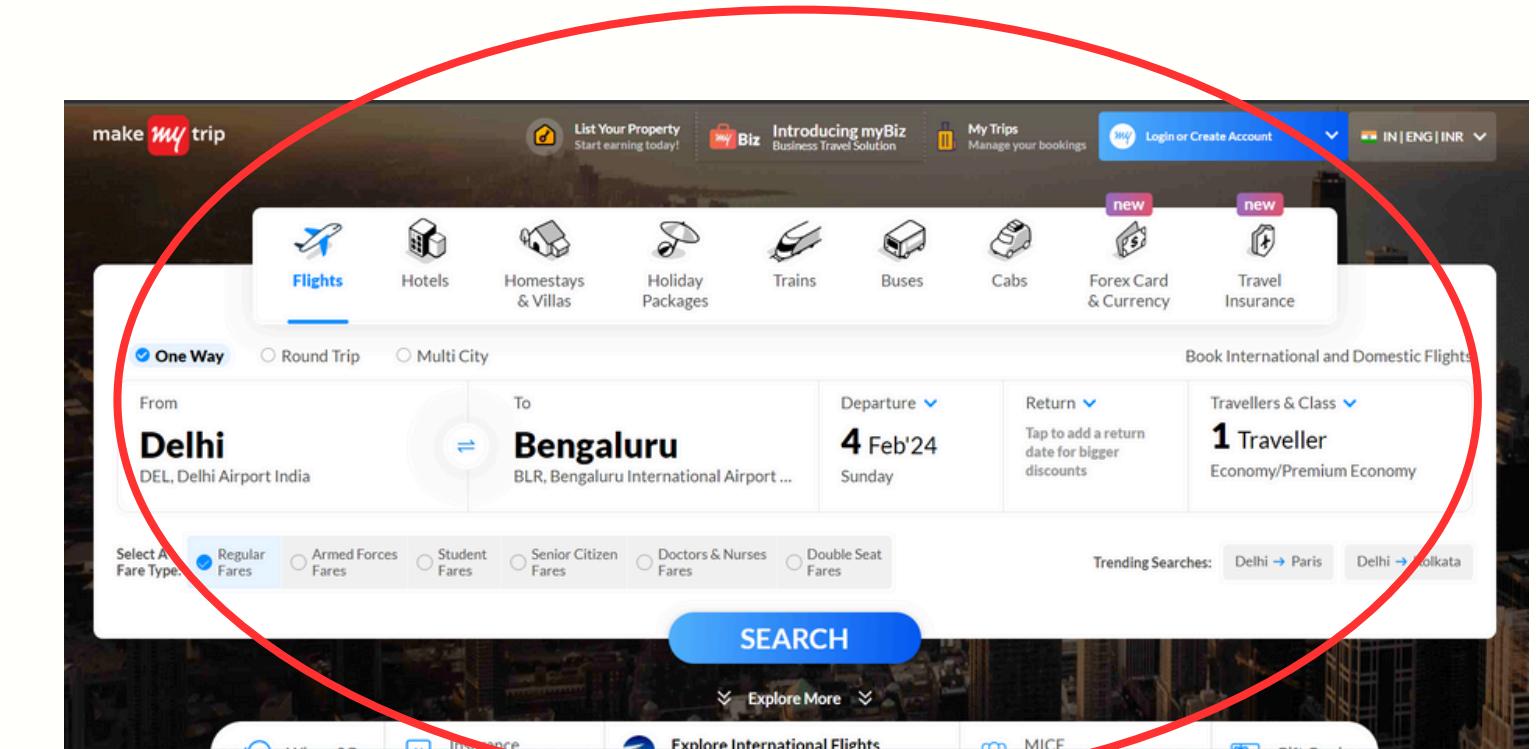
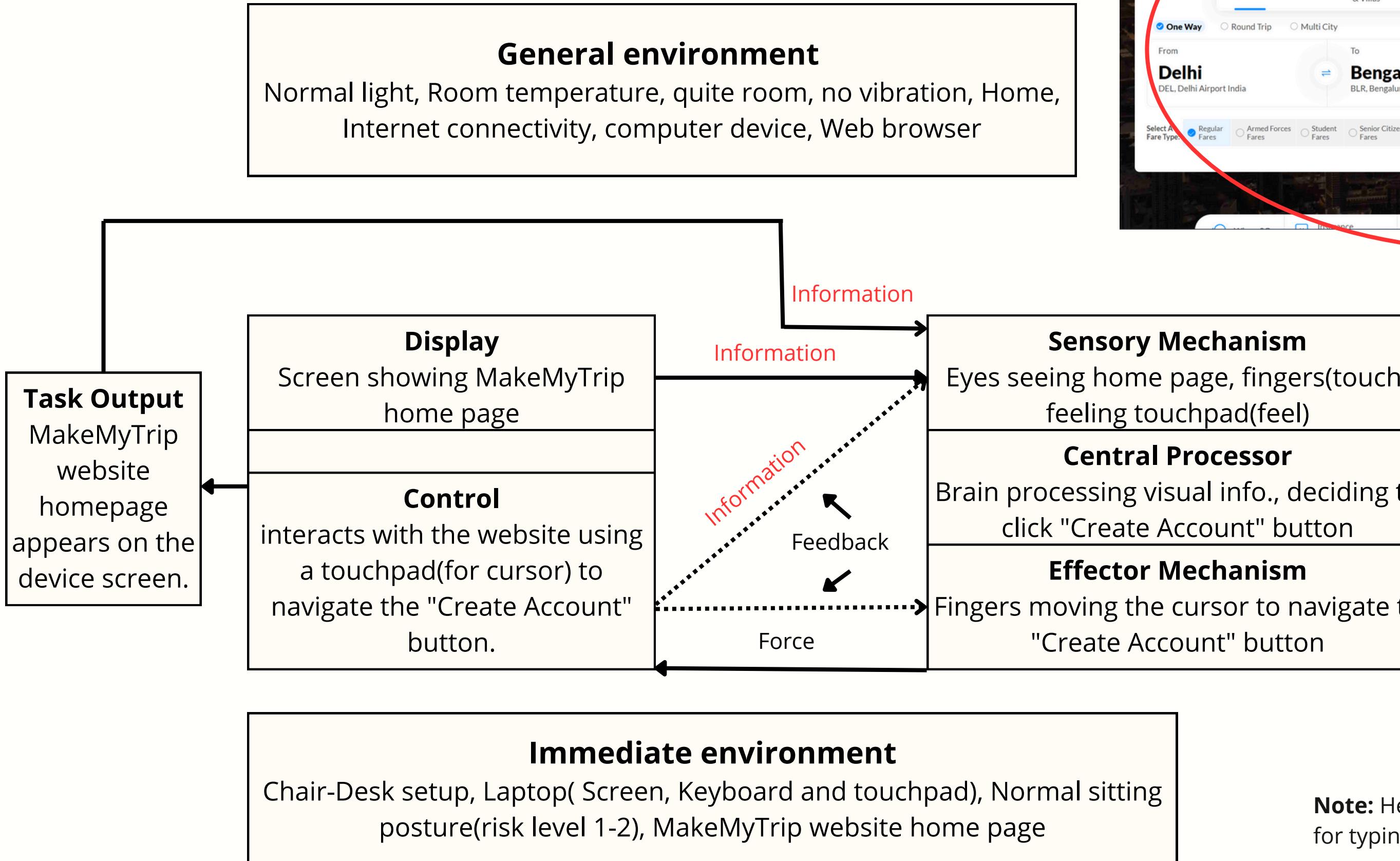
How do we perceive information?

