GESTALT LAWS IN BOOKING WEBSITE

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Introduction

Web designers use various methods to attract user experience and perception, one of which is gestalt principles. The gestalt principles consist of several principles that describe how the human brain perceives visual information. This theory is shaped around five basic principles of figure-ground relationship, proximity, similarity, completion, continuity, and simplicity. The expectation in the Gestalt principles is the management of visual perception as desired and thus providing the user with an effective experience. We will examine whether the Gestalt principles have been used in the Booking.com application, whether this principle really affects our perception, which ones are used for what purpose, and we will examine these by experiencing.

Parameters

Web content:

Established in Amsterdam in 1996, Booking.com has evolved from a small Dutch start-up to one of the world's leading digital travel companies. The mission of Booking.com, part of Booking Holdings Inc. (NASDAQ: BKNG), is to make it easier for everyone to explore the world.

Booking.com, investing in technology that helps remove the friction in travel, seamlessly brings together millions of travellers with wonderful places to stay, from homes to hotels and much more, various transportation options, and unforgettable experiences. Booking.com, one of the world's largest travel marketplaces for established brands and entrepreneurs of all sizes, enables facilities around the world to reach a global audience and grow their businesses.

Booking.com is available in 43 languages and offers more than 28 million total reported accommodations, including over 6.6 million homes, apartments, and other unique places to stay. Wherever you want to go or whatever you want to do, Booking.com makes it easy and is there for you with customer support 24/7. (The website history is taken from its own website.)

Literature Review

"Hend Alawadhi(2010) Form perception: An Interactive guide to the Gestalt principles" this study focuses on Gestalt principles on form perception. It also provides examples in communication, design and art fields.

"Chang, D.; Dooley, L. and Tuovinen, J. E (2002) Gestalt Theory in Visual Screen Design — A New Look at an Old Subject" this article is about Gestalt theory in visual screen design and how we can apply Gestalt principles into modern screen design.

The article "Using the Gestalt Principles of Visual Aesthetics in Designing E-Learning Graphical User Interface" focuses on Gestalt principles for visual aesthetics in e-learning graphical user interfaces.

"Research on Minimalism in Interface Design Based on Gestalt Psychology" this study examines the optimization of web interfaces using Gestalt principles and investigates how to create and organize a user-friendly interface accordingly.

Methodology

In order to examine the Booking.com website with gestalt principles, a visual examination was first made to determine gestalt principles such as "similarity", "continuity", "closure", "figure-ground relationship". Data was collected through a visual inspection and researcher observation to evaluate how Gestalt principles were applied on the Booking.com home page. Then, key pages of Booking.com, such as the home page and hotel details, were analyzed in terms of gestalt principles. This analysis included examining factors such as page layout, use of color, symmetry, grouping, and focus. Finally, user testing and eye tracking studies were conducted to understand how gestalt principles are integrated into Booking.com's user experience. This methodology helped us understand how Booking.com's user interface is perceived and how it affects the user experience. Platforms such as Google Schooler and Medium were crawled. The research scope is limited to the Booking.com page.

Findings

Proximity

In terms of grouping, it can be easily understood that each area and title on the site has been grouped appropriately and noticeably, and there is an option area on the home page where we can choose what we want to make a reservation for.

The site uses a lot of pictures, the options are designed to attract the user's attention with the pictures that support them, however, this situation looks busy and crowded with the many options and the font and writing styles of the articles.

The site is divided into three main parts. In the first part, there is a direct search bar where you can choose what you want to make a reservation and search where and on what dates. In the second part, there are options for users who do not have a specific location in mind and places liked by other users.

In the last part, there is a section where the user's e-mail is requested and other options you want to search for, but there is no area on the entire page where you can directly contact or access in case of a certain error. Although the site is mostly in order, as mentioned above, the home page is too complicated and has too many interconnected options. Except for the home page, which is prone to confuse the user, the car, plane and airport taxi reservation page is divided into three parts to prevent too much confusion and serve the intended purpose. The part with the category and emblem at the beginning consists of an area for reservation and other options at the bottom. Apart from this, on the other page, which is opened after the basic options in the accommodation section, the architecture of the page, apart from the general architecture, is divided into three horizontal parts, the middle part is divided into two vertically, these two parts are on the left, other desired criteria for accommodation can be selected, and on the right side, we can see the accommodation options that meet the criteria.

