



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:

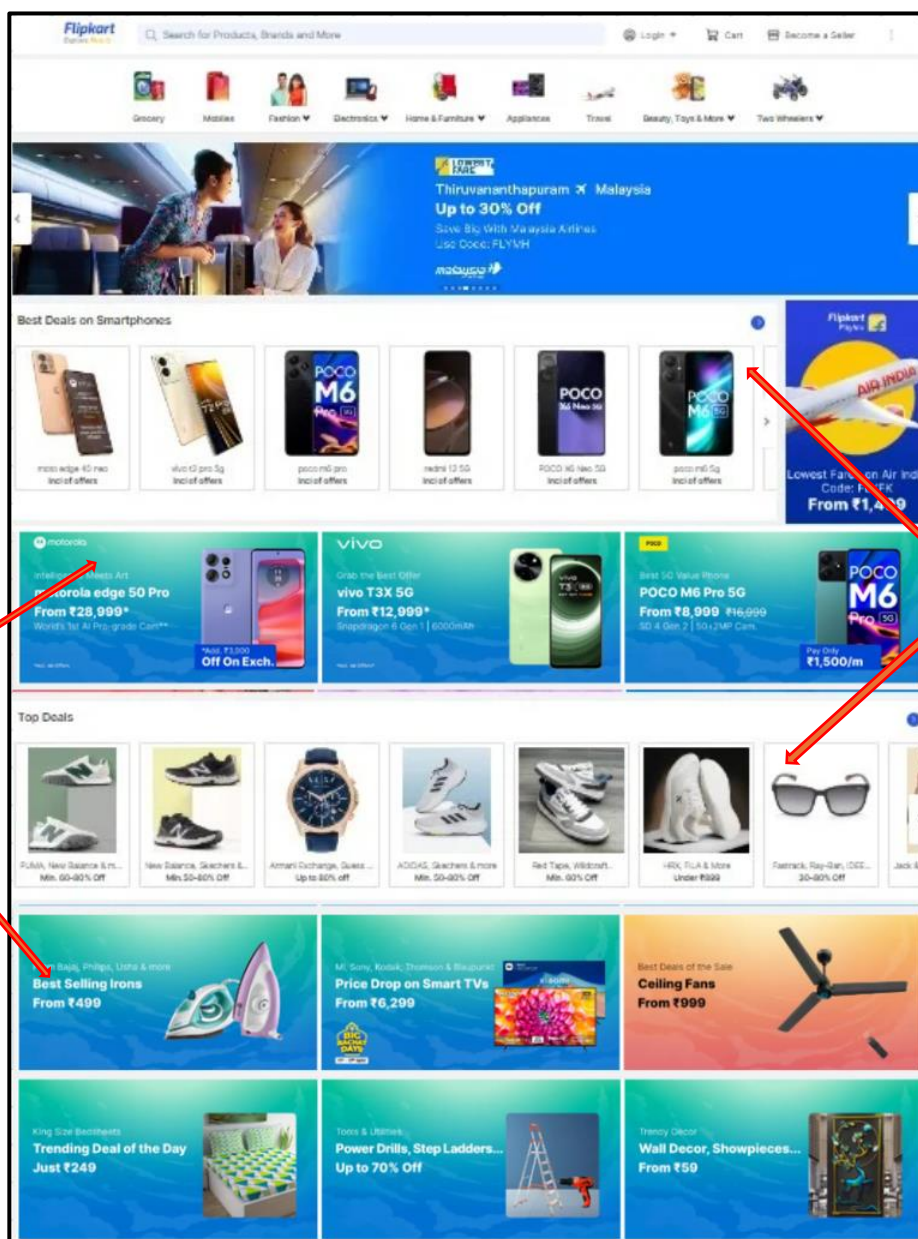
- 1) Proximity
- 2) alignment
- 3) repetition
- 4) contrast