- Sensory Mechanism
- Central Processor



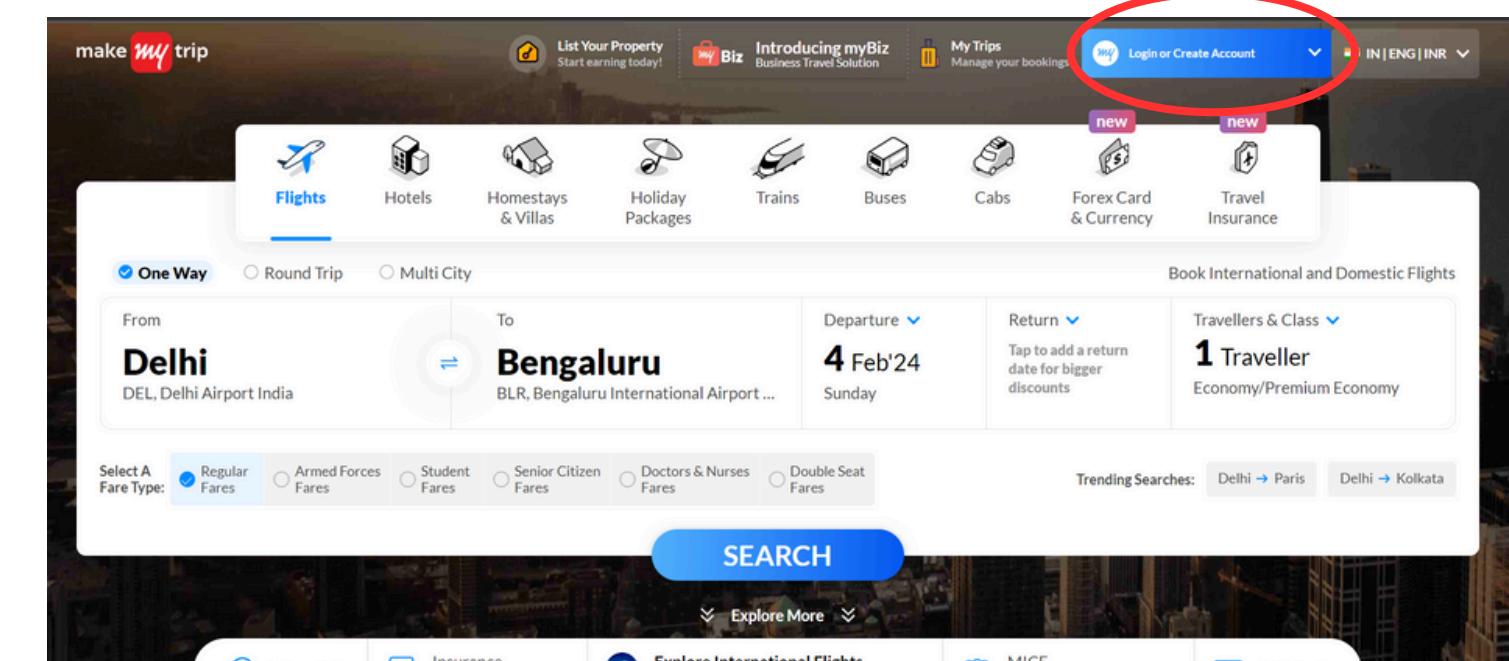
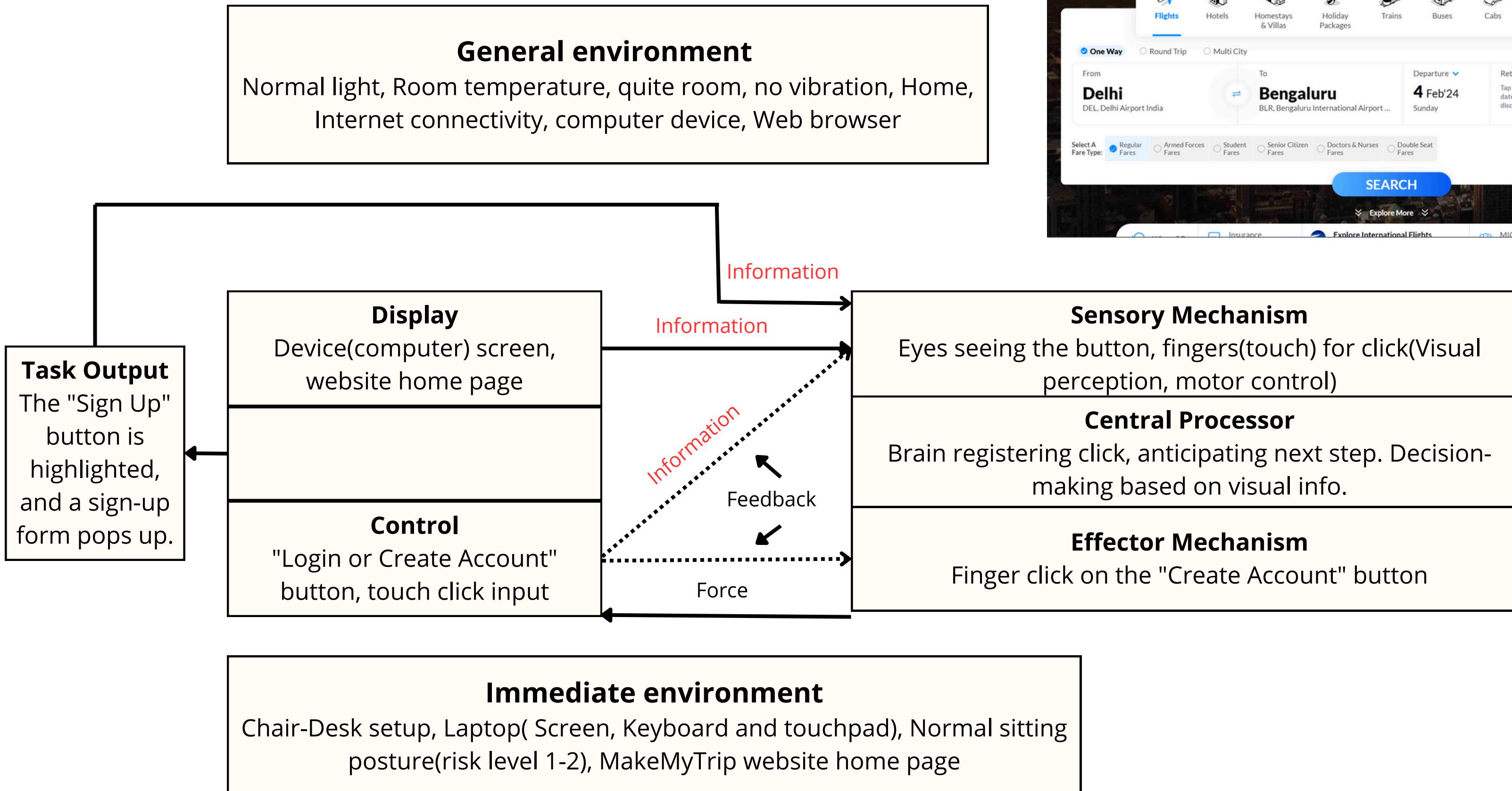
# HMI Model

Step 1: Open MakeMyTrip Website



# HMI Model

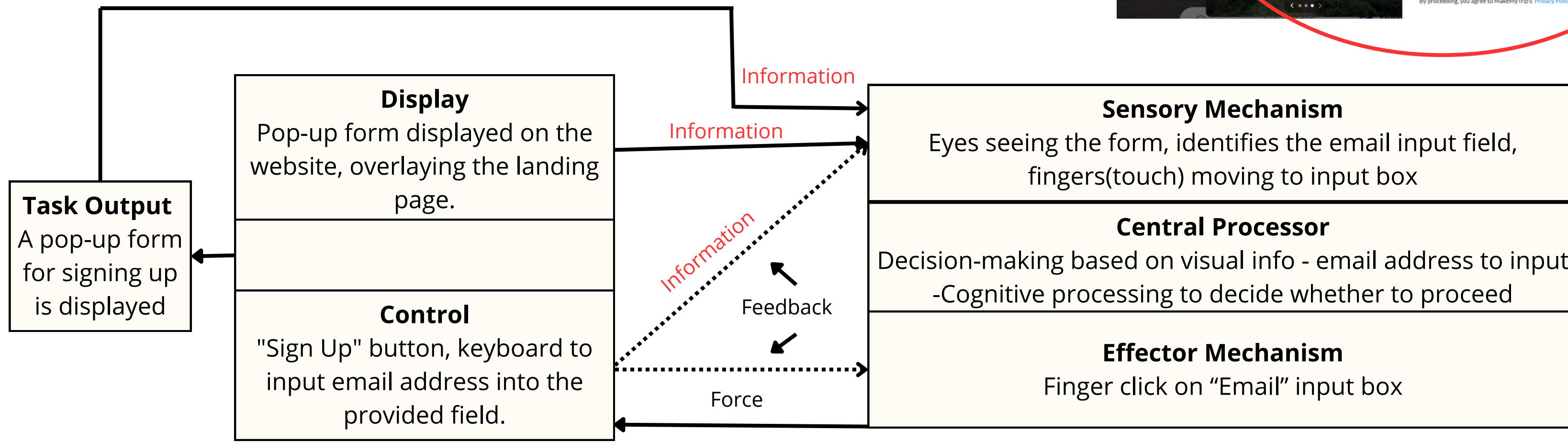
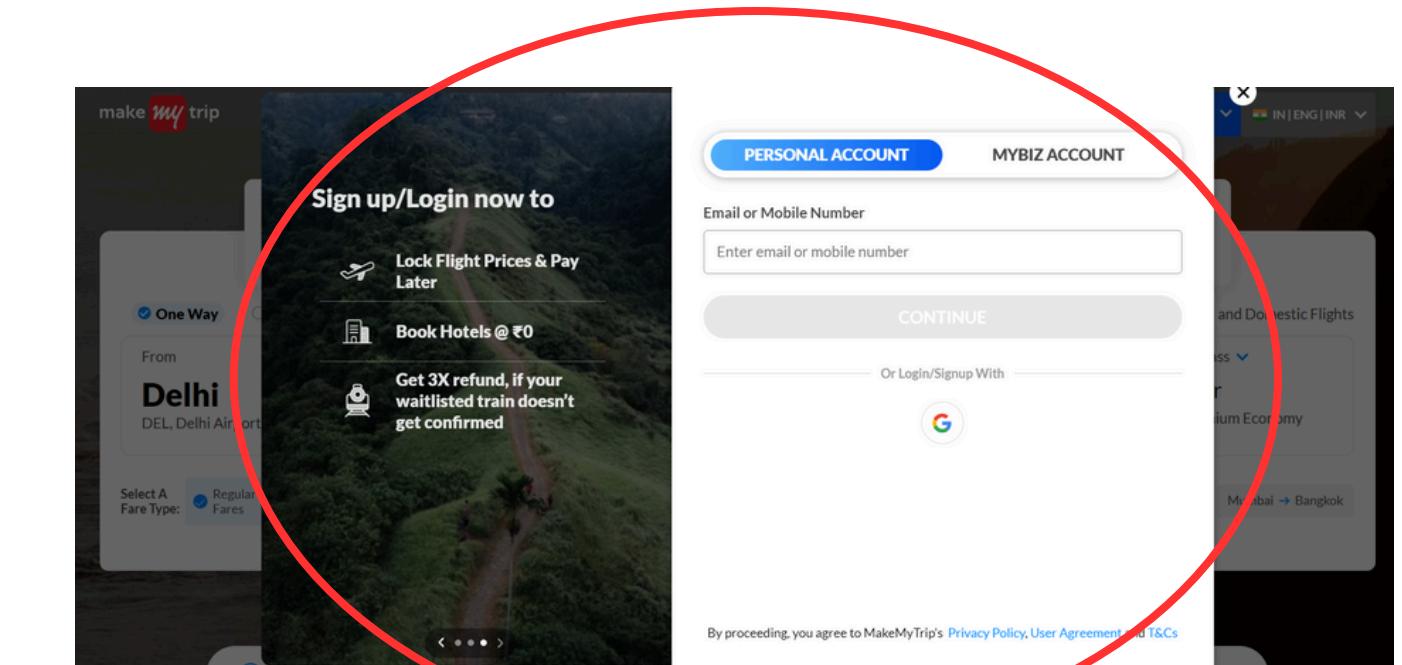
Step 2: Click on "Sign Up"



