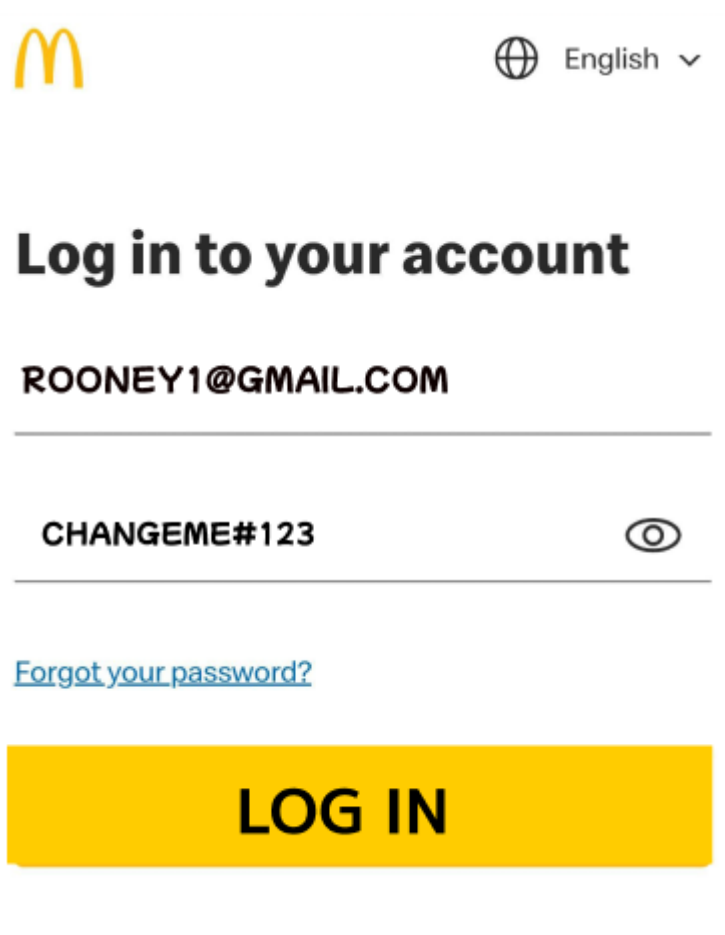


# FAMILIAR AND UNFAMILIAR

## NAVIGATION ELEMENTS EXPERIMENT – 04

1) Login page:



The image shows a login page for McDonald's. At the top left is the McDonald's logo. At the top right is a globe icon followed by the text "English" and a downward arrow. Below this is the heading "Log in to your account". Under the heading is a text input field containing "ROONEY1@GMAIL.COM". Below that is another text input field containing "CHANGEME#123". To the right of the password field is an eye icon. Below the password field is a link that says "Forgot your password?". At the bottom is a large yellow button with the text "LOG IN" in black capital letters.

\*This is a **familiar** MC DONALDS login screen. It

asks the user to enter their **EMAIL** to log in.  
The screen features the **MC DONALDS logo**,  
a "**log in**" **button** in brown. This is likely used for  
ordering food or accessing a customer account