Briefly elements that are closer are seen like a group. It seems like there is five different parts in these examples.

🚶 Yakınlarda neler var?

Parade Ground	950 m
Activities Area	1 km
NS Johnson Campfire Circle	1,3 km
Kurth Kiln Scout Loop	1,7 km
Lehmann Swamp Wildlife Reserve	4,4 km
Gembrook Sports Ground	6 km
Gembrook Recreation Reserve	6 km
Mortimer Picnic Ground	8 km
Josie Bysouth Reserve	8 km
Crocodile Park	8 km

🍴 Restoranlar ve kafeler

Restoran · Forest Edge	3,7 km
Restoran · Main Street Fish & Chips-Gembrook	5 km

🎡 Popüler turistik noktalar

Dandenong Ranges Botanik Bahçesi	19 km

🚆 Toplu taşıma

Tren · Lakeside	11 km
Tren · Nar Nar Goon	19 km

✈ En yakın havaalanları

Moorabbin Havaalanı	42 km
Essendon Fields Havaalanı	61 km
Melbourne Havaalanı	67 km

Also, in here it seems like there is three different columns with three rows.

İstanbul
9 araba kiralama noktası
Ortalama **TL 1.335,68** günlük fiyat

Alanya
4 araba kiralama noktası
Ortalama **TL 1.386,13** günlük fiyat

Side
1 araba kiralama noktası
Ortalama **TL 1.152,21** günlük fiyat

Nevşehir
1 araba kiralama noktası
Ortalama **TL 1.454,59** günlük fiyat

Fethiye
1 araba kiralama noktası
Ortalama **TL 1.183,32** günlük fiyat

Bodrum
4 araba kiralama noktası
Ortalama **TL 1.698,76** günlük fiyat

Konya
3 araba kiralama noktası
Ortalama **TL 1.647,69** günlük fiyat

Gaziantep
2 araba kiralama noktası
Ortalama **TL 1.336,57** günlük fiyat

İzmir
2 araba kiralama noktası
Ortalama **TL 2.154,23** günlük fiyat

🛏 Konaklama   ✈ Uçak biletleri   🚗 Araba kiralama   🎡 Turistik noktalar   🚕 Havaalanı taksileri

Similarity

Similarity is about elements that look similar to each other as in icons, text size, text font, images, colour etc.

Similarity and continuity are achieved through the images used on the site through the dimensions in the images and the way the text is positioned here.

These are some examples from the website.

🗫 Tesiste kahvaltı sunuluyor mu?	>	🗫 Havaalanı transfer hizmeti var mı?	>
🗫 Burada aracımı park edebilir miyim?	>	🗫 Evcil hayvanımı getirebilir miyim?	>
🗫 Restoran açık mı?	>	🗫 Sigara içilmeyen odalar var mı?	>
🗫 WiFi koşulları neler?	>	🗫 Burada oda servisi var mı?	>
🗫 Spa var mı?	>	🗫 Özel banyolu odalar var mı?	>

Popüler filtreler

☐ Ücretsiz iptal   21
☐ Plaj kenarı   2
☐ Oteller   10
☐ Kahvaltı dahil   4
☐ Daireler   1
☐ Ücretsiz Wi-Fi internet bağlantısı   20
☐ Konukevleri   1
☐ Çok iyi: 8+   9
   Konuk değerlendirmelerine göre

Öğün

☐ Kendinden mutfaklı   8
☐ Kahvaltı dahil   4

Figure Ground

The main attraction, the thing that catches our eye the most is figure ground. It can be about the colour or unique shape of the elements.