# HMI Model

Step 3: "Sign Up" form

**General environment**  
Normal light, Room temperature, quite room, no vibration, Home, Internet connectivity, computer device, Web browser

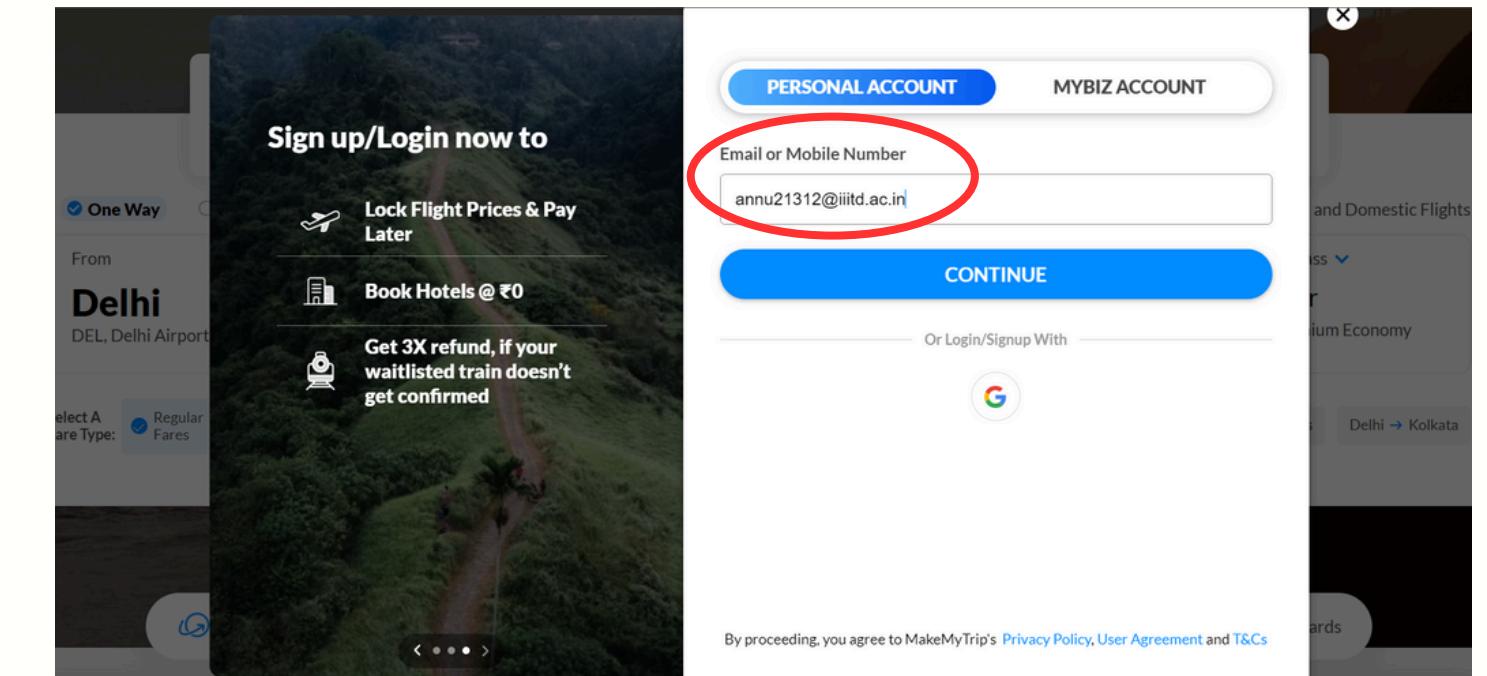
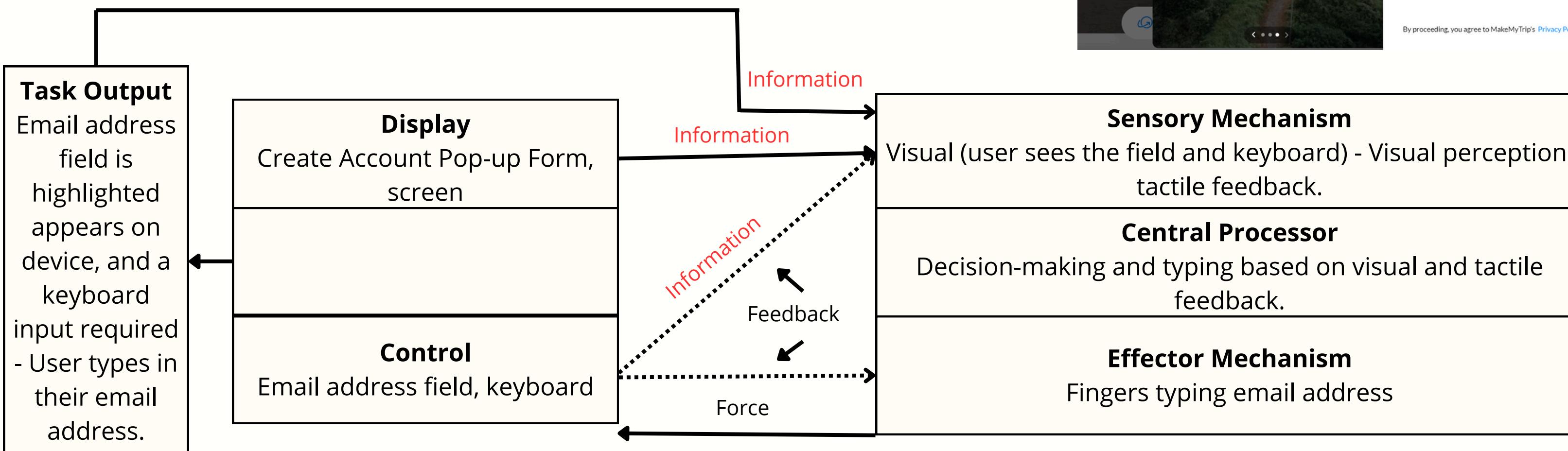


**Immediate environment**  
Chair-Desk setup, Laptop( Screen, Keyboard and touchpad), Normal sitting posture(risk level 1-2), MakeMyTrip website home page

# HMI Model

## Step 4: Enter Email Address

**General environment**  
Normal light, Room temperature, quite room, no vibration, Home, Internet connectivity, computer device, Web browser