- **First: redesign as Gestalt principles:**

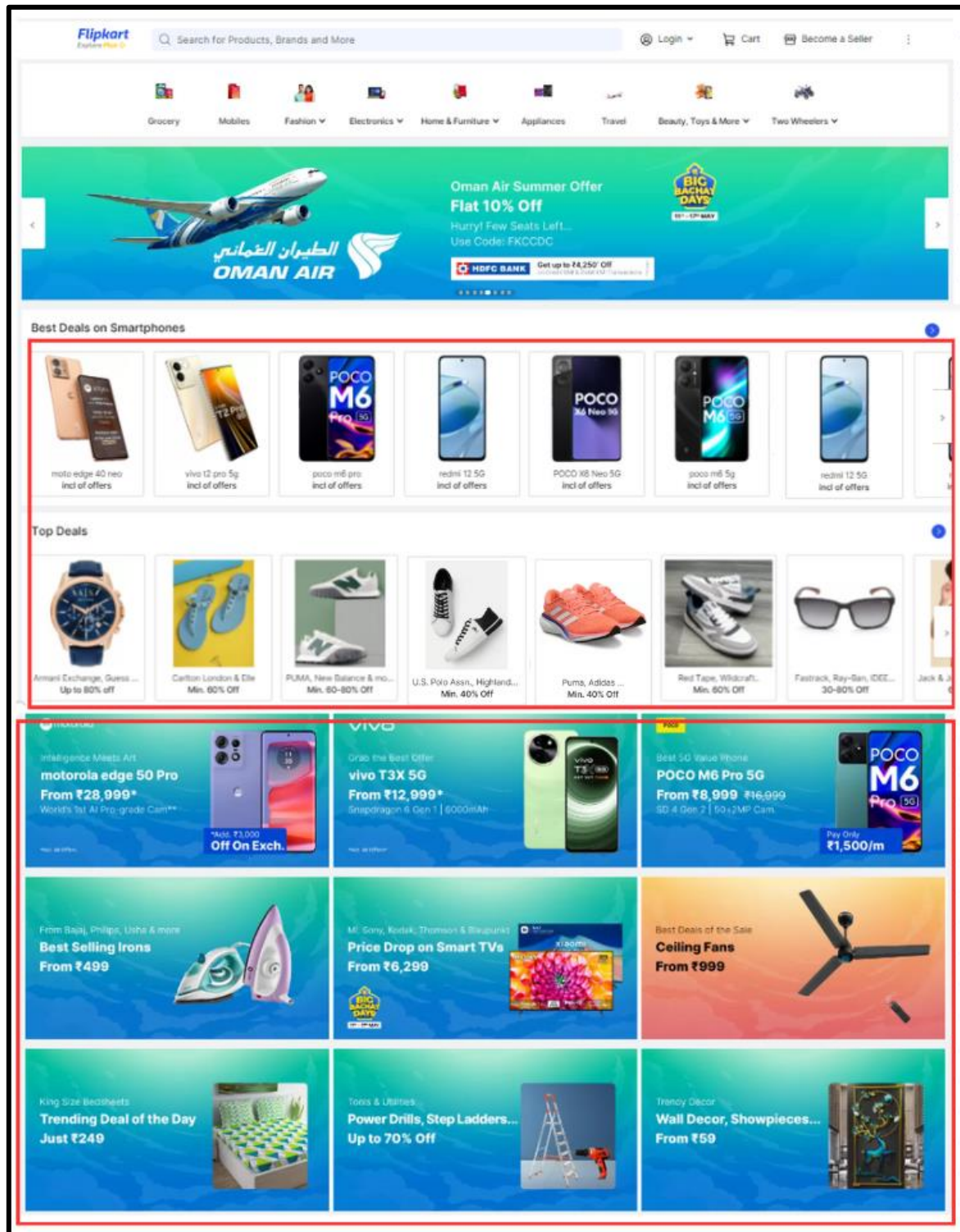
1) Law of Similarity

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:



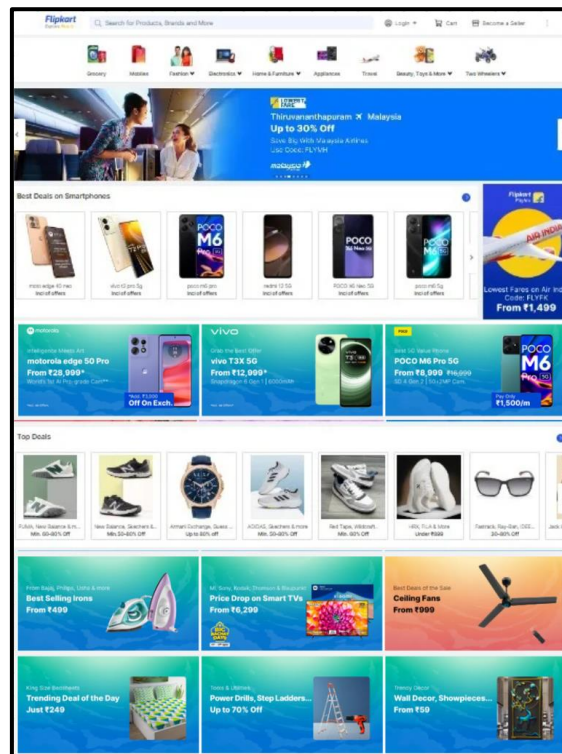
After:



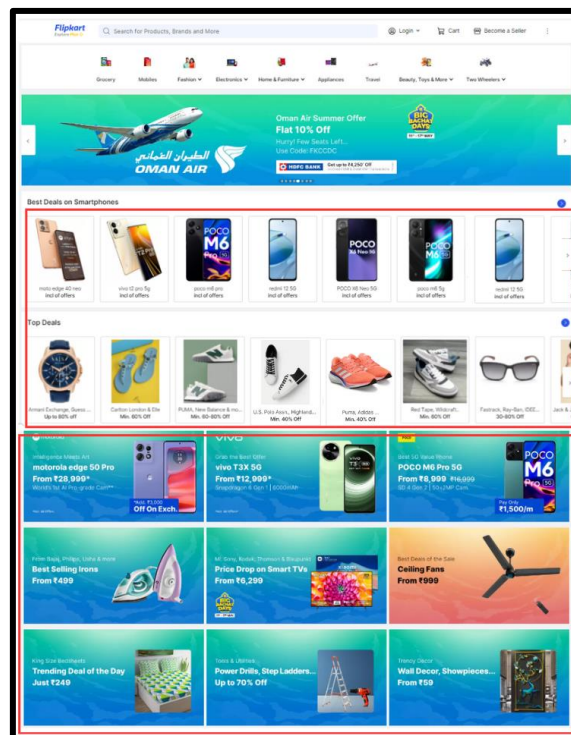
2) Law of Proximity

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

Before:



After:

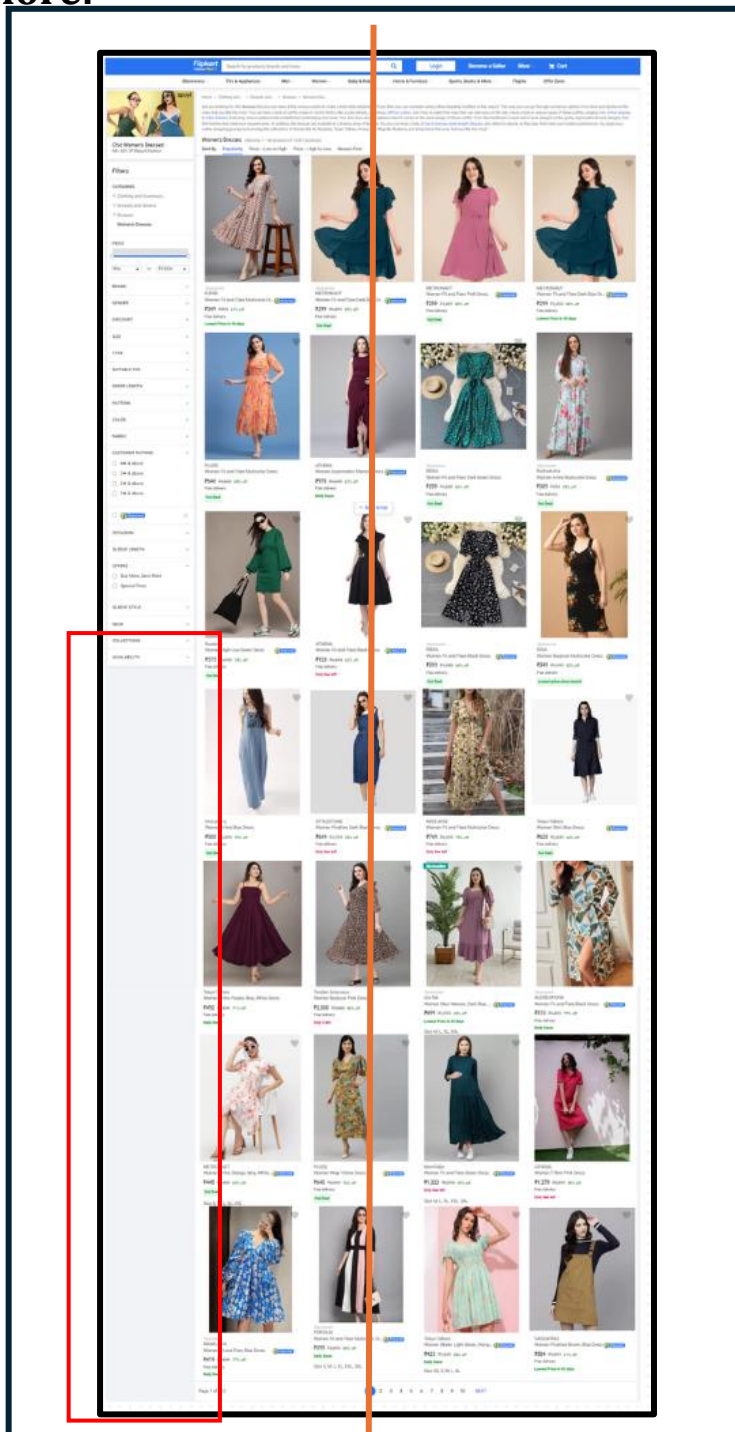


3) Law of Symmetry

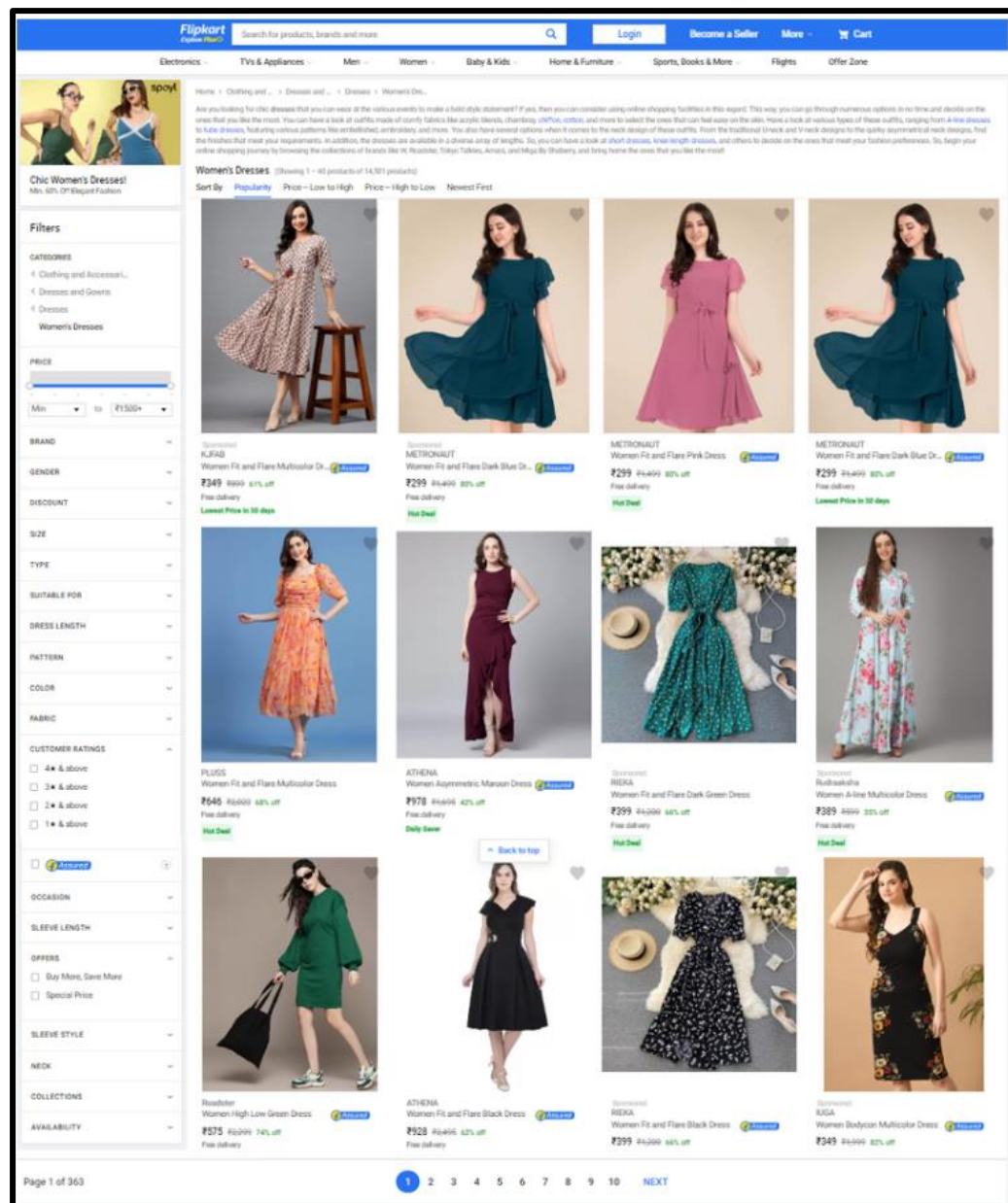
During our analysis of the site, we noticed that when accessing most of the different product sections, the pages did not apply the law of symmetry due to the excessive length of the pages resulting in the left side of the site appearing disproportionately empty.

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:



4) Law of Continuity

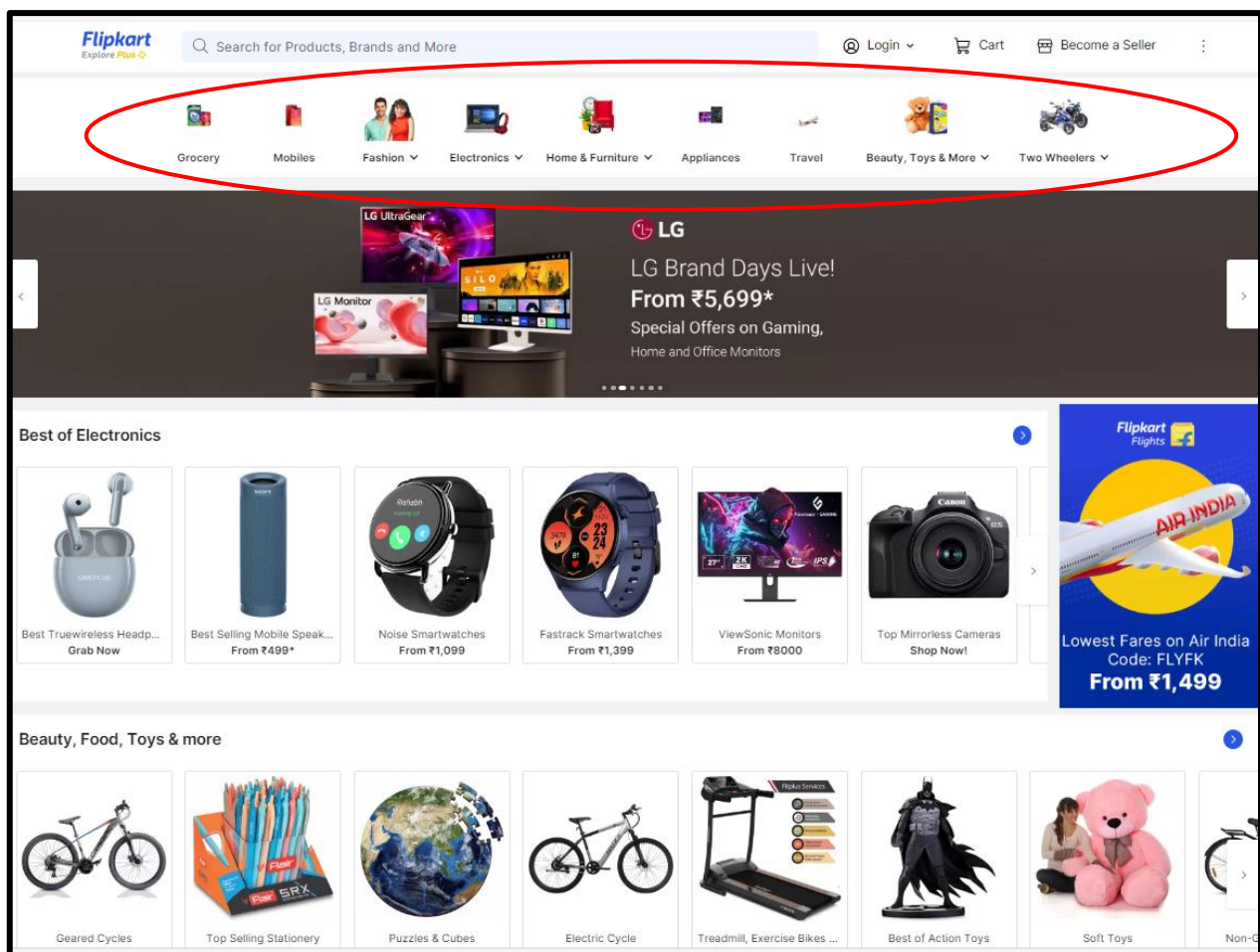
We did not spot any mistakes about Law of Continuity.

