



T.C. MALTEPE UNIVERSITY

**FACULTY OF ENGINEERING AND
NATURAL SCIENCES**

SE 207 01 Human-Computer Interaction

Gestalt & Parc principles HW

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Examining and Redesigning of website

<https://www.flipkart.com>

❖ Introduction:

We analyzed the <https://www.flipkart.com> website and found some design errors according to Gestalt & Parc principles that made it difficult for the user to use.

We will correct these errors based on Gestalt & Parc principles.

❖ Gestalt principles:

- 1) Law of Similarity
- 2) Law of Proximity
- 3) Law of Symmetry
- 4) Law of Continuity
- 5) Law of Closure
- 6) Law of Common Fate
- 7) Law of Figure and Ground

❖ Parc principles:

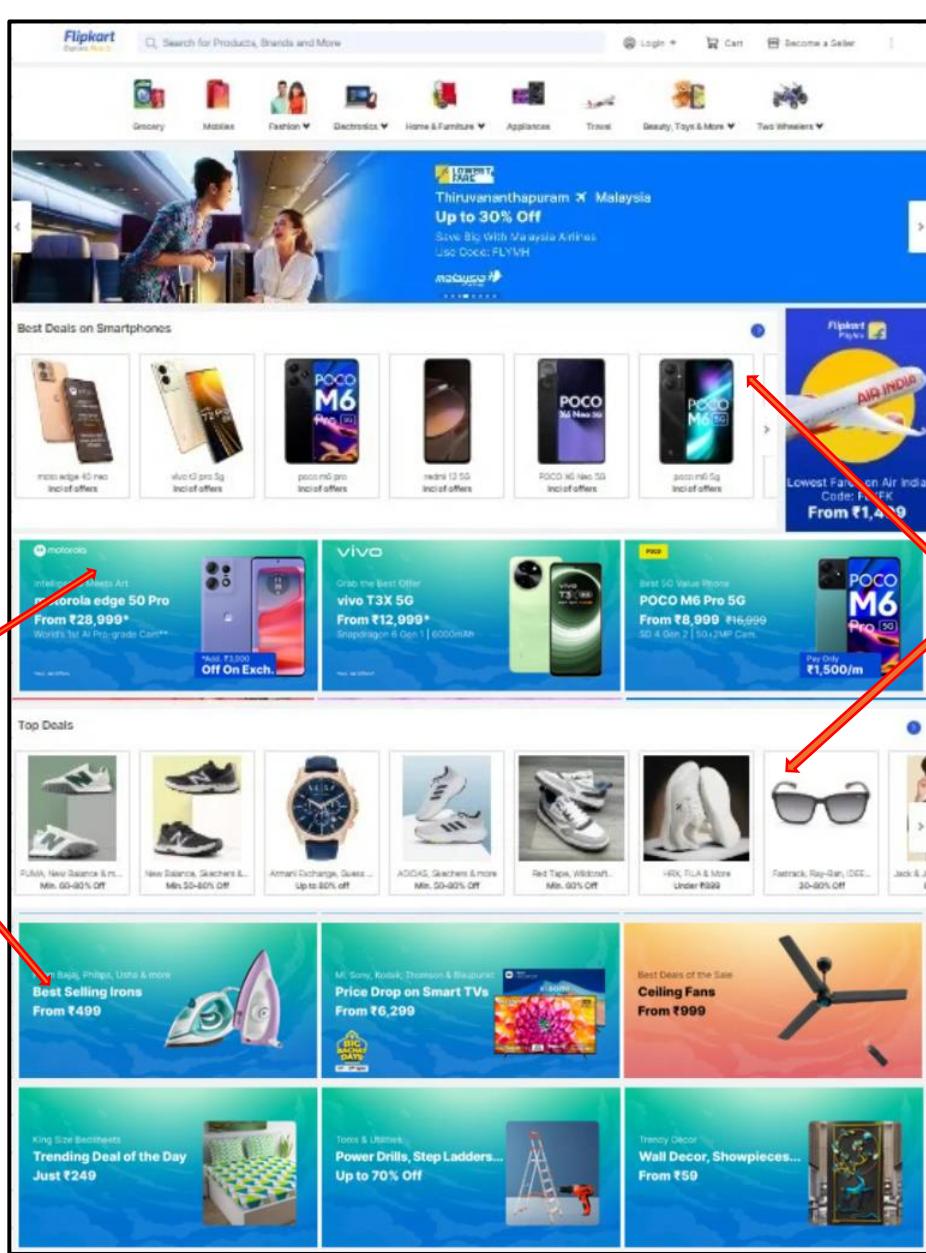
- 1) Proximity
- 2) alignment
- 3) repetition
- 4) contrast

- First: redesign as Gestalt principles:

1) Law of Similarity

The Law of Similarity here not apply , the layout lacks uniformity, causing sections and items to appear disjointed and harder to process. we redesigned ,similar items are grouped together with consistent framing, creating a more cohesive and organized appearance. This application of similarity helps users quickly identify related content and navigate the site more intuitively, as the visual consistency reinforces the relationships between items and sections.