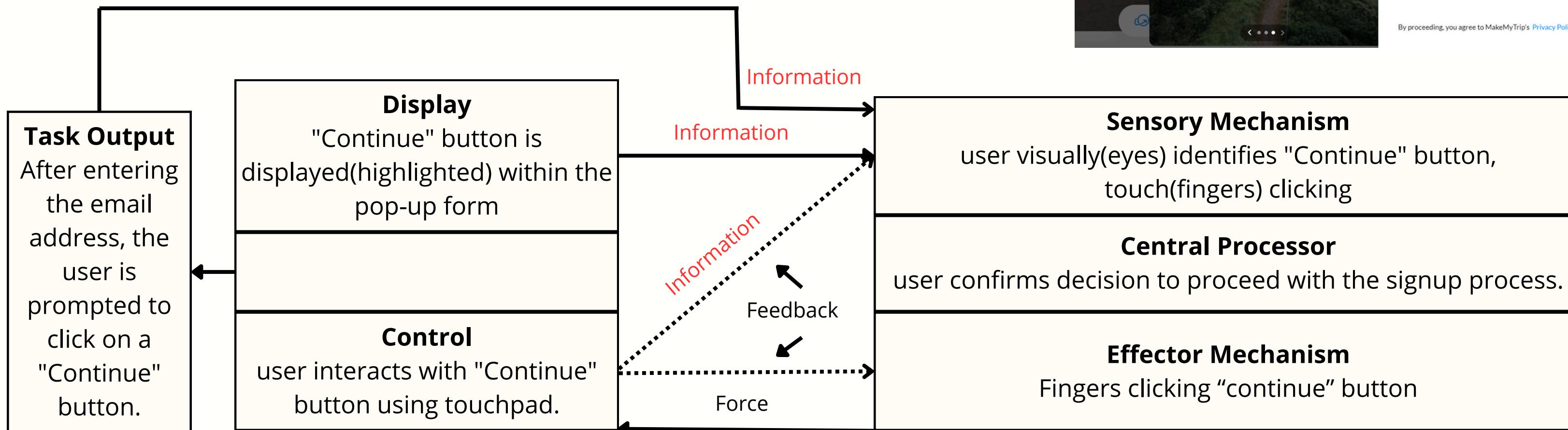
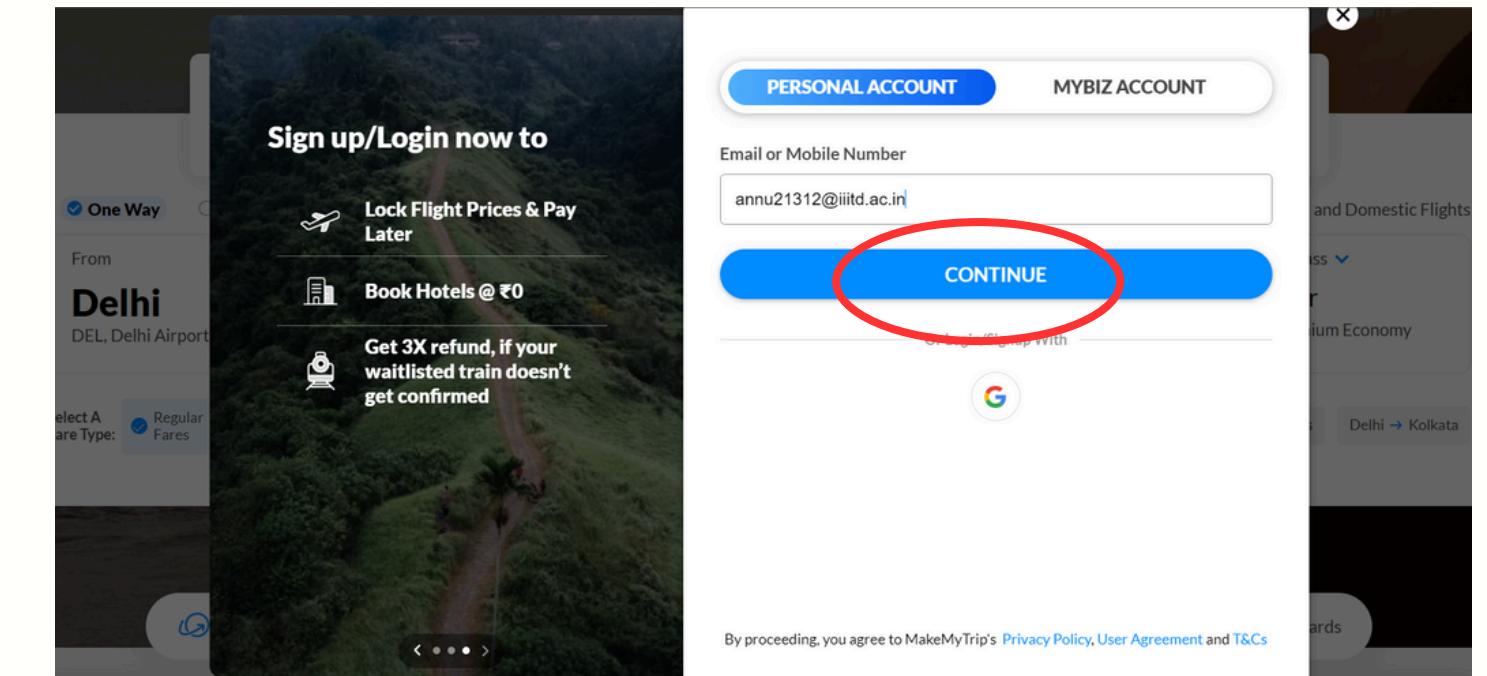


**Immediate environment**  
Chair-Desk setup, Laptop( Screen, Keyboard and touchpad), Normal sitting posture(risk level 1-2), MakeMyTrip website home page

# HMI Model

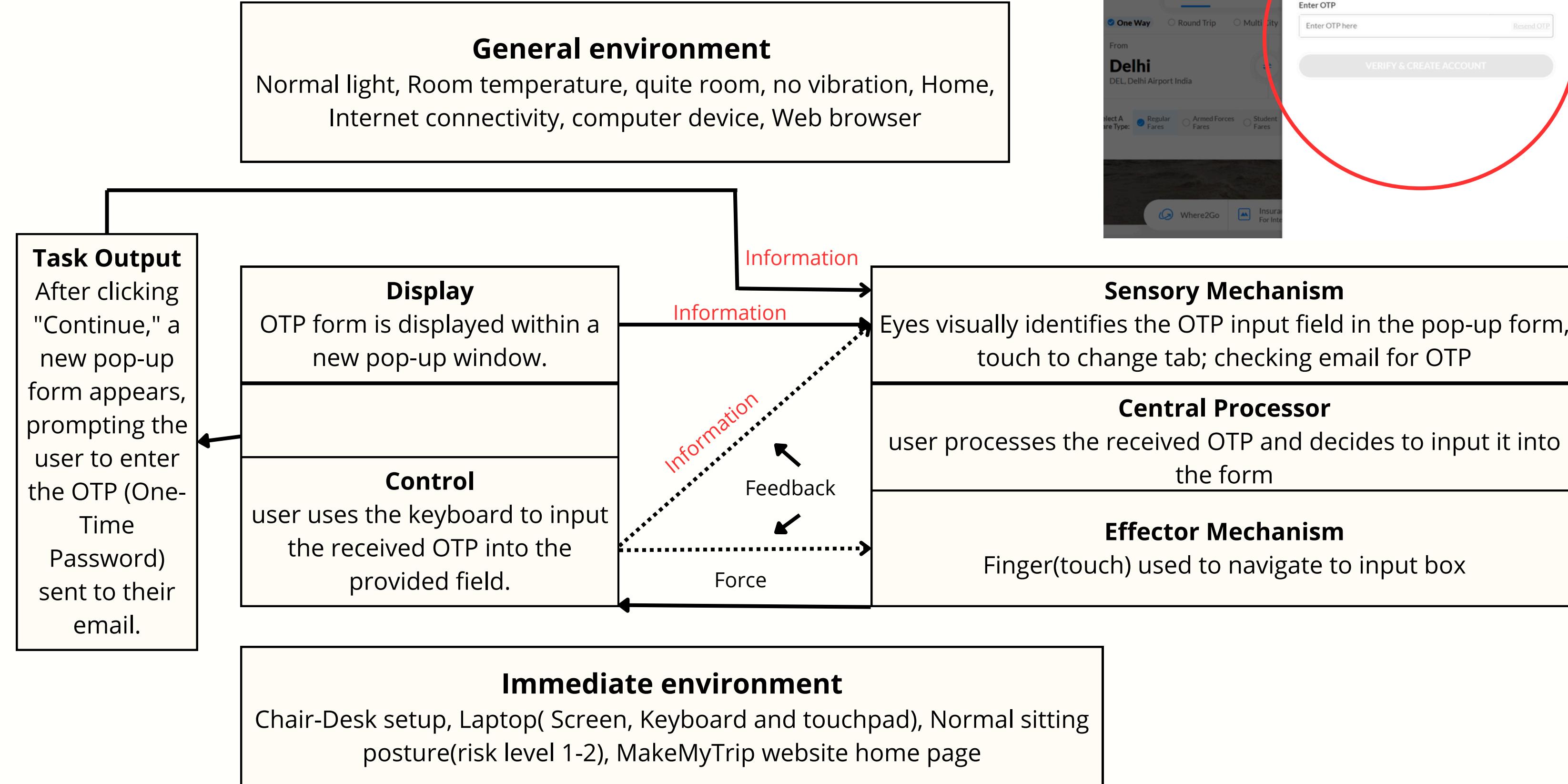
Step 5: Click "continue"

**General environment**  
Normal light, Room temperature, quite room, no vibration, Home, Internet connectivity, computer device, Web browser



