

# Week Four: Exploring Familiar and Unfamiliar Navigation

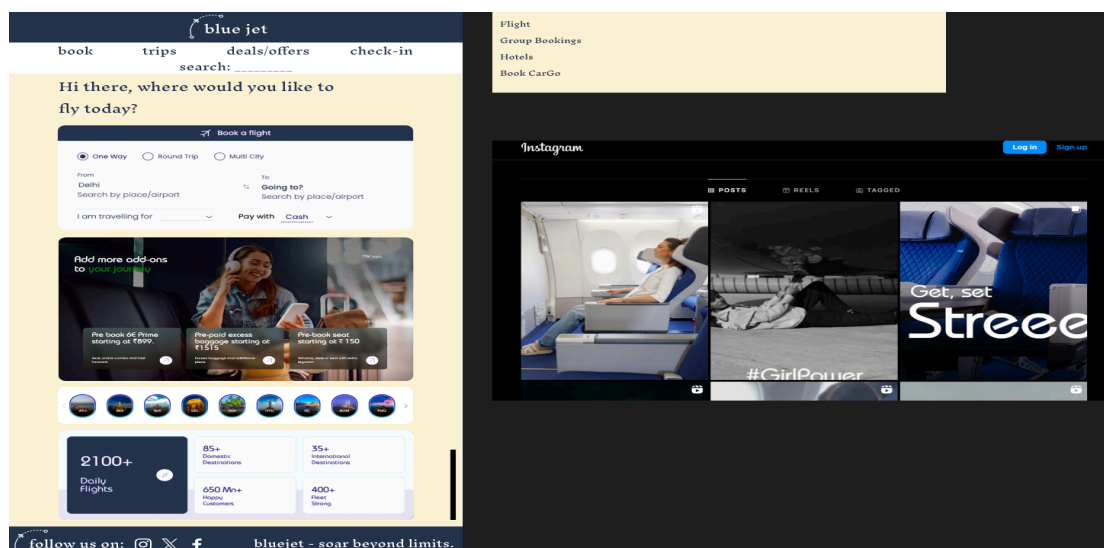
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## Introduction

Navigation is a key element in shaping user experience on a website. A well-designed interface allows users to move through the site effortlessly, while a confusing one can cause frustration. In this study, we explore familiar and unfamiliar navigation by analyzing the BlueJet flight booking website prototype. The design includes elements that users expect, such as a search bar and footer, ensuring easy access to essential functions. At the same time, interactive features like a hover menu for deals and an infinite scrolling destination selection provide a modern yet unconventional browsing experience, requiring users to adapt to new patterns.

## Prototype

The BlueJet flight booking website prototype is designed to provide a seamless and user-friendly experience. It features a clean layout with well-structured sections, ensuring easy access to key functionalities. The homepage includes a prominent flight search module, interactive elements for exploring travel deals, and visually engaging components that enhance usability. The prototype aims to balance aesthetics and functionality, making flight booking efficient and engaging for users.





book

trips

deals/offers

check-in

search: \_\_\_\_\_

Hi there, where would you like to fly today?

Book a flight

☒ One Way ☐ Round Trip ☐ Multi City

From

Delhi

Search by place/airport

To



Going to?

Search by place/airport

I am travelling for \_\_\_\_\_

Pay with **Cash** \_\_\_\_\_

Add more add-ons  
to **your journey**

Pre book 6E Prime  
starting at ₹899.

Seat, snack combo and Fast  
Forward.