Before:



After:

The screenshot shows the Flipkart homepage with a prominent red border highlighting the central product grid area. The page features a top banner for 'Oman Air Summer Offer Flat 10% Off' and a 'BIG BDAY DAYS' promotion. Below the banner, there's a section for 'Best Deals on Smartphones' followed by a 'Top Deals' section. The main grid is composed of nine cards, each containing a product image, name, and price. The cards include deals for Motorola edge 50 Pro, vivo T3X 5G, POCO M6 Pro 5G, Best Selling Irons, Price Drop on Smart TVs, Ceiling Fans, King Size BedSheets, Power Drills, and Wall Decor.

Oman Air Summer Offer
Flat 10% Off

Hurry! Few Seats Left...
Use Code: FKCCDC

BIG BDAY DAYS
101 - 17 MAY

Get up to ₹4,250* Off
on Select Items & Categories

HDLC BANK

Best Deals on Smartphones

Top Deals

motorola edge 50 Pro
From ₹28,999*
World's 1st AI Pro-grade Cam**

vivo T3X 5G
From ₹12,999*
Snapdragon 6 Gen 1 | 6000mAh

POCO M6 Pro 5G
From ₹8,999 ₹16,999
SD 4 Gen 2 | 50+2MP Cam

Best Selling Irons
From ₹499

Price Drop on Smart TVs
From ₹6,299

Ceiling Fans
From ₹999

King Size BedSheets
Trending Deal of the Day
Just ₹249

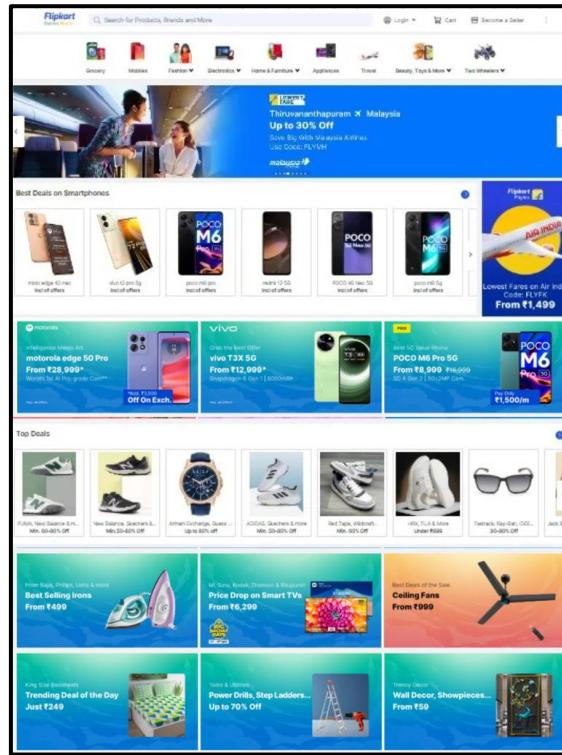
Power Drills, Step Ladders...
Up to 70% Off

Trendy Decor
Wall Decor, Showpieces...

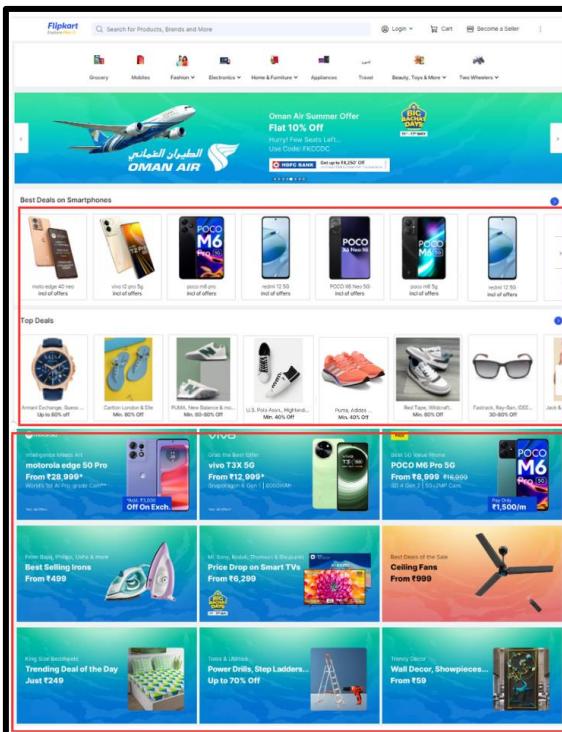
2) Law of Proximity

The same previous example of the law of similarity applies here as well since similar elements should be proximate to each other.