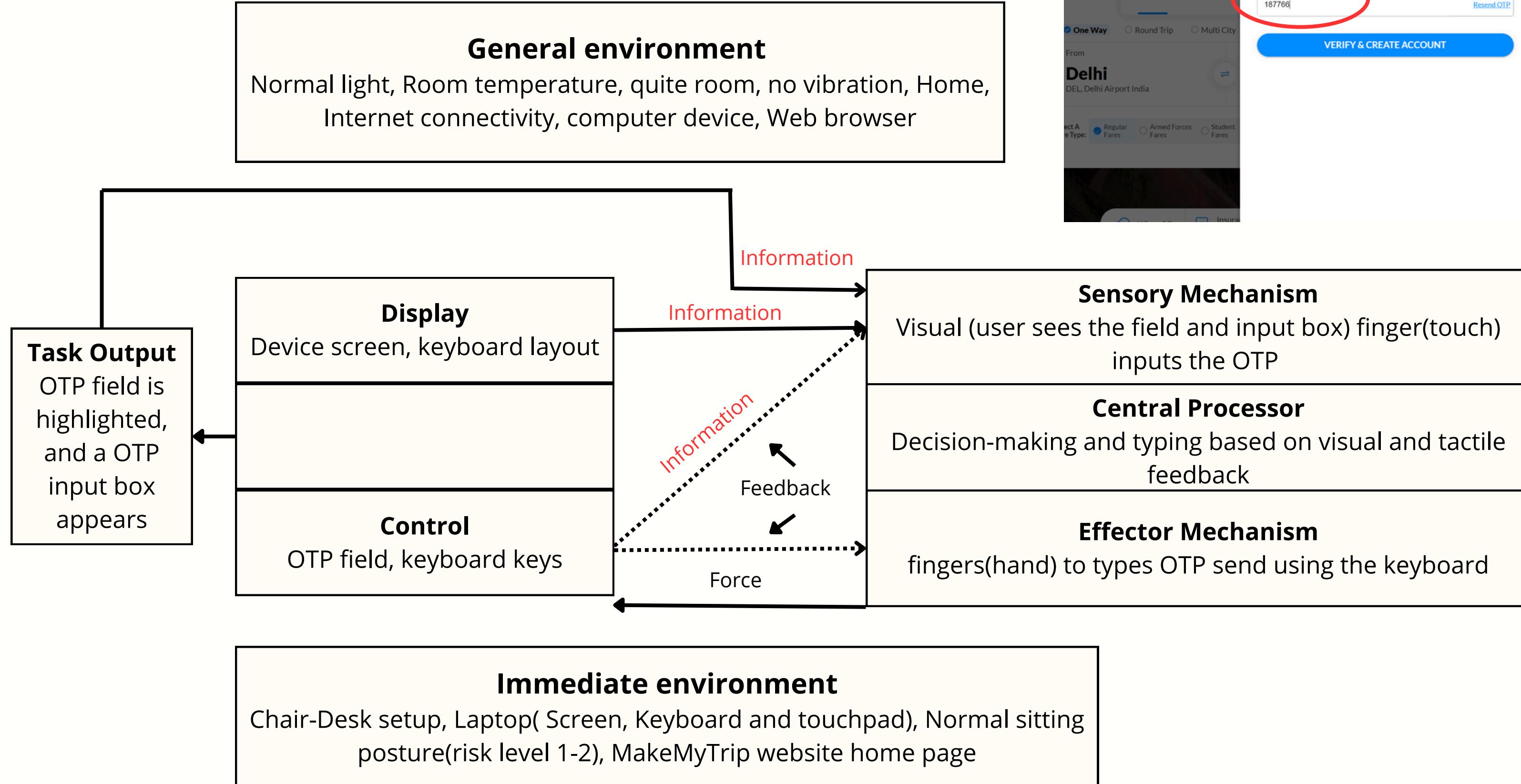
# HMI Model

## Step 6: OTP pop-up



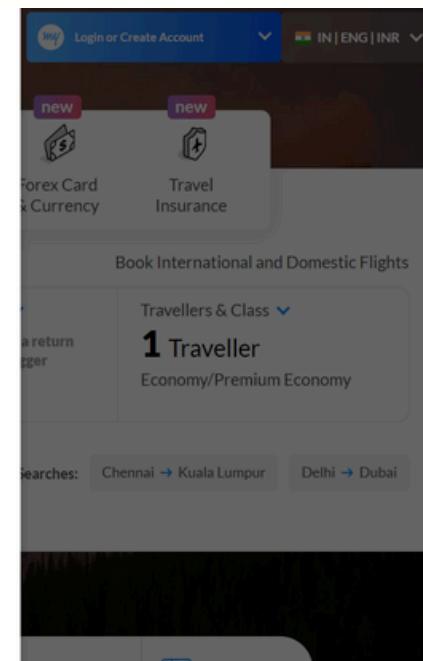
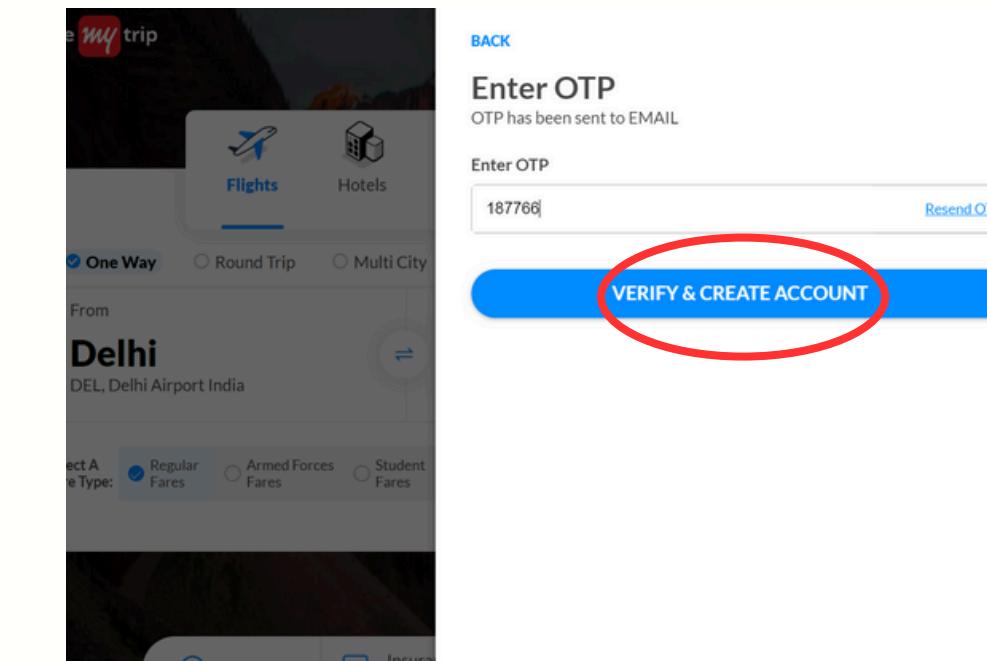
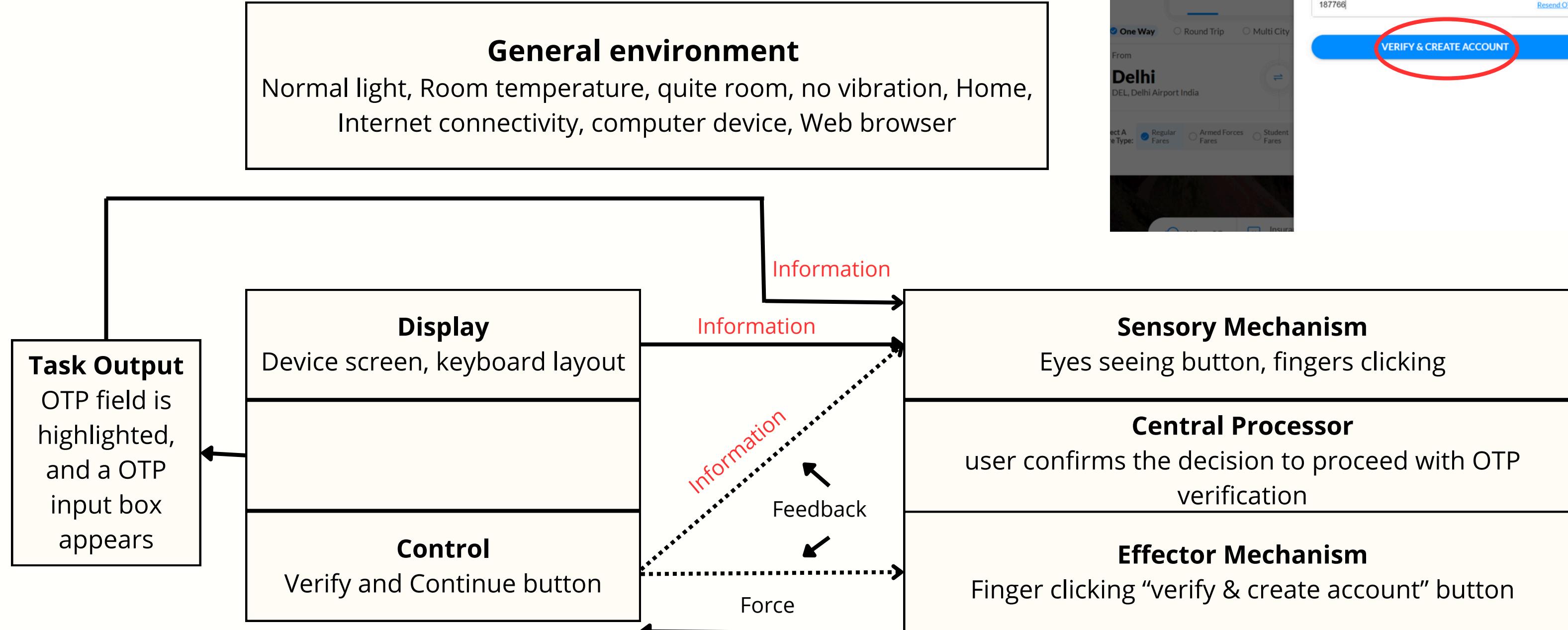
# HMI Model