## 2)Unfamiliar Display:

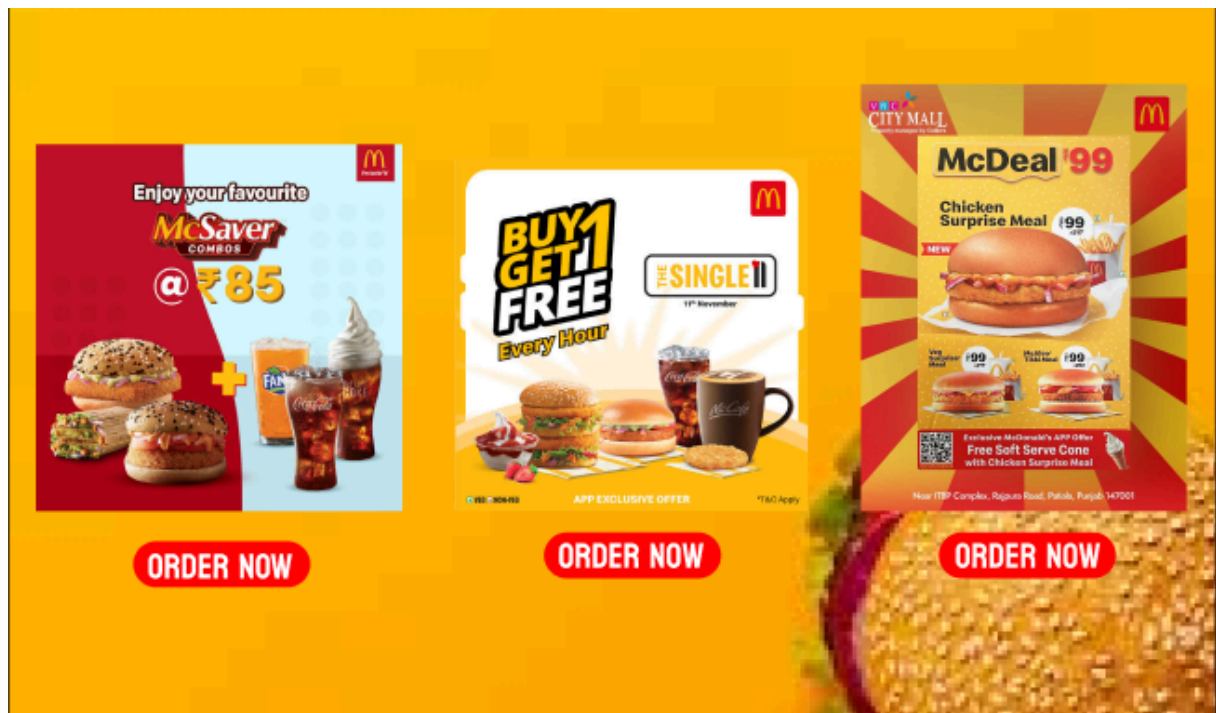


\*The burger image represents an **unfamiliar interactive display** where touching any part of it **navigates to another page** instead of behaving like a regular static image. This approach is similar to **unfamiliar navigation methods**, such as **Infinite Scrolling without visible indicators**, where

traditional user expectations are challenged. It is

likely part of a **digital ad, clickable banner, or food app UI**, designed to engage users and seamlessly direct them to a **menu, ordering page, or promotional offer** without conventional navigation elements.

### 3) Offer page:



This image is a **MC DONALDS offer page**, showcasing limited-time deals on popular menu items. It features three promotions: a **MC SAVER FOR ₹89 at 70% off**, the **BUY 1 GET 1 FREE ONLY ON NOV 11 2025**, and **BURGER MEAL (WITH FRIES) AT 99 with 50% off**. Each offer is highlighted with bold prices and

**"ORDER NOW"** buttons, making it easy for customers to place an order. The fiery background

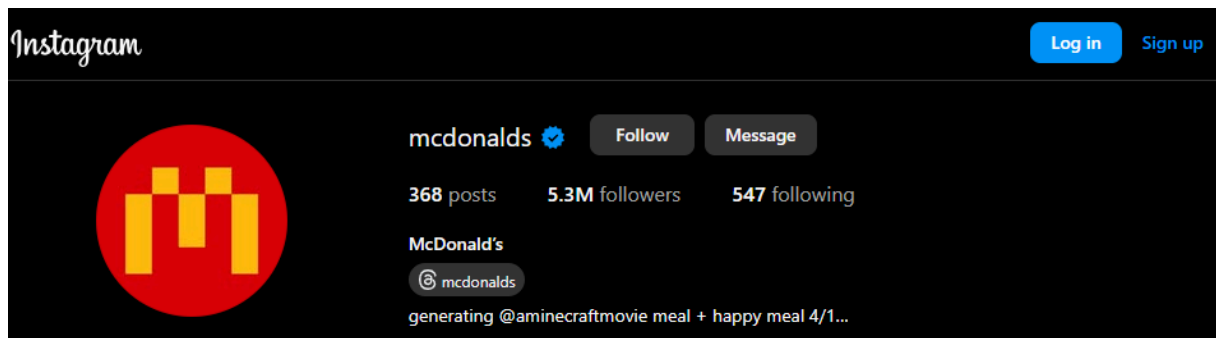
and engaging visuals enhance the appeal of the deals.

## 4)Thanking page:



\* The image appears to be a thank-you message from a restaurant or food business, expressing appreciation for a customer's order. It features a visually appealing burger with melted cheese, fresh vegetables, and a sesame seed bun, giving it an appetizing and professional look. The message is friendly and customer-focused, reinforcing a positive dining experience.

# Familiar icon:



The image displays an Instagram profile page with a familiar layout, including a profile picture, bio, follower count, and action buttons like "Follow" and "Message." If you're looking to incorporate an Instagram icon on your thank-you page, it should be linked directly to your business profile, making it easy for customers to engage with your brand. A clear call-to-action, such as "Follow us for exclusive deals and updates," can encourage interaction. Additionally, maintaining a clean and professional design ensures consistency with your brand identity while enhancing customer engagement.

DONE BY:

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ROONEY BALA