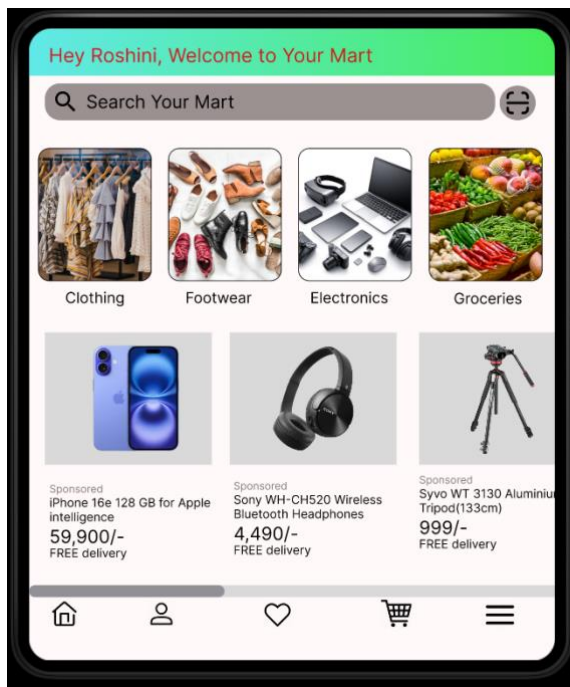# WEEK 4: EXPLORING FAMILIAR AND UNFAMILIAR NAVIGATIONS

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FAMILIAR NAVIGATIONS:

1. **Search Bar** – A prominent search bar at the top allows users to quickly find products, which is a standard feature in online shopping apps.

2. **Category Icons** – The categories like **Clothing, Footwear, Electronics, and Groceries** with images make browsing intuitive.

3. **Bottom Navigation Bar** – It includes standard icons for **Home, Wishlist (Heart), Cart, and Menu**, which are commonly used in shopping apps.

4. **Product Listings** – Products with images, price, and delivery details appear in a grid layout, making shopping easy.
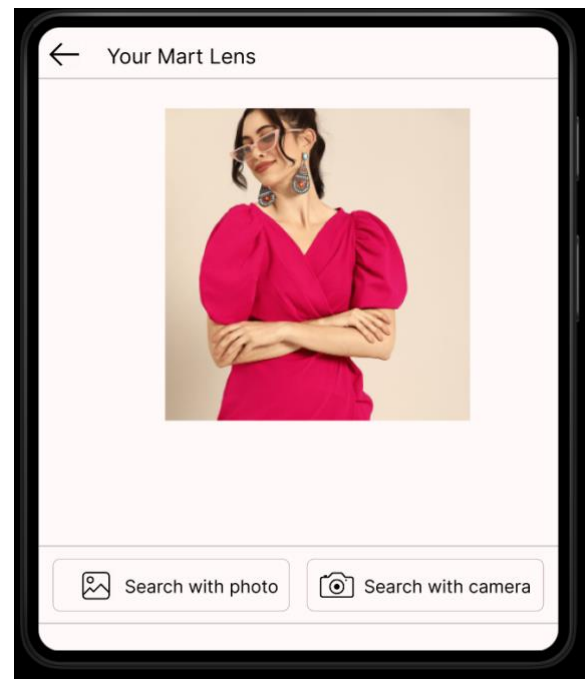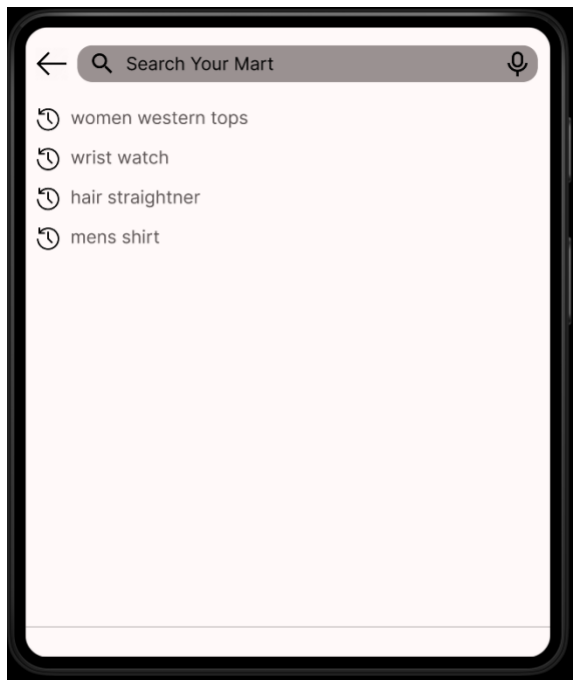
- This is the **search history page** that appears whenever the user clicks on the **search icon** in the app. It features a **search bar at the top** with a microphone icon for voice search. Below the search bar, the page displays the user's **recent search history**, including items like **"women western tops," "wrist watch," "hair straightener," and "men's shirt."** Each search entry is accompanied by a **history icon**, allowing users to quickly revisit previous searches.