## Step 7: Enter OTP



# HMI Model

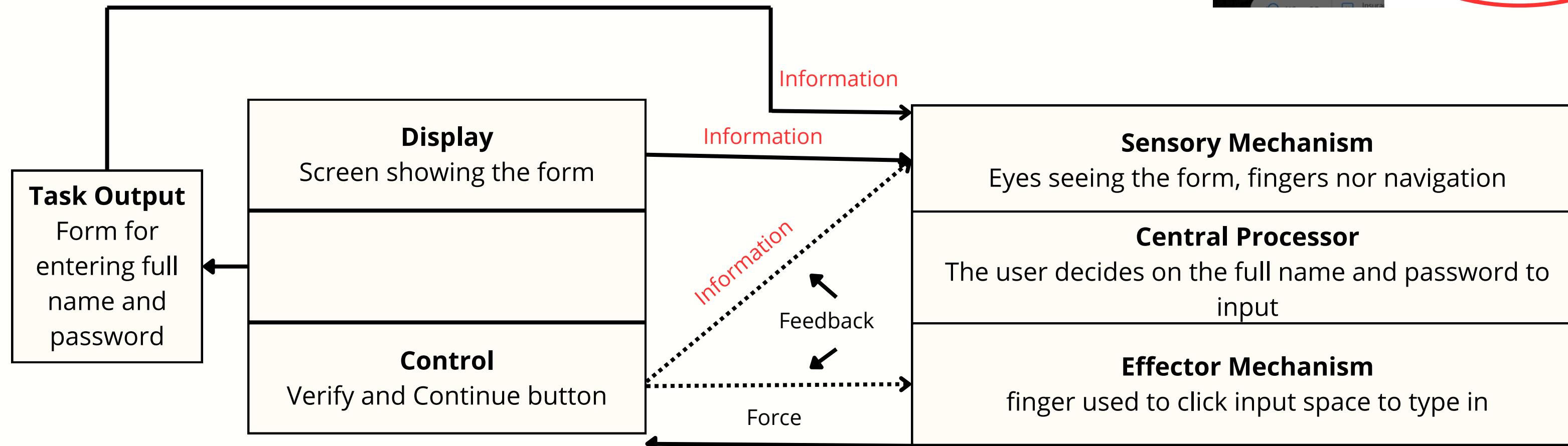
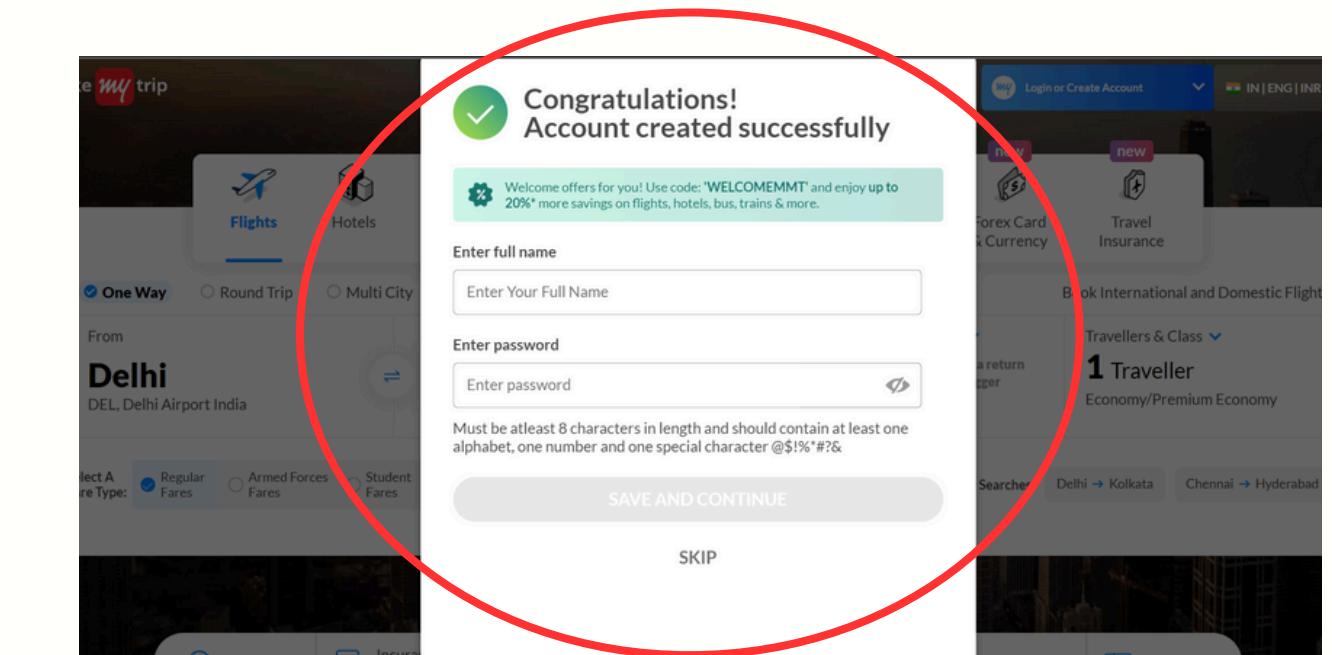
**Step 8: Click Verify and Continue**



# HMI Model

## Step 9: Account Created Form

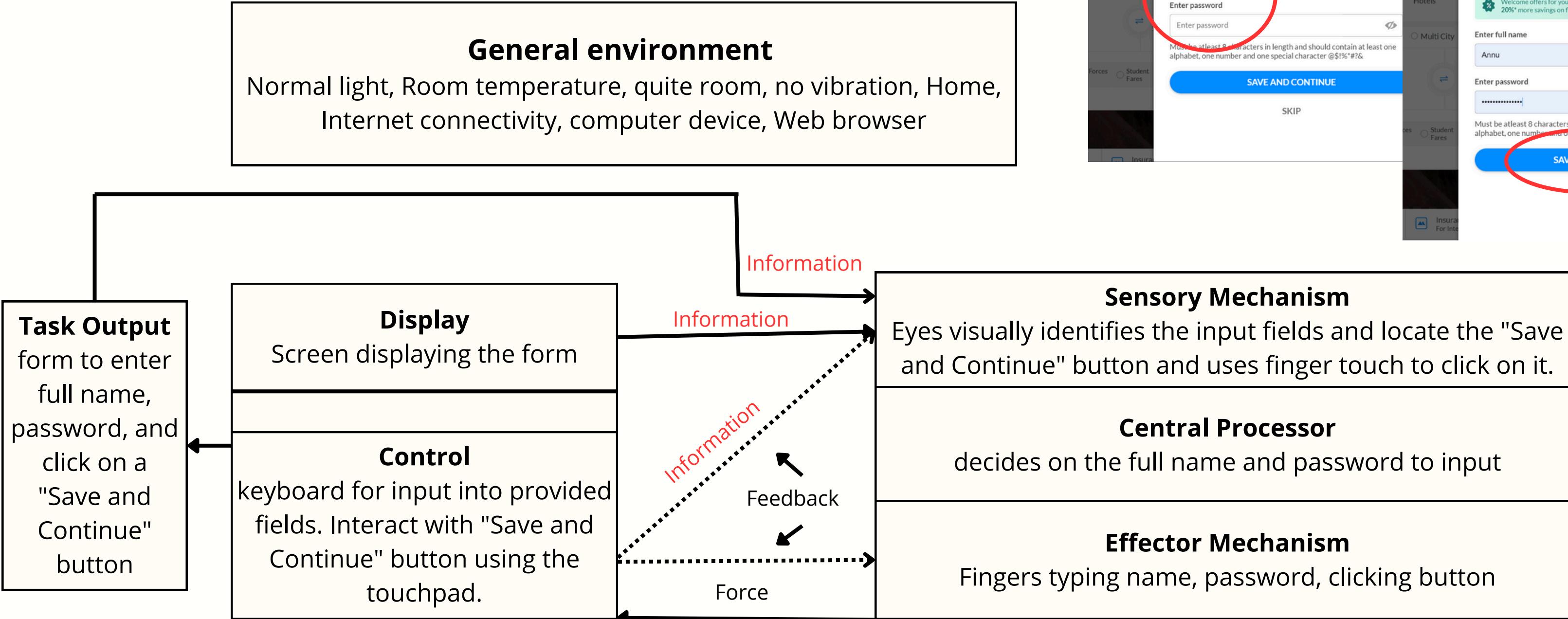
**General environment**  
Normal light, Room temperature, quite room, no vibration, Home, Internet connectivity, computer device, Web browser



**Immediate environment**  
Chair-Desk setup, Laptop( Screen, Keyboard and touchpad), Normal sitting posture(risk level 1-2), MakeMyTrip website home page