Before:



After:

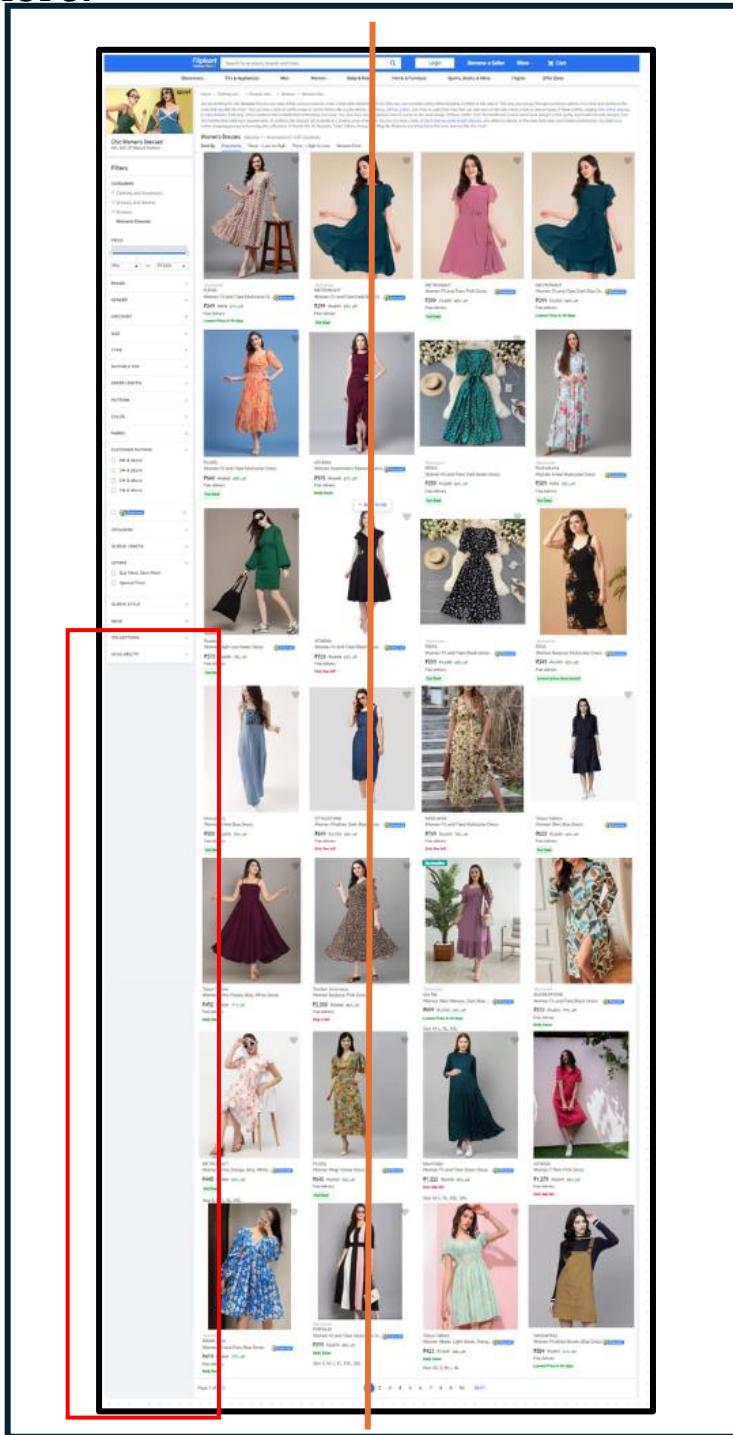


3) Law of Symmetry

During our analysis of the site, we noticed that when accessing most of the different product sections, the pages did not apply the law of symmetry due to the excessive length of the pages resulting in the left side of the site appearing disproportionately empty.

to solve this issue, we made the decision to create more subpages and make the site shorter. Instead of constantly scrolling down past the left menu, content now flows to the next menu page, which effectively reduces the amount of empty white space. Below is an example of one of the pages before and after the redesign. This procedure applies to all pages of the site that have the same problem.