The most obvious direct link appears in the search bar provided on the home page for us to search for where to go. With the colors and folding of the search bar, the search bar appears in the front and attracts direct attention. In addition, figure ground was applied by changing the ground colors within the site, for example, in the area where the flights are shown, the areas were divided by using three colors: blue, yellow and white. In addition, we see a new area was created by using darker gray in car rental, and many more examples like this are clearly visible.

Anasayfa > Oteller > Tüm çiftlik evleri > Avustralya > Victoria > Gembrook > Carinya Park (Çiftlik evi), Gembrook (Avustralya) fırsatları

Genel Bakış   Bilgi ve fiyatlar   Özellikler   Tesis kuralları   Şu ayrıntılara dikkat   Konuk değerlendirmeleri (34)

Ara
Seyahat noktası/tesis adı:
Gembrook

Check-in tarihi
10 Haziran 2024, Pazartesi

Check-out tarihi
15 Haziran 2024, Cumartesi

5 gecelik konaklama
2 yetişkin · 1 çocuk · 1 oda

İş için seyahat ediyorum

Ara

Haritada göster

Carinya Park
2405 Gembrook-Launching Place Road, 3783 Gembrook, Avustralya –
Mükemmel konum - haritayı göster

Bu çiftlik evinde konaklamak için rezervasyon yap

Fiyat Eşitlemesi Yapıyoruz

Fevkalade 9,2
34 değerlendirme

"Great place to relax for the weekend, you just feel at peace with nature"

L Liam Avustralya

Çalışanlar 9,6

+5 fotoğraf

Gembrook'a 8 km mesafede, Dandenong Sıradağları'nın tepelerinde sakin bir ortamda yer alan Carinya Park, barbekü

Haritada göster

+5 fotoğraf

Gembrook'a 8 km mesafede, Dandenong Sıradağları'nın tepelerinde sakin bir ortamda yer alan Carinya Park, barbekü olanakları ve bahçe sunmaktadır. Tam donanımlı mutfak ve özel banyo da mevcuttur. Kır evinde dağ manzaralı bir balkon vardır.

Tesis meyve bahçeleri, orman ve padokların manzarasına sahiptir. Kır evinde gardırop, düz ekran TV, oturma alanı ve DVD oynatıcı bulunmaktadır.

Konuklar Gembrook'ta ve çevresinde yolun karşısında yer alan Kurth Kiln'da yürüyüş gibi aktivitelerin keyfini çıkarabilirler.

Carinya Park, Olinda'ya 35 km, Emerald'a 20 km uzaklıktadır. En yakın havaalanı olan Melbourne Havaalanı 95 km mesafededir.

Çiftler özellikle burayı tercih ediyor - iki kişilik bir seyahat için bu tesise **9,2** puan verdiler.

Tesis açıklamasındaki uzaklık © OpenStreetMap kullanılarak hesaplandı.

En popüler özellikler

P Ücretsiz otopark   Sigara içilmeyen odalar   Bebek karyolaları (talep üzerine)

Tesisin öne çıkan noktaları

5 gecelik konaklama için mükemmel!

Popüler konum: Son kalan konuklar yüksek puan veriyor (9,3)

Özellikler:
Bahçe manzarası
Dağ manzarası
Tesis bünyesinde ücretsiz özel otopark mevcut

Rezervasyon yap

Yer Durumu   Fiyat Eşitlemesi Yapıyoruz
Fiyatlar TRY birimine dönüştürüldü

10 Haz, Pzt — 15 Haz, Cmt   2 yetişkin · 1 çocuk · 1 oda   Aramayı değiştir

Konaklama Tipi	Konuk sayısı	5 gecelik fiyat	Seçimleriniz	Tatil evi seç

Sıradaki konaklamanızı bulun

Oteller, evler ve çok daha fazlasındaki fırsatları arayın...

Nereye gidiyorsunuz?   10 Haz, Pzt — 15 Haz, Cmt   2 yetişkin · 0 çocuk · 1 oda   Ara

Continuation

For closure on the site, an example can be given directly to the section on the home page where options such as accommodation and car rental are selected. Here, a closeness has been established between them by showing them side by side in the same font and with similar images. Again, the part where we directly search is similar on all pages, and the blocks inside the yellow frame provide closeness and integrity in that part. Apart from this, we also see the principle of proximity in the pictures. In the pictures created in a similar way and in the texts describing the pictures, closeness is used by using the same size and type side by side.

