

# HCI DESIGN ACTIVITY

# MAKAAN.COM

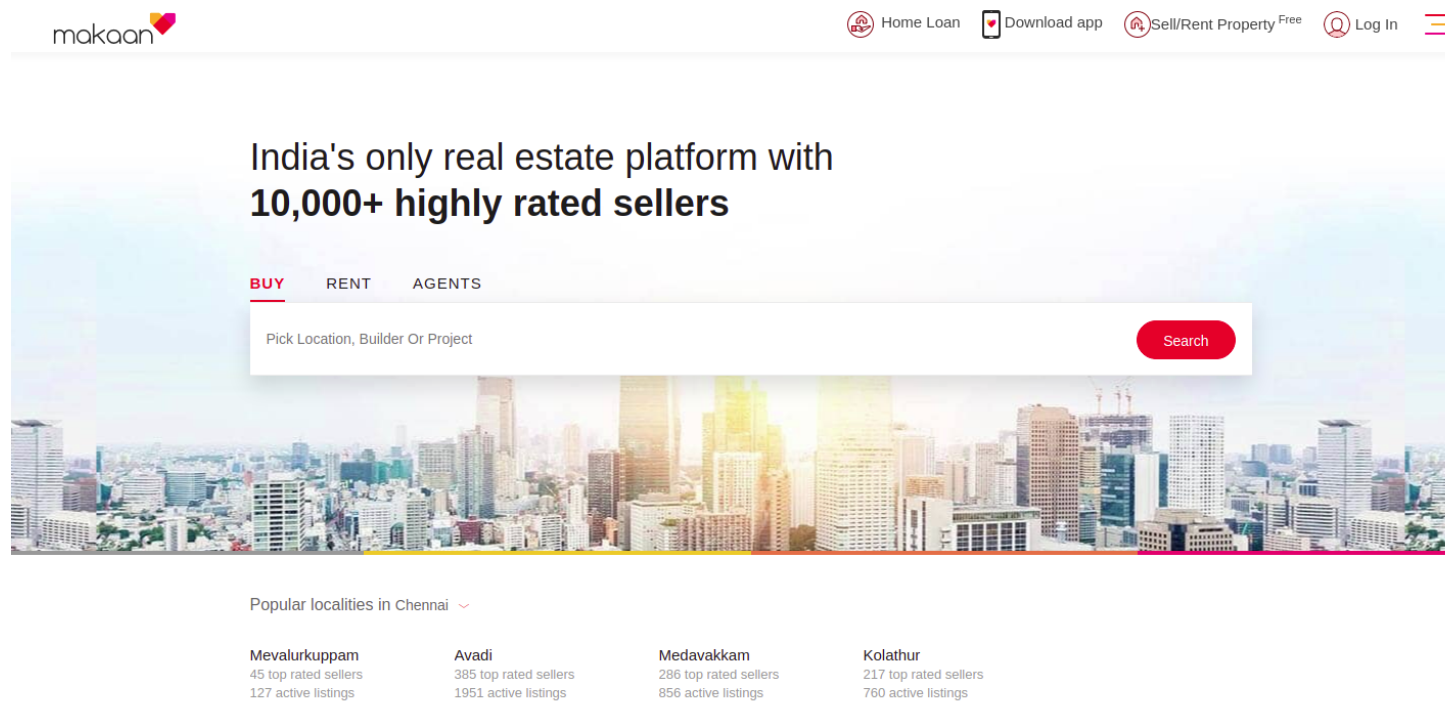


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31st October, 2021

Chosen website:

[Makaan.com](https://makaan.com)