- This is the **visual search page** titled **"Your Mart Lens"**, which allows users to search for products using images. It displays an image of a woman wearing a pink dress, suggesting that the app can find similar items. There are two options at the bottom: **"Search with photo"** (to upload an existing image) and **"Search with camera"** (to capture a new image for searching).
  Whenever the user **clicks on the scan icon** on the first page, they will be directed to this screen, enabling them to perform image-based product searches.

UNFAMILIAR NAVIGATION DESIGNS:
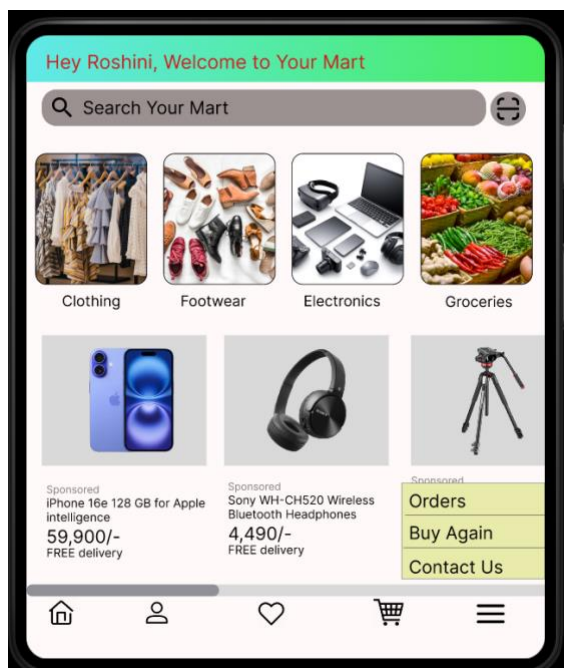
1. The **last icon in the bottom right corner** is an **unfamiliar design** because it opens a dropdown-style menu with options like **"Orders," "Buy Again," and "Contact Us"**, instead of leading to a separate dedicated page. This unique approach blends navigation with quick actions but may confuse users who expect a standard settings or profile page.

2. **Personalized Greeting ("Hey Roshini, Welcome to Your Mart")** – While personalization is common, a **dedicated greeting bar** at the top isn't standard in most shopping apps.

3. **Cart Icon without Label** – The shopping cart icon at the bottom does not have a text label, which might be unfamiliar to users who rely on text for navigation.

4. **Gesture based navigation: Swipe to Switch Categories** – Instead of tapping on category icons, users can swipe left or right to browse different sections.

Conclusion:

In this app interface, **familiar icons** include the **search bar, category icons, cart, and wishlist**, as they are commonly found in e-commerce platforms. However, some **unfamiliar icons**, like the **scan/search with camera feature and the expandable menu in the bottom right corner**, introduce unique navigation styles.

Over time, as users interact with these **unfamiliar icons**, they become more intuitive and recognizable. **Consistent usage and clear design cues** help unfamiliar elements transition into familiar ones, enhancing user experience and engagement within the app.