Again, in the car rental section, car rental brands are listed in similar sizes to ensure continuation.

Briefly elements that are similar by design makes it look like there is a continuation, for example even if there are six columns we perceive them as whole.
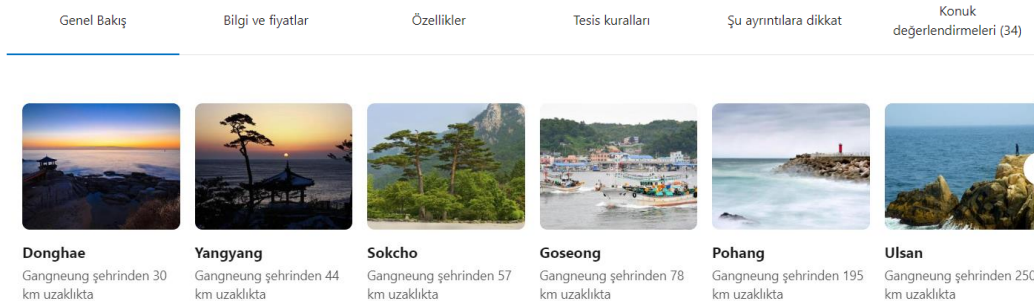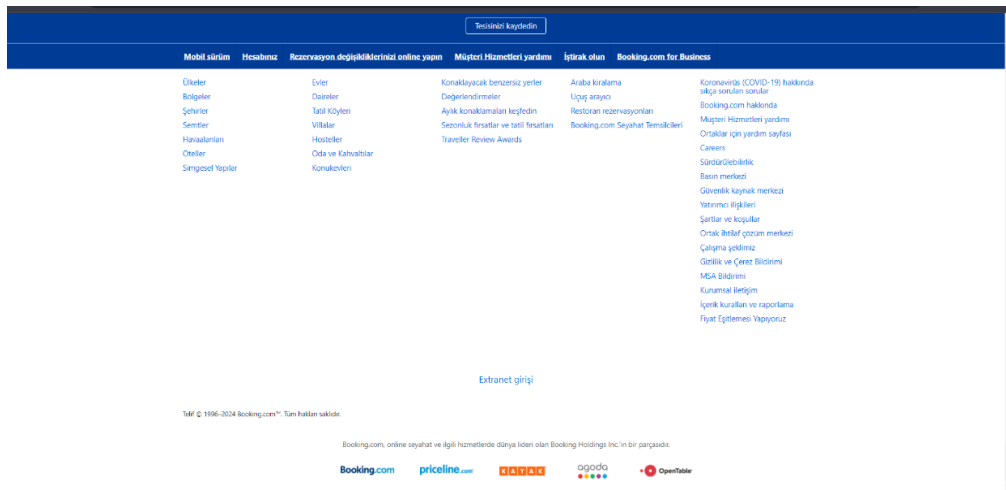

Closure

In closure law we tend to complete the picture by closing the gaps, we don't see many examples of this law in this website but here, we draw the straight line at the bottom in our minds and since there is a line at the top.

Discussion

We come across the gestalt principles in the Booking application, but the adequacy and scale of its use can be debated. For example, the abundance of information at the search points and on the main page, as well as the excess of option choices in our reservations, could negatively affect the user experience. The site usage with the gestalt principles could have been more useful and understandable, which would allow all target audiences to use it, but the excess of information and options in the search seems to prevent this.

Conclusion:

Although it is not enough, Booking.com has benefited from the gestalt principles. A user-friendly interface has been designed by providing a sense of unity and continuity throughout the site.

We encounter the principles of proximity and similarity a lot on the site, and thanks to these, we can perceive the intended distinction even if there is a lot of information, but the lack of closure usage shows the negative impact of the lack of principle usage on perception. As a result, it can be said that Booking.com has a design that is in line with the gestalt principles.

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