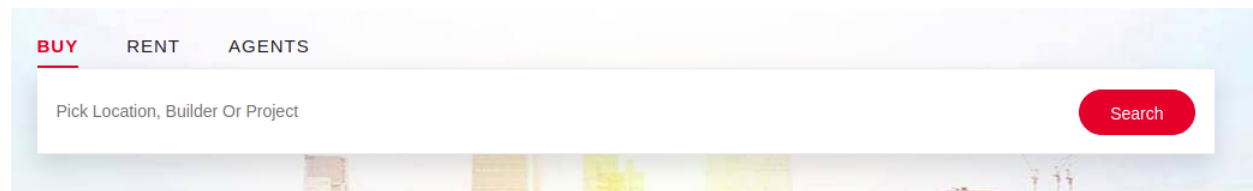


## Introduction:

Makaan is a property management app where you can sell or rent or post a ad about selling your property

## Pros:

- The search bar is right at the top which is the whole purpose of the website and it's on the spot in that aspect and the tabs are also there for different sections i.e rent ,buy,agents.



- And the popular locations are listed right below them and most users are looking for the popular areas where IT sectors are mostly located.

### Popular localities in Chennai ▾

**Mevalurkuppam**  
45 top rated sellers  
127 active listings

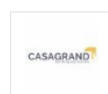
**Avadi**  
385 top rated sellers  
1951 active listings

**Medavakkam**  
286 top rated sellers  
856 active listings

**Kolathur**  
217 top rated sellers  
760 active listings

- And then popular buyers and sellers are listed where users can directly click it.

## Featured Developers in Chennai ✨



Casagrand Builder Priv...

17 years    10  
Experience    Projects

undefined [more](#)



MP Developers

11 years    4  
Experience    Projects

undefined [more](#)



India Builders Limited

34 years    10  
Experience    Projects

undefined [more](#)

- Featured projects also shown similar to any other housing and no mental model breaking in this matter

### Featured Projects in Chennai ✨



**Vishwak Mahaa Ganapathy Avenue**  
Kandigai  
plot  
₹ 14.4 L - 28.8 L



**Navins Hanging Gardens**  
Valasaravakkam  
2,3 bhk apartment  
₹ 89.55 L - 1.32 Cr



**Mayances Myans Luxury Villas**  
Kanathur Reddikuppam  
3,4,5 bhk villa  
₹ 3.3 Cr - 5.5 Cr

**OFFER** "Flat 35 Lakhs Discount - Valid till 31st M...



**Code Name New Porur**  
Thirumazhisai  
2,3 bhk apartment  
₹ 31 L - 38 L



**SSM Nagar**  
Perungalathur  
1,2,3 bhk apartment  
₹ 26.52 L - 80.9 L

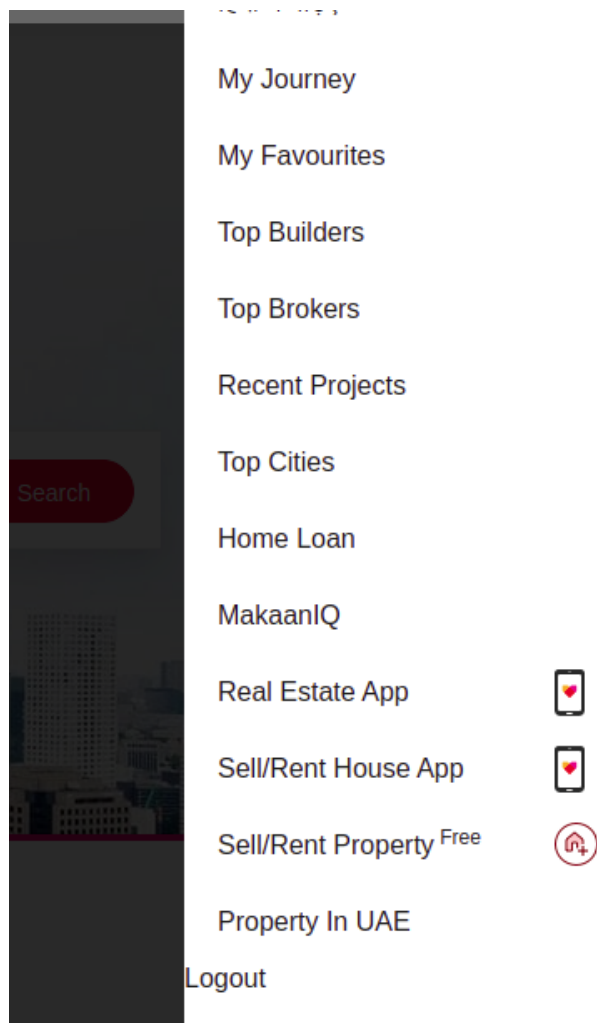
**OFFER** Book Now and Avail Free Registration & ...

### Cons:

- When a user logs in and then when he wants to log in the log out button should be at the top right corner but it is not present and generally it should be available if we click on the user name and drop down may come some times. But not the case here.

Here a sliding bar is there and logout is present at the bottom and difficult to locate.

principle: **Mental Model breaking**



- The top menu bar is clustered towards the right side and it's difficult to identify which tab is being identified due to the font size of the menu bar and though its color is red but difficult to identify.



- Als the space between tabs is less.

Principle: **Fitts law**

## My Design:

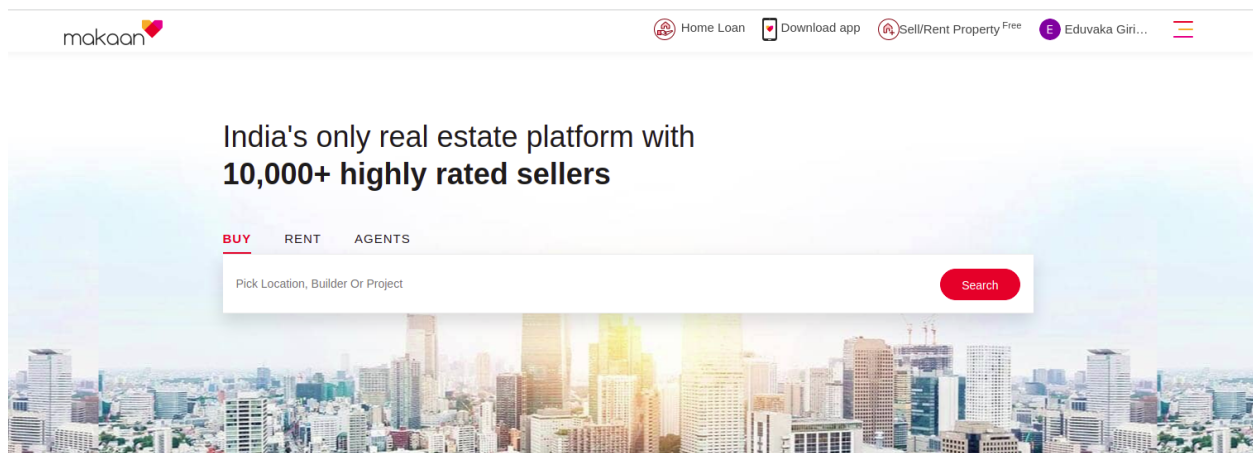
Design done keeping in mind the following:

- UI structure kept similar to other apps (Mental Model Compliant)

### Common background for the top menu bar :

The background color for the menu bar is white and the search bar section transition is not shown clearly.

My suggestion: change the background color to red since the website uses white and red as its theme.



Principle: **Law of Common Region**

## Put the process of renting and buying of property :

As similar to the selling website we can put the renting/buying process of property and use the gradient to make user more inclined towards completion of process of purchase of property.

This can also be implemented in when a user searches a product and pushing the user towards it.

### 5 BHK Independent House - 2,100 sq ft

tambaram west, Chennai

₹ 62 L EMI  
₹ 2,952/ sq ft

Status  
Ready to move

Bathrooms  
4

New/Resale  
Resale

#### Personalised Interior Designs

homelane.com/interior...