# HMI Model

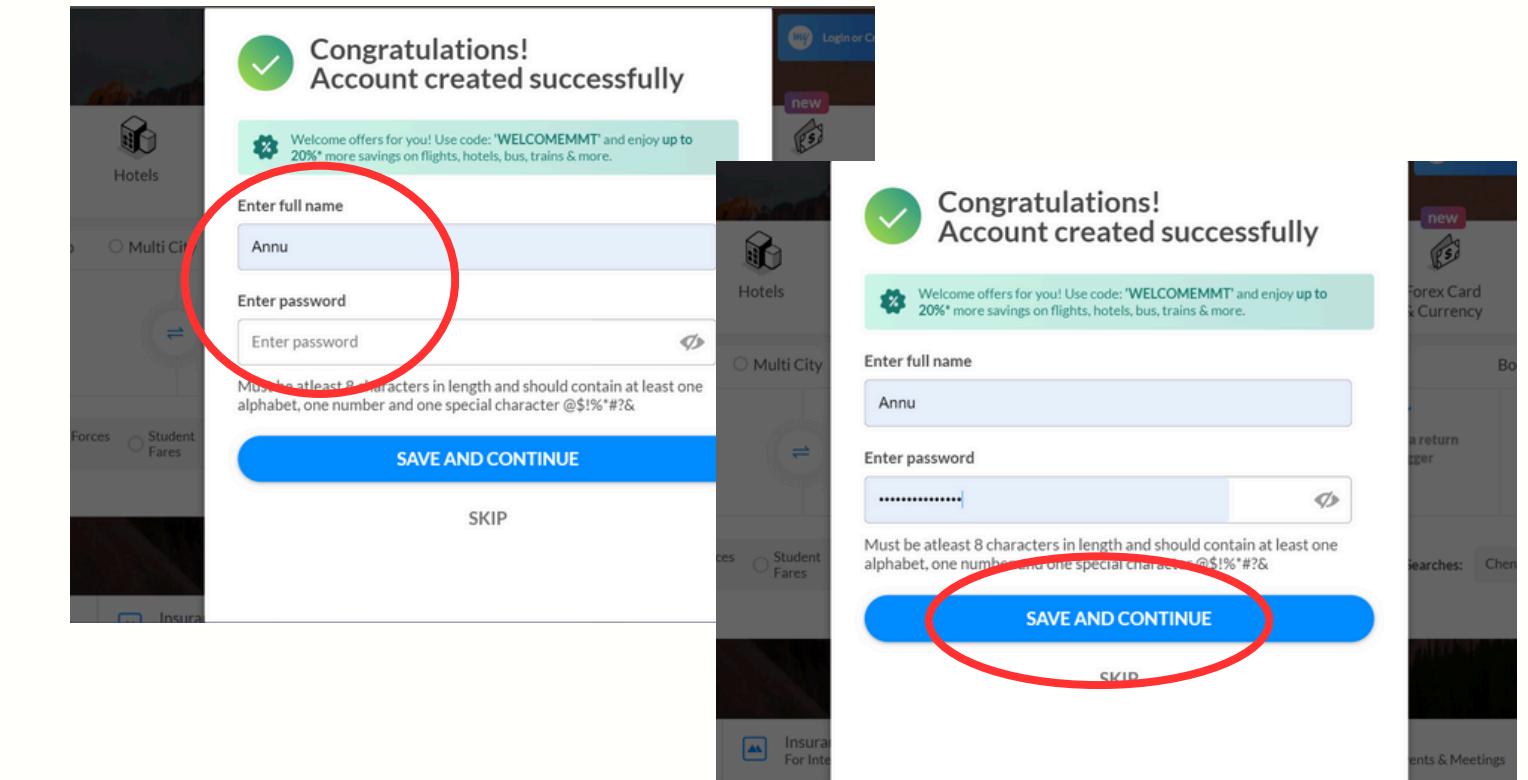
Step 10: Enter Full Name, Password, Click "Save and Continue"



## Immediate environment

Chair-Desk setup, Laptop( Screen, Keyboard and touchpad), Normal sitting posture(risk level 1-2), MakeMyTrip website home page

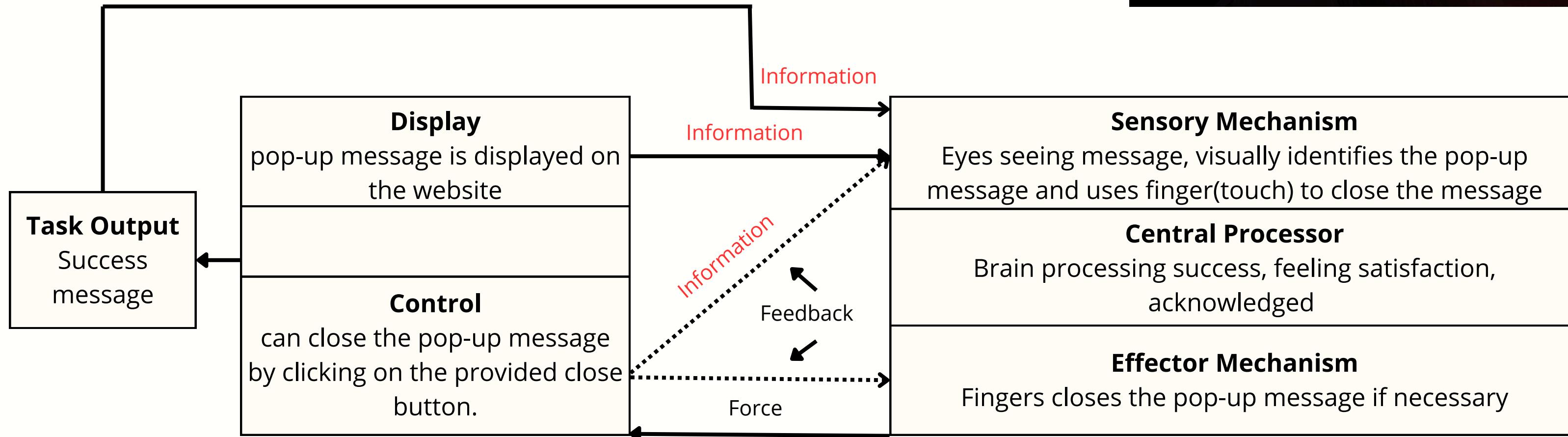
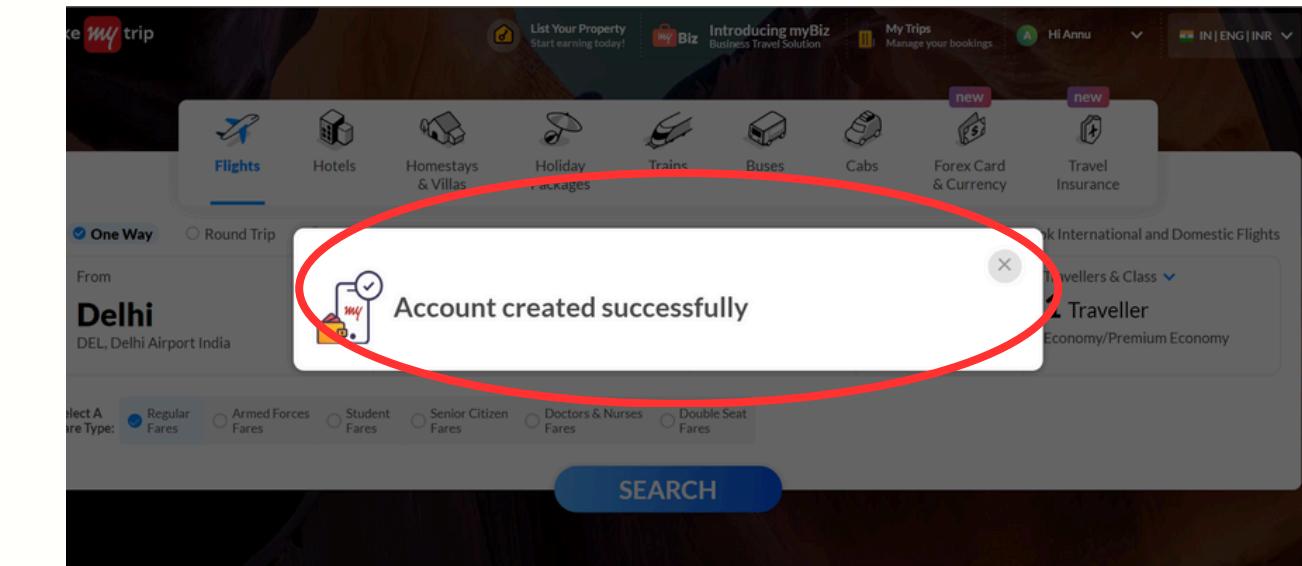
input fields - full name and password



# HMI Model

## Step 11: Pop-up Message "Account Created Successfully"

**General environment**  
Normal light, Room temperature, quite room, no vibration, Home, Internet connectivity, computer device, Web browser



**Immediate environment**  
Chair-Desk setup, Laptop( Screen, Keyboard and touchpad), Normal sitting posture(risk level 1-2), MakeMyTrip website home page

## **PART - II**

**Potential Visual Queries - MakeMyTrip  
Website**

**-for landing page of the website**

# Potential Visual Queries on Makemytrip Landing Page

## Information queries:

- Find flights departing from Delhi to Mumbai on 7th February 2024.
- Show me hotels near Connaught Place in New Delhi
- What are the available holiday packages to goa?
- Are there any offers or discounts on flights to Mumbai?
- What are the top tourist attractions in Gujarat?

## Complex queries

- Find a hotel in Mumbai with a swimming pool under 5000.
- Show me flights with the shortest travel time to Goa.
- Suggest a weekend getaway destination based on my past travel preferences.
- Find eco-friendly travel options for my trip to Goa.
- Show me room in 3D of the hotel room before I book

## Comparison queries:

- Compare fares for different airlines on the same route and date.
- Show the layovers and travel time difference between flights.

## 1. Search for Flights

Find flights departing from Delhi to Mumbai on 7th February 2024.

This is navigation bar to go to different sections "on click"

The screenshot shows a travel search interface. At the top, there's a navigation bar with icons for Flights, Hotels, Homestays & Villas, Holiday Packages, Trains, Buses, Cabs, Forex Card & Currency, and Travel Insurance. Below this, a search form is displayed with 'From' set to 'Delhi' and 'To' set to 'Mumbai'. The departure date is '7 Feb'24'. A large red arrow points to the 'SEARCH' button, which is highlighted with a red circle. To the right of the search form, there's a calendar for February and March 2024, with the 7th highlighted. Another red arrow points to the calendar. On the right side of the interface, flight results are listed for 'Flights from New Delhi to Mumbai'. The results include flight details like airline, departure time, arrival time, duration, and price. A red circle highlights the 'Cheapest' flight option, which is an IndiGo flight from 02:00 to 04:20 for ₹5,376. Red arrows also point to the 'Popular Filters' section and the 'One Way Price' slider.