Pre-paid excess  
baggage starting at  
₹1515

Excess baggage and additional  
piece



Pre-book seat  
starting at ₹ 150

Window, aisle or seat with extra  
legroom



2100+

Daily  
Flights



85+

Domestic  
Destinations

35+

International  
Destinations

650 Mn+  
Happy  
Customers

400+  
Fleet  
Strong

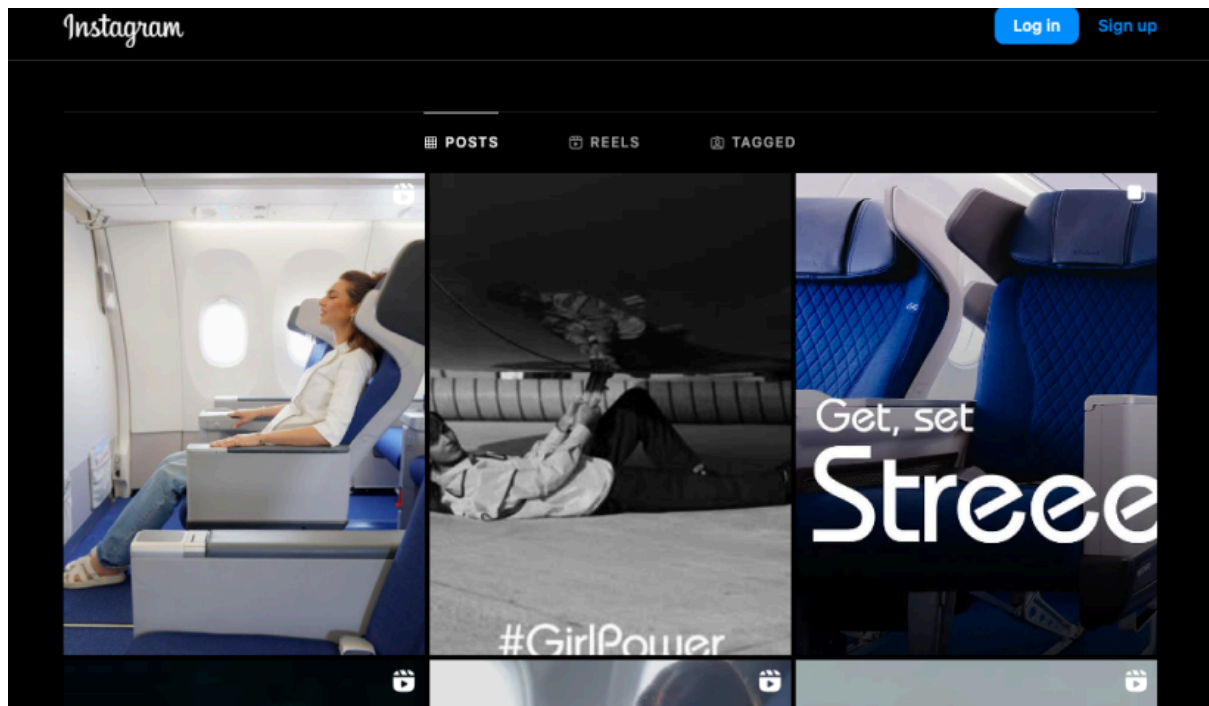


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## Familiar Navigation

Familiar navigation elements are those users expect based on prior experience. In a flight booking website, the **search bar** is an essential component. Users instinctively enter their departure and destination details, knowing this is the primary way to search for flights. Similarly, the **footer** provides quick access to important links, such as customer service, FAQs, and terms & conditions. These elements follow established design patterns, making them easy to use without additional effort. For example, clicking on the Instagram icon in the footer directs to the company's Instagram account.



## Unfamiliar Navigation

Unfamiliar navigation elements require learning or adaptation. On a flight booking website, a **hover menu** displaying additional options, such as exclusive flight deals or recommendations, may not be immediately obvious to users unfamiliar with hover-based interactions. Another example is **infinite scrolling**, often used when browsing flight options or travel destinations. Unlike traditional pagination, this design continuously loads content as users scroll, which might not be intuitive for everyone. Here, hovering over the **"Book"** option in the menu opens a submenu.

- Flight
- Group Bookings
- Hotels
- Book CarGo

## Conclusion

This study shows how familiar and unfamiliar navigation elements impact user experience. Features like the search bar and footer are instantly recognizable, allowing users to navigate the site with ease. On the other hand, elements like the hover menu and infinite scrolling introduce new ways to interact but may require users to adjust their browsing habits. While familiar navigation ensures efficiency and accessibility, unfamiliar features can make the experience more dynamic and engaging. The key is to strike a balance—maintaining intuitive design while incorporating interactive elements that enhance usability without overwhelming the user.

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