Visit Site



OVERVIEW

AMENITIES

NEIGHBOURHOOD

HOME LOAN

SIMILAR

## Principle: Goal Gradient effect

Though the emi calculator and the top schools nearby listing there will be a huge boost and can be said a s top point over here.

Home Loan - calculate your EMI

Property Price: ₹ 62 L

LOAN AMOUNT

₹ 62,00,000

TENURE

20 Years

RATE OF INTEREST

8.5 %

Principal  
62 L

Interest  
67.13 L

EMI ₹ 53800

Get instant home loan  
It's fast & easy!

Apply Now

Select Bank(s)

Partner bank	Rate of interest	Select to contact
HDFC	8.8 %	<input type="checkbox"/>
SBI	8.7 %	<input type="checkbox"/>
ICICI	8.9 %	<input type="checkbox"/>
Axis Bank	9 %	<input type="checkbox"/>
PNB Housing	9.1 %	<input type="checkbox"/>
Indiabulls	9.75 %	<input type="checkbox"/>
DHFL	9.75 %	<input type="checkbox"/>
TATA CAPITAL	8.35 %	<input type="checkbox"/>
Kotak Mahindra Bank	8.5 %	<input type="checkbox"/>

0 Banks selected

Get Rates

## Posting a ad for the selling a property or renting it

When a user wants to post an ad for renting a product, he has to scroll down to the last part of the page to get it .

Principle: **pareto principle (80-20 law)**

My suggestion: I suggest that the sell/rent property is at the top menu bar ,but placing it at the little top after the search section would reduce the time spent by users to figure out and learn the website.

## Wishlist cart for addition to keep all the properties :

When a user goes to see a particular property ,there is no button to add the present one to their wishlist to come back and visit them once again.

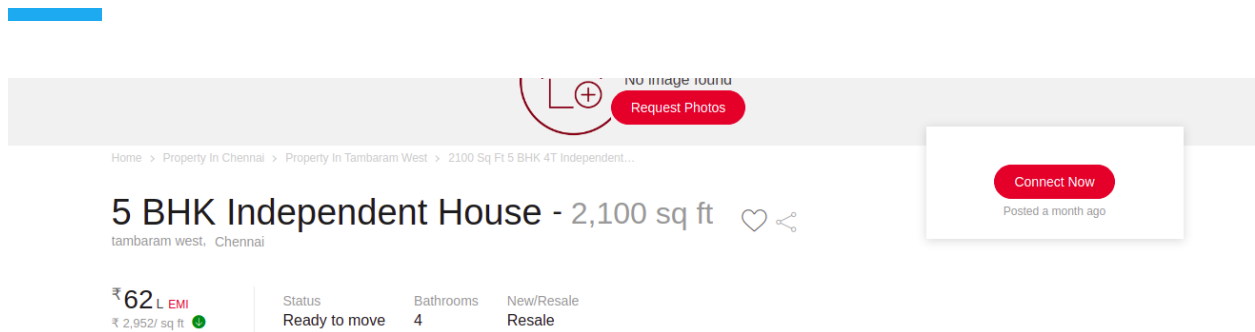


And also bringing the top menu bar to center to make it look aesthetically good.

Principle: **Miller's law**

User can't remember all the products he liked so i suggest to keep a wishlist so user can com back and continue his search from where he left off and i also intend to keep a cart button on top right corner in top menu bar to increase usability and its ease of access.