Choose From & To destination on click; search box fast navigation or choose from below options

Choose Date through date picker

## 2. Offers

Are there any offers or discounts on flights to Mumbai?

The screenshot shows a travel search interface with a search bar at the top. Below it, there's a promotional banner for 'Package Price Drop Days Sale Is Live' with a discount code. A red arrow points to this banner. The main search results for 'New Delhi, India' to 'Mumbai, India' on 'Wed, Feb 7, 2024' are displayed. A red circle highlights the 'Popular Filters' section, and another red arrow points to the 'SCROLL TO TOP' button. The results list flight options from various airlines like SpiceJet, Akasa Air, and IndiGo, along with their departure times, arrival times, durations, and prices. A red circle highlights the 'Book a Flight & unlock these offers' section, which includes links to exclusive rates on properties in Mumbai and a 12% off offer using a specific code. Red arrows also point to the 'View Flight Details' and 'BOOK NOW' buttons.

### 3. Holiday Packages

What are the available holiday packages to goa?

The screenshot shows a travel search interface. At the top, there are tabs for Flights, Hotels, Homestays & Villas, Holiday Packages (which is the active tab), Trains, Buses, Cabs, Forex Card & Currency, and Travel Insurance. Below the tabs, there are search fields for 'From City' (New Delhi) and 'To City/Country/Category' (Goa). The 'Departure Date' is set to 8 Feb, 2024 (Thursday). The 'Rooms & Guests' section shows '2 Adults' and '1 Room'. A red arrow points to the 'SEARCH' button at the bottom left. Below the search bar, it says 'Choose From & To destination'.

The screenshot shows the search results for Goa packages. It includes filters for Duration (2N to 7N), Hotel Category (<3\*, 3\*, 4\*, 4\*, 5\*), and package types (ALL PACKAGES! (122), ALL-INCLUSIVE (10), HONEYMOON (11), VILLAS & MORE! (10)). Two packages are shown: 'Amazing Goa Flight Inclusive Deal 5N' (5N/6D) and 'Marvellous Goa Deal 4N' (4N/5D).

On clicking "search" button these are the result shown

### 4. Hotel Reservations

Show me hotels near Connaught Place in New Delhi

The screenshot shows a hotel search interface. It has tabs for Flights, Hotels (which is the active tab), Homestays & Villas, Holiday Packages, Trains, Buses, Cabs, Forex Card & Currency, and Travel Insurance. The search parameters are: 'Upto 4 Rooms', 'Check-In' (7 Feb '24, Wednesday), 'Check-Out' (8 Feb '24, Thursday), 'Rooms & Guests' (1 Room, 2 Adults). A red arrow points to the 'SEARCH' button at the bottom left.

The screenshot shows the search results for hotels near Connaught Place in New Delhi. It includes filters for 'CITY, AREA OR PROPERTY' (Delhi), 'CHECK-IN' (Wed, 7 Feb 2024), 'CHECK-OUT' (Thu, 8 Feb 2024), 'ROOMS & GUESTS' (1 Room, 2 Adults), and 'Select Trip Type | Sort By: Popularity'. A red circle highlights the 'Connaught Place' filter under 'Suggested For You'. The results show 'The Park New Delhi' (★★★★) and 'Hotel The Royal Plaza' (★★★).

On clicking search all the hotel available for the chosen dates, no. of rooms required available and location match result appeared. Choose filter for landmark location.

The first screenshot shows the 'City, Property Name Or Location' field with 'Delhi' selected, and a recent search for 'Goa'. The second screenshot shows a calendar for February and March 2024, with the date '8' highlighted in blue, indicating the selected check-out date. A red circle highlights the date selection area.

Choose destination city or location

Select Date

make my trip

Flights Hotels Homestays & Villas Holiday Packages Trains Buses Cabs Forex Card & Currency Travel Insurance

A Hi Annu Country India Language ENG

## Explore the Unexplored

Vietnam Starting at ₹14,900 Per person

Mauritius Starting at ₹1,04,800 Per person

Gujarat Starting at ₹12,600 Per person

Maharashtra Starting at ₹11,100 Per person

Uttarakhand Starting at ₹11,100 Per person

South Africa Starting at ₹1,18,300 Per person

Egypt Starting at ₹1,11,600 Per person

Chat With Holiday Expert

## 5.Tourist Attractions

What are the top tourist attractions in Gujarat?

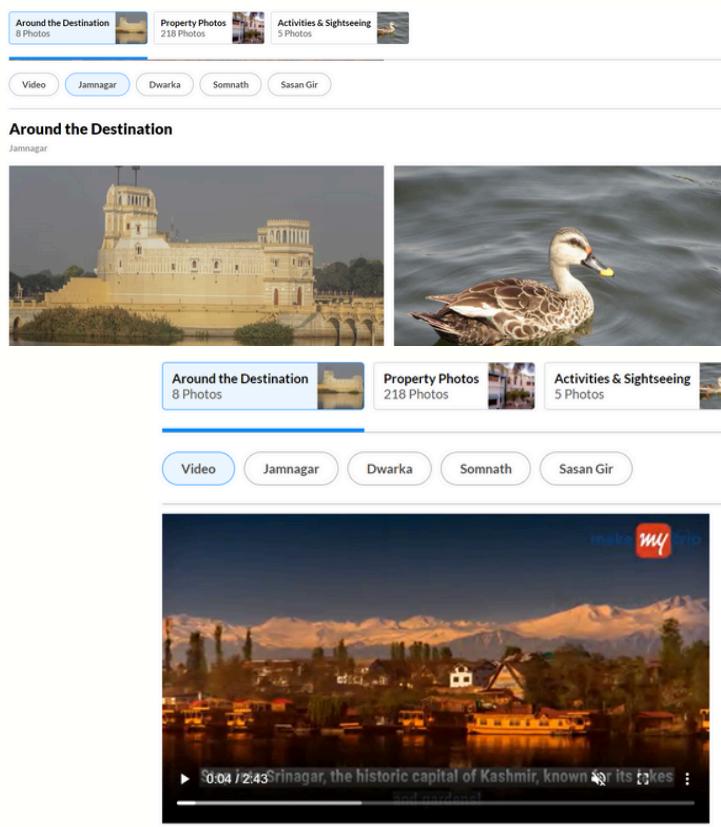


Image and picture showcase

On scrolling down on landing page

STARTING FROM: New Delhi GOING TO: Gujarat ROOMS & GUESTS: Select SEARCH Explore

**FILTERS**

**Duration:** 2N 9N

**Hotel Category:** <3★ (0) 3★ (55) 4★ (30) 5★ (13)

**Budget:** ₹10,000 ₹205,000

**DEVBHOOMI & HOLY SOMNATH (57)** ALL PACKAGES (80) DIVINE TEMPLES (23) WILDLIFE (11)

**Sorted By:** Popular

**Wildlife & Beach of Dwarka - Rajkot** 4N/5D

1N Jamnagar • 1N Dwarka • 1N Somnath • 1N Sasan Gir

• Round-Trip Flights • Intercity Car Transfers

**Divine Getaway - Trip to Somnath and ...** 3N/4D

2N Somnath • 1N Dwarka

• Intercity Car Transfers • 3 Star Hotels

• Airport Transfers • 2 Activities

On clicking on any tourist attraction

On click navigated to all the tourist attraction places in Gujarat

# Potential Visual Queries on Makemytrip Landing Page

## Supported by UI:

- Find flights departing from Delhi to Mumbai on 7th February 2024. (using interactive location and date pickers)
- Show me hotels near Connaught Place in New Delhi (using search bar/ interactive click with landmark and location suggestions)
- What are the available holiday packages to goa? (using pre-designed package cards)
- Are there any offers or discounts on flights to Mumbai? (using highlighted offer banners)
- What are the top tourist attractions in Gujarat? (using image/video sliders showcasing attractions)

## Not Supported by UI:

- Find a hotel with a swimming pool in Mumbai under 5000 (requires filtering based on amenities and price range, not directly possible)
- Show me flights with the shortest travel time to Goa (sorting by travel time not directly available)
- Suggest a weekend getaway destination based on my past travel preferences (requires personalisation and analysis of user data, currently not supported)
- Find eco-friendly travel options for my trip to Goa (filtering based on sustainability criteria not available)
- Show me rooms in 3D of the hotel room before I book (requires 360-degree views or detailed images, not always available)
- Compare fares for different airlines on the same route and date(Fare information is displayed; direct comparison features across trains are limited).
- Show the layovers and travel time difference between flights(Manual comparison based on listed timings is required).

## Justification:

The **supported queries align with the basic functionalities offered by MakeMyTrip UI**. Users can easily select locations and dates and browse pre-designed packages and offers. The UI elements like search bars, filters, and CTAs are designed to facilitate these actions directly.

However, the **UI lacks advanced filtering options and personalisation features**. Therefore, queries involving specific amenities, travel time preferences, user data analysis, or sustainability criteria cannot be directly addressed. **Queries that involve going beyond the booking process or making subjective judgments are not directly supported**. Additionally, the image/video content do not provide comprehensive views of hotel rooms. In essence, MakeMyTrip's UI caters to well-defined travel searches but needs improvement to support more expressive visual queries that consider user preferences and provide in-depth information.

THANK YOU!