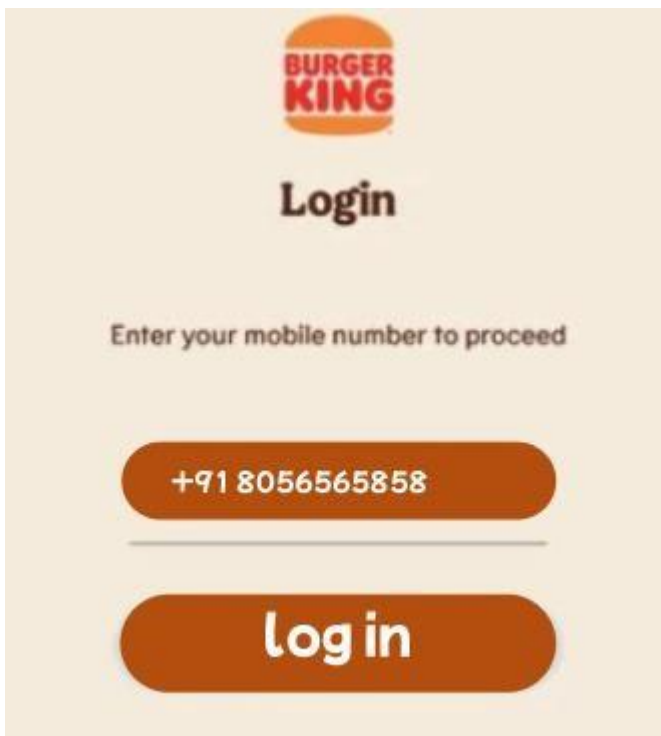


FAMILIAR AND UNFAMILIAR NAVIGATION ELEMENTS EXPERIMENT – 04

1)Login page:



*This is a **familiar** Burger King login screen. It asks the user to enter their **mobile number** to log in. The screen features the **Burger King logo**, a phone number input field (with the **+91 India code**), and

a "log in" button in brown. This is likely used for ordering food or accessing a customer account

2)Unfamiliar Display:



*The burger image represents an **unfamiliar interactive display** where touching any part of it **navigates to another page** instead of behaving like a regular static image. This approach is similar to **unfamiliar navigation methods**, such as **Infinite Scrolling without visible indicators**, where traditional user expectations are challenged. It is

likely part of a **digital ad, clickable banner, or food app UI**, designed to engage users and seamlessly direct them to a **menu, ordering page, or promotional offer** without conventional navigation elements.

3) Offer page:



This image is a **Burger King offer page**, showcasing limited-time deals on popular menu items. It features three promotions: a **burger with fries for ₹299 at 40% off**, the **Angriest Whopper for ₹369**, and **Spicy Fried Chicken for ₹220 with 50% off**. Each offer is highlighted with bold prices and

"ORDER NOW" buttons, making it easy for customers to place an order. The fiery background and engaging visuals enhance the appeal of the deals.

4)Thanking page:



* The image appears to be a thank-you message from a restaurant or food business, expressing appreciation for a customer's order. It features a visually appealing burger with melted cheese, fresh vegetables, and a sesame seed bun, giving it an appetizing and professional look. The message

is friendly and customer-focused, reinforcing a positive dining experience.

Familiar icon:



The image displays an Instagram profile page with a familiar layout, including a profile picture, bio, follower count, and action buttons like "Follow" and "Message." If you're looking to incorporate an Instagram icon on your thank-you page, it should be linked directly to your business profile, making it easy for customers to engage with your brand. A clear call-to-action, such as "Follow us for exclusive deals and updates," can encourage interaction. Additionally, maintaining a clean and professional design ensures consistency with your brand identity while enhancing customer engagement.

Done by:

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