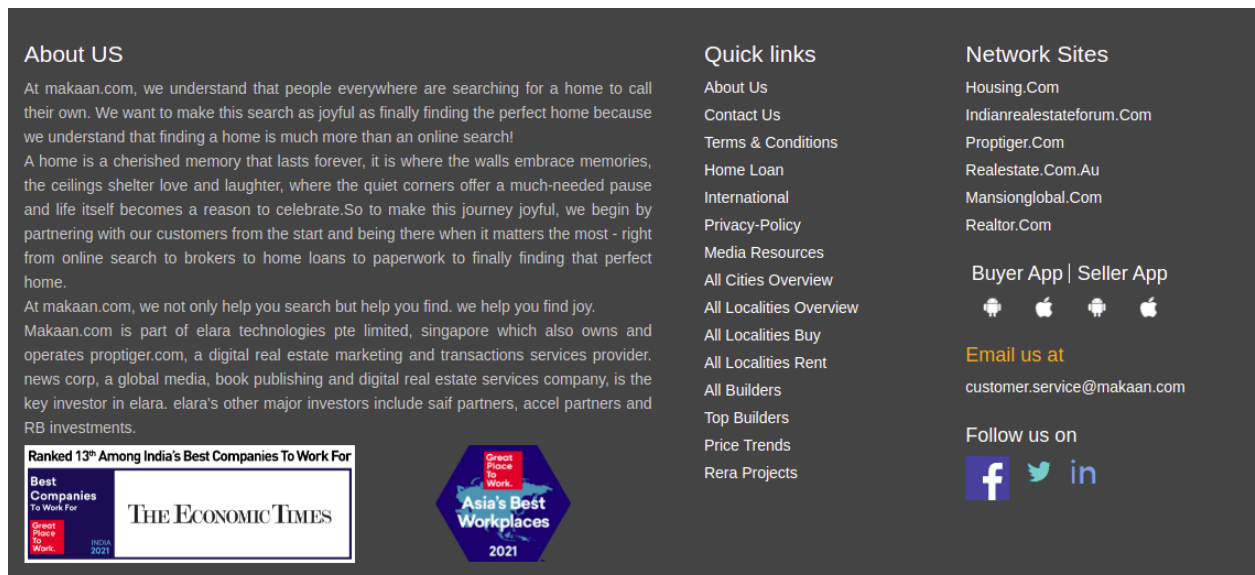




### About us section:

Most brands take pride in who they are and would like to tell you about themselves but here they have put it at the bottom and mostly users look at the rating and testimonials and about us and press coverage .

I suggest we keep all this information in a new tab in the top menu bar but give a glimpse in the new section after the post ad section and then a new section .



Principle: **peak-end rule**

User remember only the peak section and end part of the website and this arrangement gives a clumsy feel and i suggest this about us opart to shift to another tab.

### Browse top links section:

We have the browse top links section but i feel they are very clumsily arranged to make user feel more complex.

Principle: **Hick's law**

I suggest we make a 8 sections ( as 5 sections are given here) not changing the whole structure and then direct them to another tab where in search that city is selected but when we hover we get top 5 recommendations and when we click it we get the particular city selected

### Browse top links to search your home

BUY PROPERTY IN POPU...	BUY PROPERTY IN POPU...	RENTAL PROPERTY IN P...	PROPERTIES IN STATE	RENTAL PROPERTY IN P...
Property in Nagar Road	Property in Mira Road East	Flats for rent in Thane West Mumbai	Property in Maharashtra	Rental Apartments in Delhi South
Property in Mira Road and Beyond	Property in Thane West	Flats for rent in Chembur Mumbai	Property in Tamil Nadu	Rental Apartments in Andheri to D...
Property in Andheri to Dahisar	Property in Kharadi	Flats for rent in Powai Mumbai	Property in Uttar Pradesh	Rental Apartments in Navi Mumbai
Property in Navi Mumbai	Property in Uttam Nagar	Flats for rent in Wagholi Pune	Property in Telangana	Rental Apartments in Nagar Road
Property in Delhi South	Property in Kharghar	Flats for rent in Kharghar Mumbai	List of Indian States	Rental Apartments in Central Mum...

### Logout button place shifting

When user logs in logout is not being identified as to where it should be as i stated above so i suggest we should bring the logout button in drop down to make it easily accessible

Below shows a demo of how i want to do:

