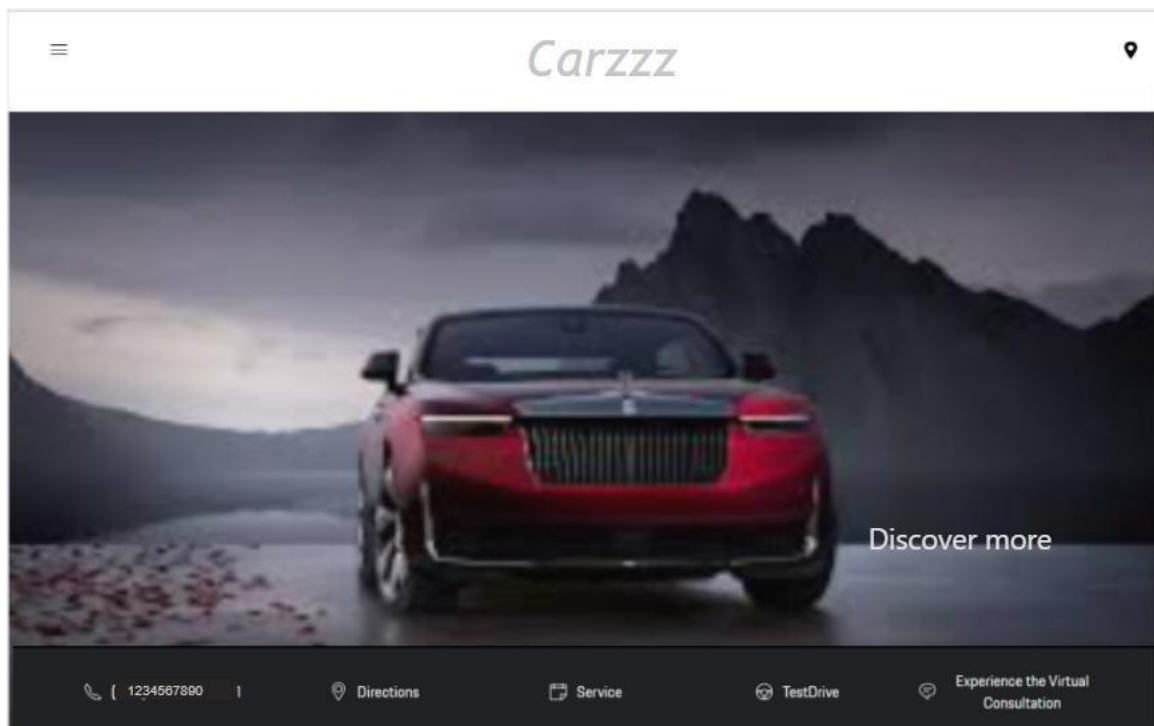


UID experiment 4

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Familiar and unfamiliar design



Introduction

The "Carzzz." landing page is designed for a luxury automotive website, aiming to create a visually captivating and user-friendly browsing experience. The interface balances familiar and unfamiliar navigation elements, ensuring ease of use while maintaining a modern, sleek aesthetic.

Familiar Navigation

Familiar navigation refers to standard design elements that users can quickly recognize and interact with, enhancing the overall usability of the interface.

Implemented Familiar Navigation:

1. **Hamburger Menu (Top Left Corner)** ○ A well-known mobile and desktop navigation element that allows users to access additional pages without

cluttering the main interface. ○ This enhances a clean, minimalist aesthetic while maintaining functionality.

2. Call-to-Action (Discover More)

- A prominent "Discover More" button encourages users to explore more about the showcased vehicle.
- This is a standard marketing strategy in luxury and high-end product websites.

3. Contact Information & Service Links (Bottom Bar)

- Includes easily accessible options such as a phone number, directions, service, test drive scheduling, and virtual consultation. ○ These elements are crucial for user engagement and improve customer convenience.

Unfamiliar Navigation

Unfamiliar navigation consists of design choices that may not be immediately intuitive to all users but contribute to a distinctive and innovative experience.

Implemented Unfamiliar Navigation:

1. **Floating Service Options in the Bottom Bar** ○ While familiar in mobile apps, having multiple service-related options at the bottom in a floating bar is less common in automotive websites. ○ Users may take time to recognize that they can interact with these elements for quick access to services.
 2. **Minimalist Branding (Carzzz. in Light Grey, Top Center)** ○ The logo is subtly placed in a light, semi-transparent font rather than being bold and prominent. ○ While this adds to the elegance of the design, it might make brand recall less immediate for first-time visitors.
- Design Rationale**

- **Familiar Navigation:** Ensures effortless user interaction, particularly in accessing key services such as scheduling test drives or getting directions.
- **Unfamiliar Navigation:** Enhances modern aesthetics and exclusivity but may require subtle visual cues or animations to guide users more intuitively.

Conclusion

The "Carzzz." homepage skillfully merges usability with luxury branding. While the familiar navigation elements aid in quick accessibility, the sleek, minimalist design choices add a premium touch. Minor refinements, such as clearer visual indicators for service options, could further enhance user experience.