Before:



After:

The screenshot shows a search results page for 'Women's Dresses' on the Flipkart website. The top navigation bar includes links for Electronics, TVs & Appliances, Men, Women, Baby & Kids, Home & Furniture, Sports, Books & More, Flights, and Cart. A search bar and login options are also present. The main content area displays a grid of women's dresses from various brands like KOFAB, METRONAUT, PLUGS, ATHENA, RIKA, and BUGA. Each dress listing includes an image, the brand name, product title, price, discount percentage, and delivery information. On the left side, there is a sidebar with filters for Categories (e.g., Clothing and Acces., Dresses and Gowns, Dresses, Women's Dresses), Price (Min: ₹100 to Max: ₹1500+), Brand, Gender, Discount, Size, Type, Suitable For, Dress Length, Pattern, Color, Fabric, Customer Ratings (4+, 3+, 2+, 1+ stars), Answered Questions, Occasion, Sleeve Length, Offers (Buy More, Save More, Special Price), Sleeve Style, Neck, Collections, and Availability. The bottom of the page shows a navigation bar with page numbers 1 through 10 and a 'NEXT' button.

4) Law of Continuity

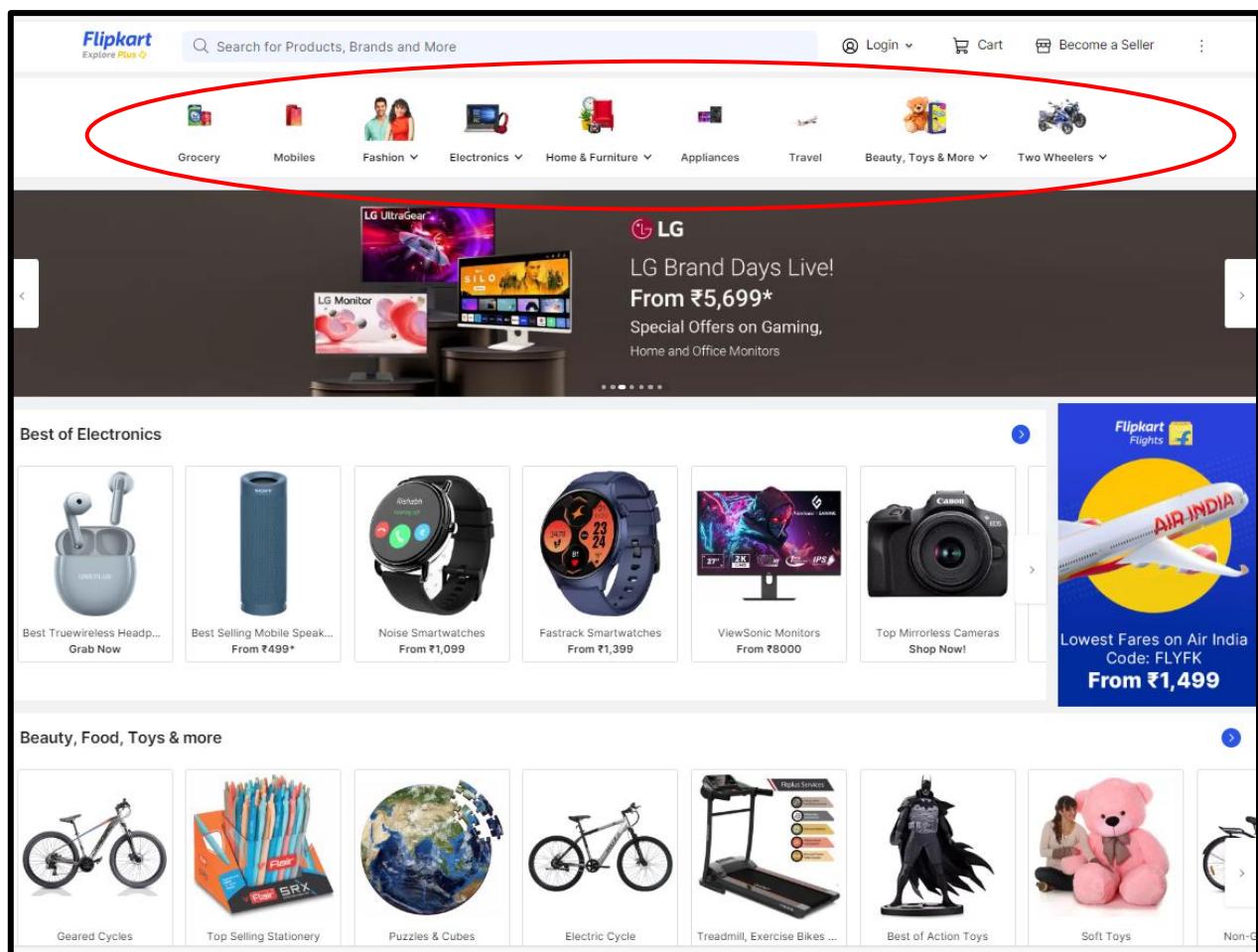
We did not spot any mistakes about Law of Continuity.

5) Law of Closure

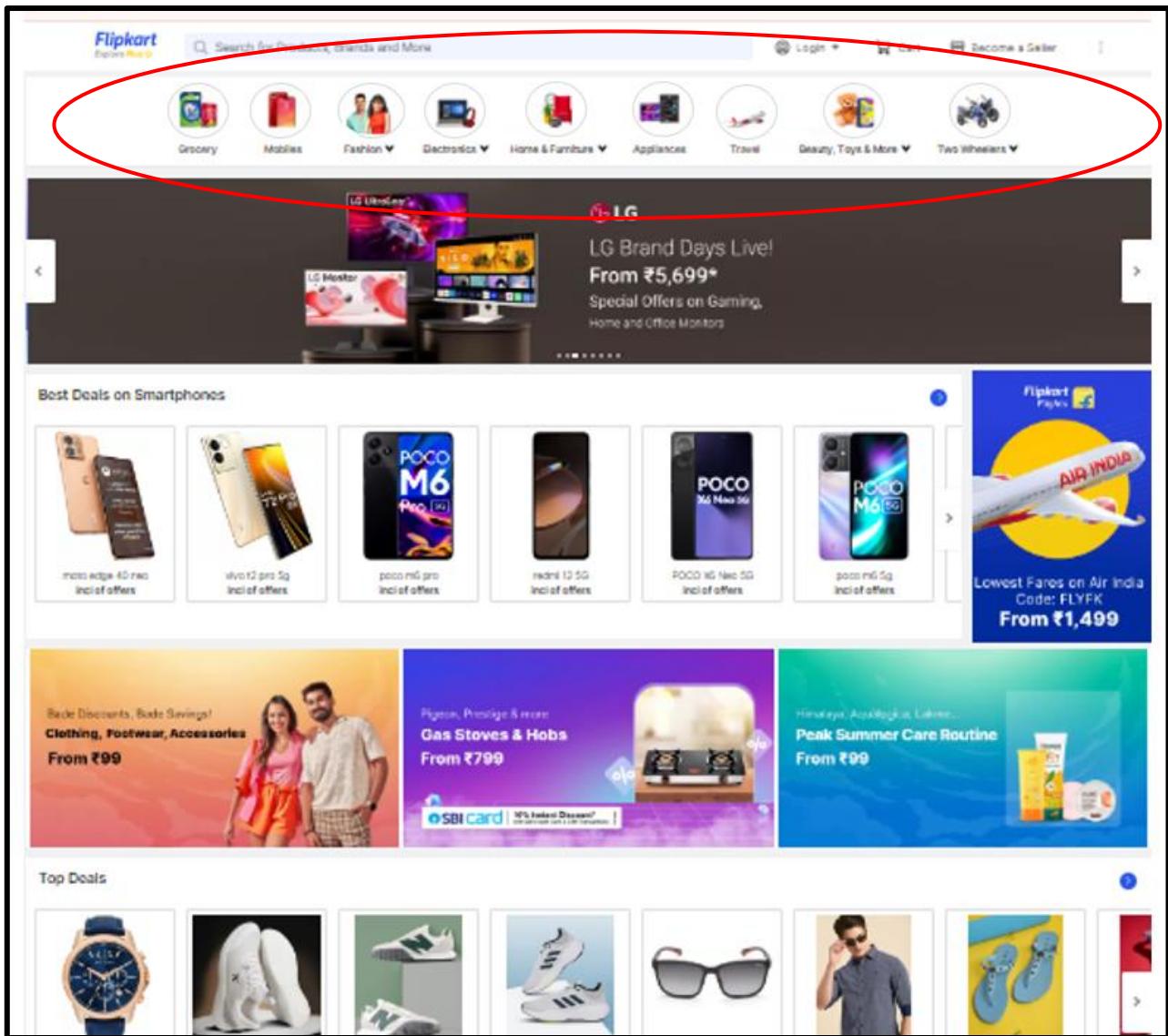
In the images of the menus , the layout lacks clear visual boundaries, making it harder for users to perceive a unified structure.

we redesign to fix, circular frames around the menu items create distinct boundaries, allowing users to mentally complete the shapes and perceive a more cohesive and organized layout. This use of circles helps guide users' attention more effectively and improves the overall visual structure of the site.

Before:



After:



6) Law of Common Fate

- In the design before, when the arrows are pressed, there is no reaction and they point towards the right, and the menu is below the titles, this makes it difficult for the user to follow easily.
- We redesign the navigation menus on the website improves user experience by applying the Law of Common Fate, ensuring that interactive elements, such as arrows, trigger the expected events and align with user actions. By changing the submenu to expand to the side rather than below the title, the design creates a consistent motion and visual flow, making it easier for users to follow the hierarchy and perceive related items as part of a cohesive group. This enhancement in interactivity and visual alignment helps users navigate more intuitively and efficiently, reinforcing the relationship between elements and improving overall usability.

Before:

Flipkart Explore Plus Search for products, brands and more Login Become a Seller More Cart

Filters

CATEGORIES ✓ Home Furnishing

- Bed Linen & Blankets
- Curtains & Accessories
- Bath Linen
- Floor Coverings
- Cushions & Pillows

PRICE Min to 6000+

BRAND Assured

CUSTOMER RATINGS 4★ & above

Kitchen, Cookware & Serveware Pans Tawas Pressure Cookers Kitchen tools Gas Stoves Tableware & Dinnerware Coffee Mugs Dinner Set Barware Kitchen Storage Water Bottles Lunch Boxes Flasks Casseroles Kitchen Containers Cleaning Supplies Double Be... Light Blue, Tent 3.9★ (17,278) Assured ₹637 ₹2,499 74% off

Furniture Top Offers Bed Room Furniture Living Room Furniture Sofa Beds TV Units Dining Tables & Chairs Coffee Tables Shoe Racks Office & Study Furniture Kids Room Furniture DIY Furniture Bean Bags Collapsible Wardrobes Bedsh... Pack of 1, Blue White 4.1★ (3,947) ₹384 ₹3,999 80% off

Furnishing Bedsheets Curtains Cushions & Pillows Blankets Bath Towels Kitchen & Table Linen Floor Coverings Smart Home Automation Smart Security System Smart Door Locks Tools & Measuring Equipments Home Utilities & Organizers Lawn & Gardening Bathroom & Kitchen Fittings Home Decor Paintings Clocks Wall Shelves Stickers Showpieces & Figurines Home Lighting Bulbs Wall Lamp Table Lamp Ceiling Lamp Emergency Lights Festive Decor & Gifts Pet Supplies Dogs Cats Fish & Aquatics

Home & Furniture Durability Certified Furniture Featured Christmas Store Mugs Store Gardening Store Stainless Steel Store Milton Bombay Dyeing @home HomeTown Ajanta Spaces by Welspun Prestige Perfect Home Store

Flights Offer Zone

Blue, Tent 4★ (50,925) ₹499 ₹1,299 61% off Hot Deal Purple, Tent 3.8★ (3,293) ₹477 ₹1,799 73% off Hot Deal

Adults Washable Polyester

After:

Flipkart Explore Plus Search for products, brands and more Login Become a Seller More Cart

Filters

CATEGORIES ✓ Home Furnishing

- Bed Linen & Blankets
- Curtains & Accessories
- Bath Linen
- Floor Coverings
- Cushions & Pillows

PRICE Min to 6000+

BRAND Assured

CUSTOMER RATINGS 4★ & above 3★ & above

Sponsored Maruti Enterprise Polyester Adults Washable Double Be... Light Blue, Tent 3.9★ (17,278) Assured ₹637 ₹2,499 74% off Hot Deal

Sponsored EXFAB 24-Bedsheets... Pack of 1, Blue White 4.1★ (3,947) ₹384 ₹3,999 80% off

Home & Furniture

- Home Furnishings
 - Furniture Studio
 - Living Room Furniture
 - Kitchen & Dining
 - Bedroom Furniture
 - Space Saving Furniture
 - Home Decor
 - Tools & Utility
 - Work Space Furniture
 - Kids Furniture
 - Lightings & Electricals
 - Cleaning & Bath
 - Pet & Gardening
- More in Home Furnishings
 - All
 - Bed Linens
 - Bedsheets
 - Blankets
 - Curtains & Accessories
 - Bath linens
 - Floor coverings
 - Covers & protectors
 - Cushions & Pillows
 - Kitchen Linen Sets
 - Table Linen Sets
 - Sofa & curtain fabrics
 - Branded Collections

Bed

ANIRUDHA Polyester Adults Washable Polyester Mosquito N... Purple, Tent 3.8★ (3,293) ₹477 ₹1,799 73% off Hot Deal

Adults Washable Polyester

7) Law of Figure and Ground

- having gray menu titles on a black background that makes the text unclear does violate the Law of Figure and Ground. According to this principle, the figure (in this case, the menu titles) should be distinct and easily separable from the ground (the black background). If the text is unclear due to insufficient contrast, it fails to stand out as the figure, making it difficult for users to focus on and read the menu titles. Ensuring good contrast between the figure and the ground is essential for maintaining clarity and usability in design.
- We have redesigned and using a light color for the menu titles and making them in a thick font to make them stand out as titles and be clear for user.

Before:

The screenshot shows the Flipkart website's navigation bar at the top with links for 'Search for products, brands and more', 'Login', 'Become a Seller', 'More', and 'Cart'. Below the header is a section titled 'Refrigerators' with a 'Shop Now' button. This section displays eight product categories with images and descriptions: 'High Capacity Refrigerator...', '5 Star Refrigerators!', '4 Star Refrigerators!', 'Best Selling Refrigerators!', 'Digi-Touch Cool', 'Side by Side Refrigerators!', 'Chest Freezers', and 'Glass Door Refrigerators'. Each category has a 'Buy Now!' button and price information. At the bottom of the page is a dark blue footer containing links for 'ABOUT', 'GROUP COMPANIES', 'HELP', and 'CONSUMER POLICY'. The footer also includes social media icons for Facebook, Twitter, and YouTube, and payment method icons for VISA, MasterCard, American Express, and others.

After:

The screenshot shows the same Flipkart website layout after a redesign. The header and footer colors are now white, providing better contrast for the text. The main content area, including the 'Refrigerators' section and the footer links, remains largely the same as the 'Before' version, but the overall visual appearance is cleaner due to the improved color scheme.

- **Second: redesign as Parc principles:**

1) Proximity

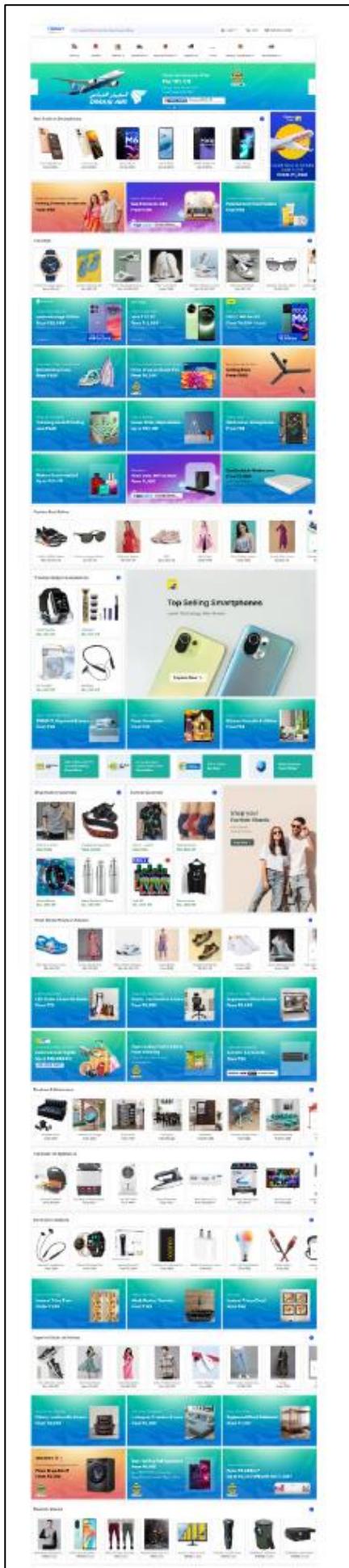
What we mentioned early about Proximity in Gestalt principles applies here also.

2) alignment

In website homepage , the layout is cluttered with misaligned elements, creating a chaotic appearance and making it difficult for users to follow the content flow.

We redesign to make the design aligns elements consistently into clear rows and columns. This alignment enhances visual hierarchy and organization, guiding users' eyes smoothly through the content and improving overall navigation and user experience.

Before:



After:



3) repetition

Repetition creates visual harmony and enhances the structure of the content, making it easier for users to understand and navigate the site. Consistent design elements tie sections together, improving the overall user experience. On this page of the site, we see that there is a difference in the design of a section similar to other sections on the same page, which is the (Upcoming Sales) section. The design and font color of the section differ from similar sections, and we have redesigned the design and applied the rule of repetition.

Before:

The screenshot shows the Flipkart mobile website homepage. At the top, there's a navigation bar with links for Electronics, TVs & Appliances, Men, Women, Baby & Kids, Home & Furniture, Sports, Books & More, Flights, and Offer Zone. The main banner features the text "India Ka Smartphone Destination" and "Super VALUE Days 16th - 20th May". Below the banner, there are two sections: "Latest Launches" and "Upcoming Launches". The "Latest Launches" section highlights the Google Pixel 8a, starting from ₹44,499*. The "Upcoming Launches" section lists the Samsung Galaxy F55 5G (starting at ₹2X,999*), POCO F6 (launching on 23rd May, 4.30PM), and Infinix GT 20 Pro (launching on 21st May, 12PM). A red box highlights the "Upcoming Sales" section at the bottom, which features the Motorola edge 50 Fusion starting from ₹20,999*. There's also a "Shop By Brand" section at the very bottom.

Latest Launches

Upcoming Launches

Upcoming Sales

Shop By Brand

After:

Flipkart
Search for products, brands and more...
Login | Become a Seller | More | Cart

Electronics | TVs & Appliances | Men | Women | Baby & Kids | Home & Furniture | Sports, Books & More | Flights | Offer Zone

Mobiles Super Value Days
Mobile phones are a vital need of our lives. Flipkart is the leading online mobile phone store in India. We offer a wide range of smartphones, including a variety of global brands. We offer competitive prices, fast delivery, and excellent customer service. We also offer a range of accessories like earphones, headphones, and more.

Super VALUE Days
16th - 20th May

India Ka Smartphone Destination

No Cost EMI Available | Best Exchange Deals

Latest Launches

 Google Pixel 8a
From ₹44,499* or ₹3,709/m
Buy Now
Google AI in your hand!
Buy Now | See Details

Upcoming Launches

 SAMSUNG Galaxy F55 5G
Starting ₹2X,999*
Classy Vegan Leather
Launch on 27th May, 1PM

 POCO F6
Launching 23rd May, 4.30PM
God Mode On

 Infinix GT 20 Pro
Launching on 21st May, 12PM
Dimensity 900P5 Gaming
Most Powerful Gaming Smartphone*

Upcoming Sales

 motorola edge 50 Fusion
From ₹20,999* or ₹2,334/m
Sale On 22nd May, 12PM
Best Cam* with Sony - LYTM™ 700 G
Buy Now | See Details

Shop By Brand

4) contrast

The PARC principle of Contrast emphasizes making elements distinct to enhance readability and visual interest.

The same example that we mentioned previously in Gestalt principles in Law of Figure and Ground applies here as well because If menu titles are gray on a black background, this low contrast makes the text hard to read, violating the principle. we improve readability and adhere to the contrast principle, use a white color for the text, ensuring it stands out clearly against the black background.

Before:

Flipkart Explore Plus[®] Search for products, brands and more Login Become a Seller More Cart

Refrigerators Shop Now

High Capacity Refrigerator... Buy Now! From ₹27,990

5 Star Refrigerators! From ₹16,050 12M No Cost EMI*

4 Star Refrigerators! From ₹13,890 24M No Cost EMI*

Best Selling Refrigerators! Grab Now! From ₹9,990

Digi-Touch Cool From ₹16,090 Control your Fridge from ...

Side by Side Refrigerators! Buy Now! From ₹42,990

Chest Freezers From ₹16,704 For Personal & Commercial...

Glass Door Refrigerators From ₹16,990 Premium Design

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Become a Seller Advertise Gift Cards Help Center © 2007-2024 Flipkart.com VISA MASTERCARD AMEX PAYTM PAYU

After:

Flipkart Explore Plus[®] Search for products, brands and more Login Become a Seller More Cart

Refrigerators Shop Now

High Capacity Refrigerator... Buy Now! From ₹27,990

5 Star Refrigerators! From ₹16,050 12M No Cost EMI*

4 Star Refrigerators! From ₹13,890 24M No Cost EMI*

Best Selling Refrigerators! Grab Now! From ₹9,990

Digi-Touch Cool From ₹16,090 Control your Fridge from ...

Side by Side Refrigerators! Buy Now! From ₹42,990

Chest Freezers From ₹16,704 For Personal & Commercial...

Glass Door Refrigerators From ₹16,990 Premium Design

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Social VISA MASTERCARD PAYTM PAYU

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