5) Law of Closure

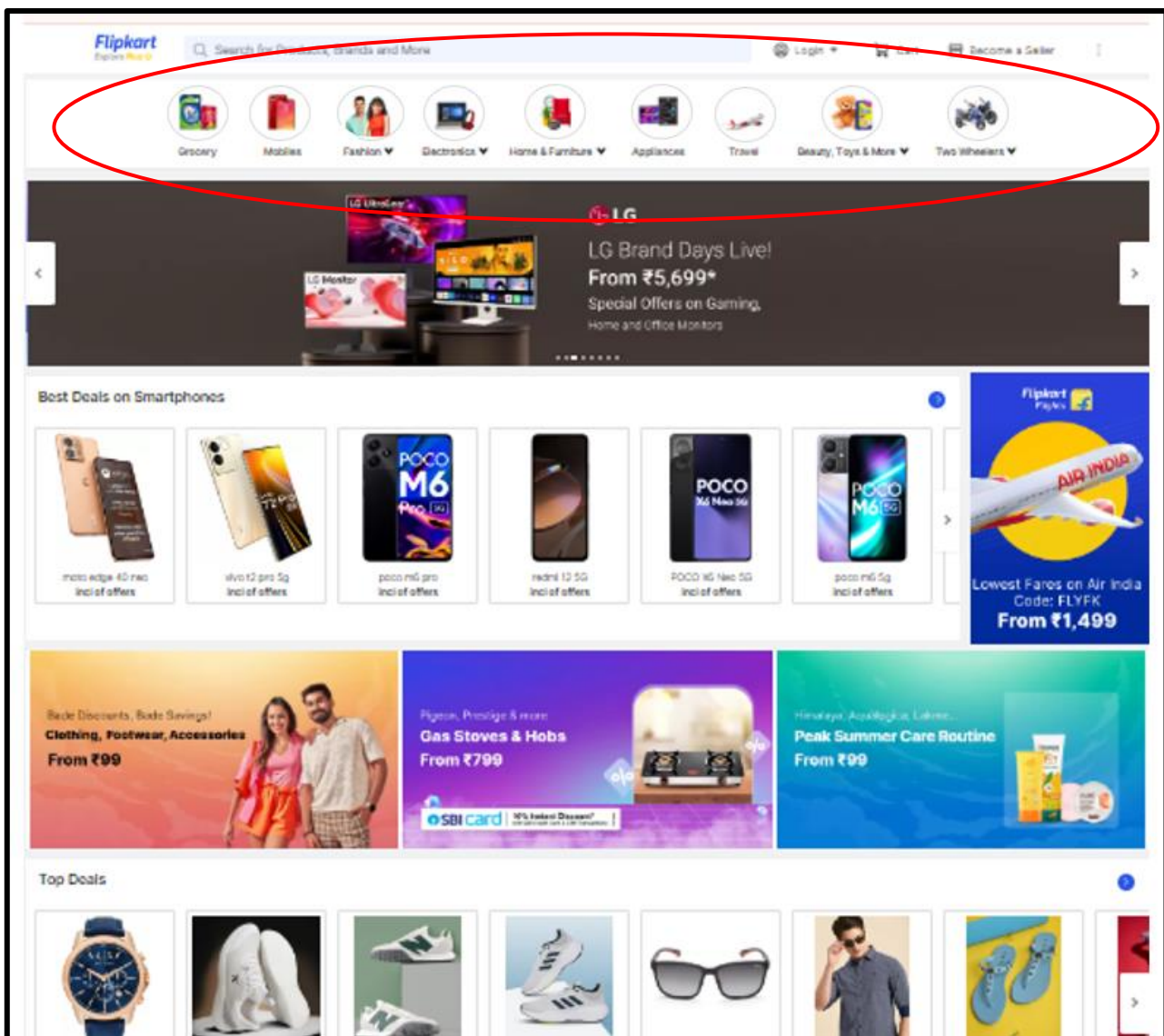
In the images of the menus , the layout lacks clear visual boundaries, making it harder for users to perceive a unified structure.

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:



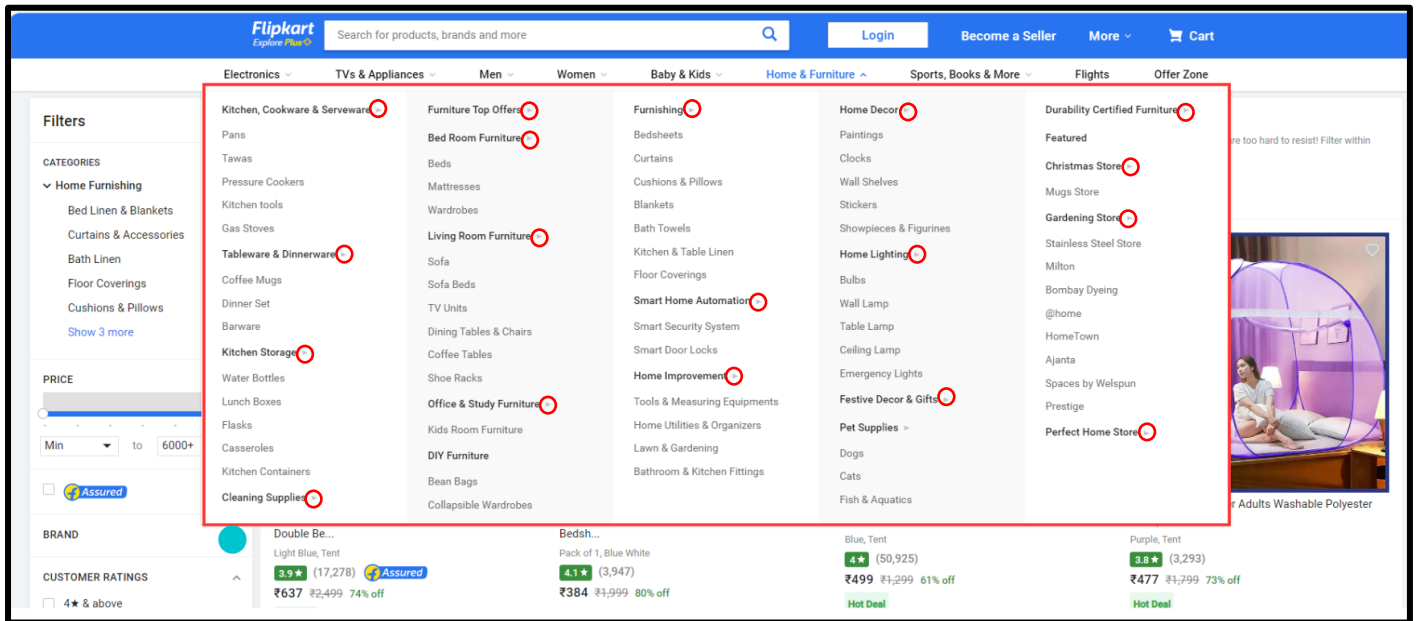
After:



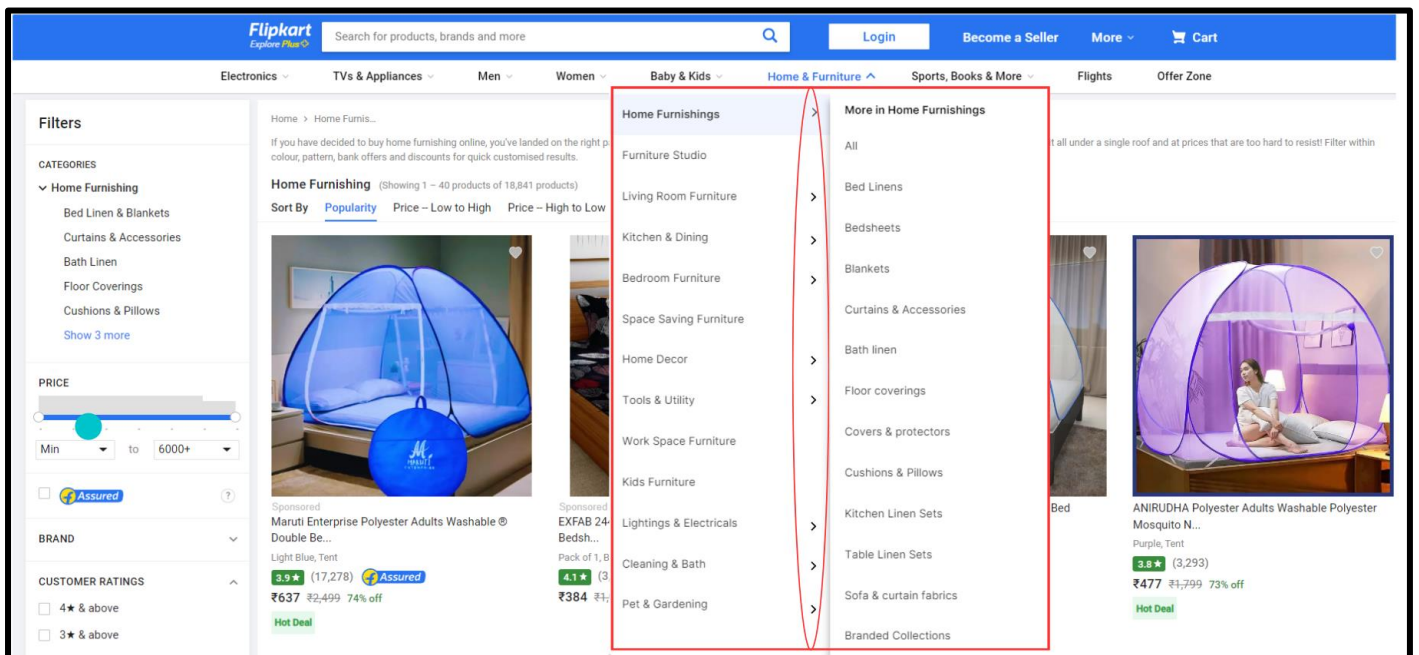
6) Law of Common Fate

- In the design before, when the arrows are pressed, there is no reaction and they point towards the right, and the menus 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:



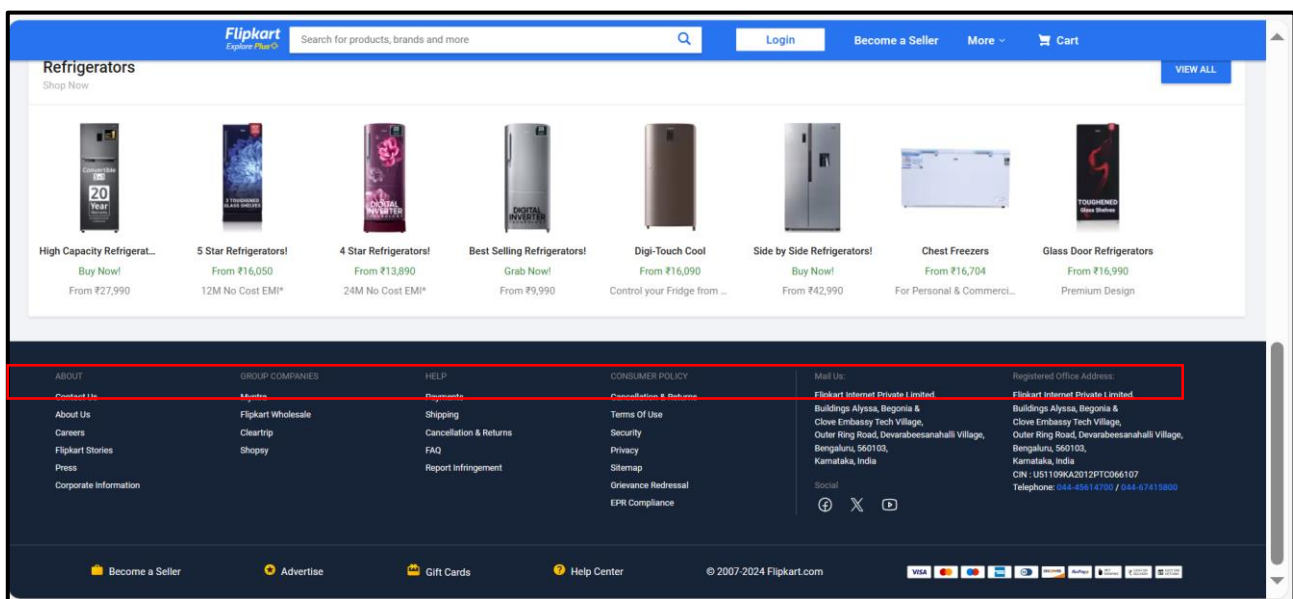
After:



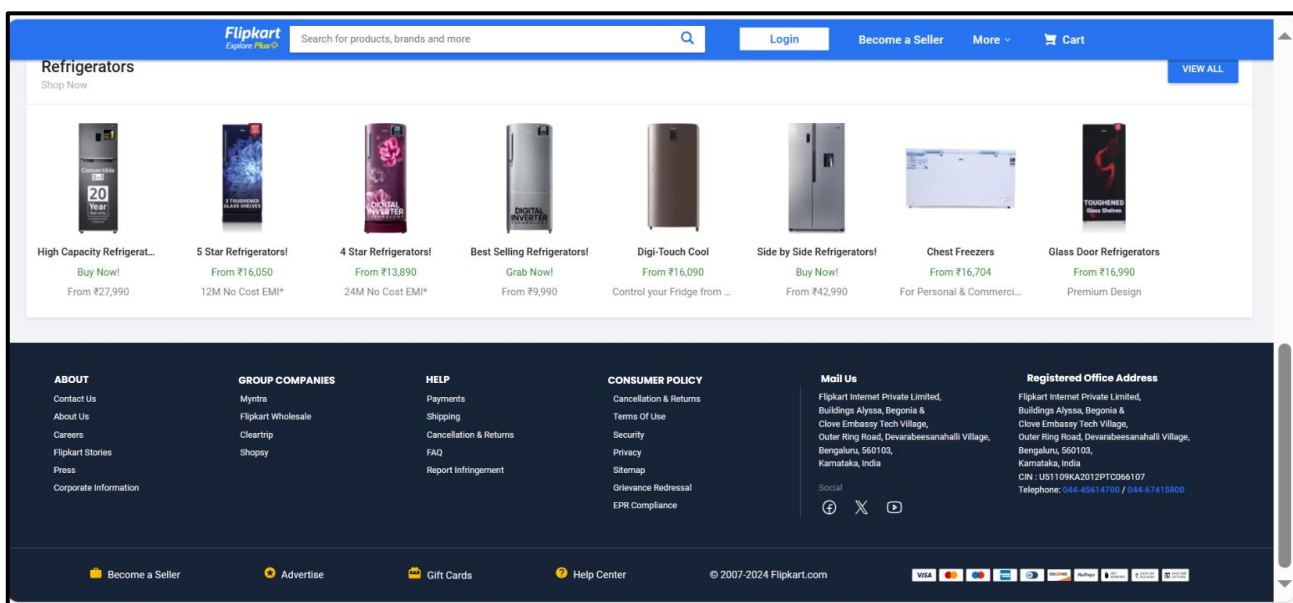
7) Law of Figure and Ground

- 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:



After:



- **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:



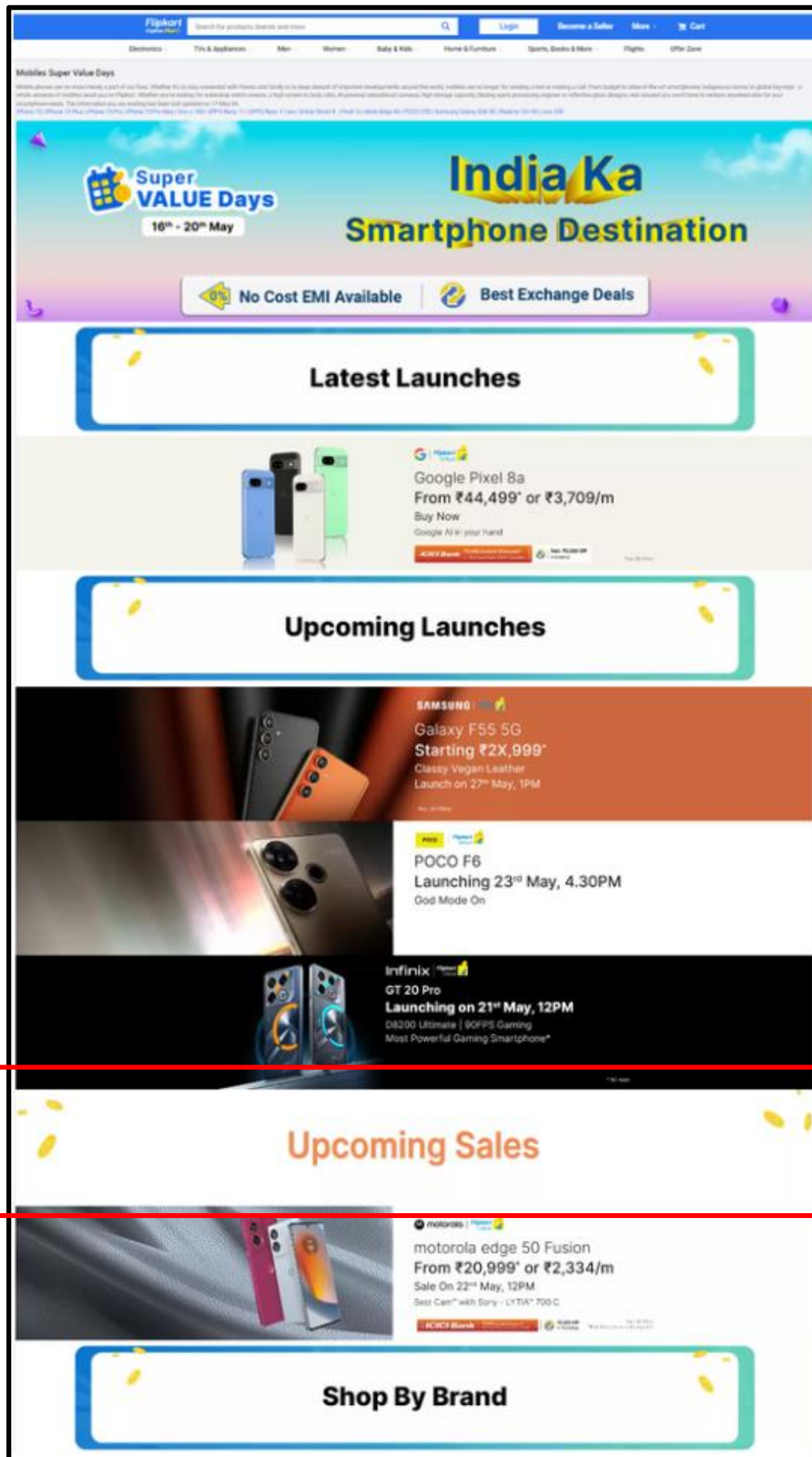
After:



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:



After:

[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

Online stores are always ready to get you best. Whether it's the latest mobile phone models or handy-to-use accessories, Flipkart has got you covered. We have a huge selection of smartphones from leading brands like Apple, Samsung, Google Pixel, OnePlus, Xiaomi, Realme, Vivo, Oppo, Honor, Huawei, etc. You can find everything you need at one place. So, don't miss out on the best deals. Shop now!

Super VALUE Days
18th - 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

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Upcoming Launches

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

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

Infinix
GT 20 Pro
Launching on 21st May, 12PM
D8200 Ultimate | 90FPS Gaming
Most Powerful Gaming Smartphone*

Upcoming Sales

motorola
motorola edge 50 Fusion
From ₹20,999* or ₹2,334/m
Sale On 22nd May, 12PM
Best Cam** with Sony - LYTIM™ 700 C

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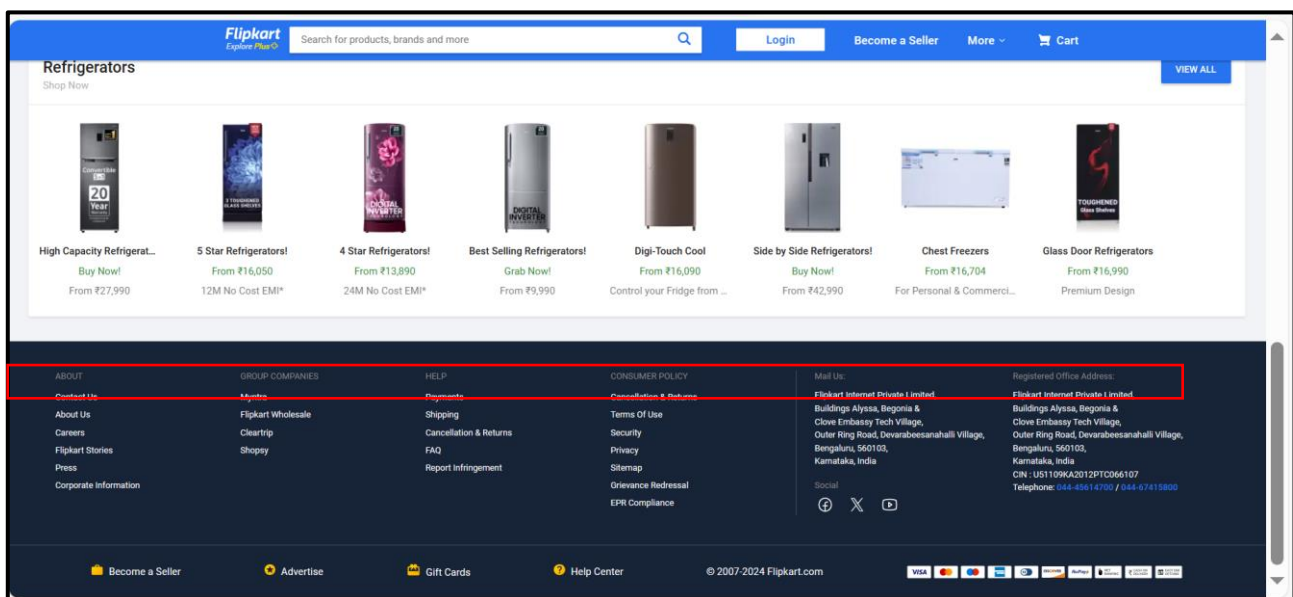
Shop By Brand

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:



After:

