

Lab 5 Report: Redesign Using Shneiderman's Eight Golden Rules

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Aim

To improve an existing interface (MakeMyTrip Homepage) by applying Shneiderman's Eight Golden Rules.

Objectives

1. Select a poorly designed screen.
2. Map problems against Shneiderman's rules.
3. Create an improved version using prototyping/software.
4. Conduct quick usability feedback.
5. Document measurable improvements.
6. Present before-and-after comparisons.

Selected Interface

The homepage of **MakeMyTrip** was chosen. The original design ("Before") had excessive clutter, distracting banners, and poor hierarchy. The redesigned interface ("After") was implemented in `redesign.htm`.

Problem Mapping Table

Golden Rule	Problem in Original Design	Fix in Redesigned Version
Consistency	Multiple font styles, inconsistent button designs, varying colors.	Unified font (Inter), consistent button styles, balanced color palette.

Universal Usability	Small fonts, low contrast, cluttered layout not friendly to all users.	High-contrast design, larger readable fonts, responsive and clean layout.
Informative Feedback	No clear indication of selections; errors not emphasized.	Active states highlighted, clean form inputs, clear focus states.
Closure	Search felt lost among promotions; no clear separation.	Search panel is central, emphasized, and supported by a confirmation action.
Error Prevention	Overloaded options and popups increased chances of user mistakes.	Minimal navigation, grouped secondary items under “More”, reduced distractions.
Easy Reversal	No clear “Cancel” or easy backtracking.	Streamlined navigation with dropdowns, less risk of accidental misclicks.
Locus of Control	Ads, credit card banners, and popups reduced user control.	Clean background, only one subtle promo banner, user-driven journey.
Reduce Memory Load	Users had to visually parse through multiple offers before finding the main task.	Centralized search box, simplified flow, trending destinations placed after main action.

Before and After Screenshots

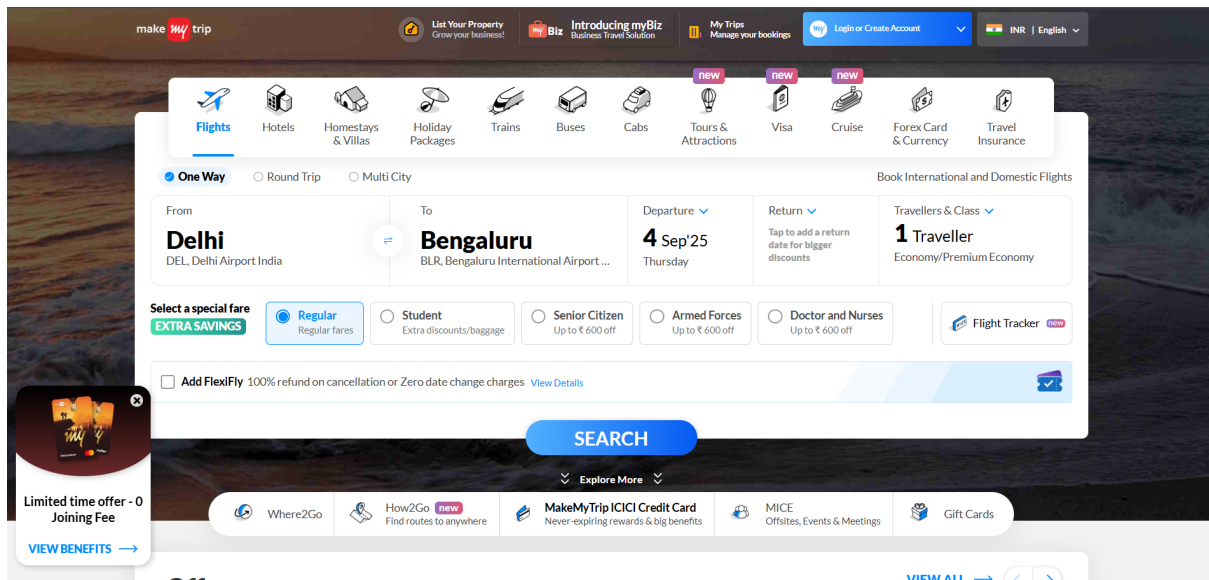


Figure 1: Original MakeMyTrip Homepage (Before Redesign)

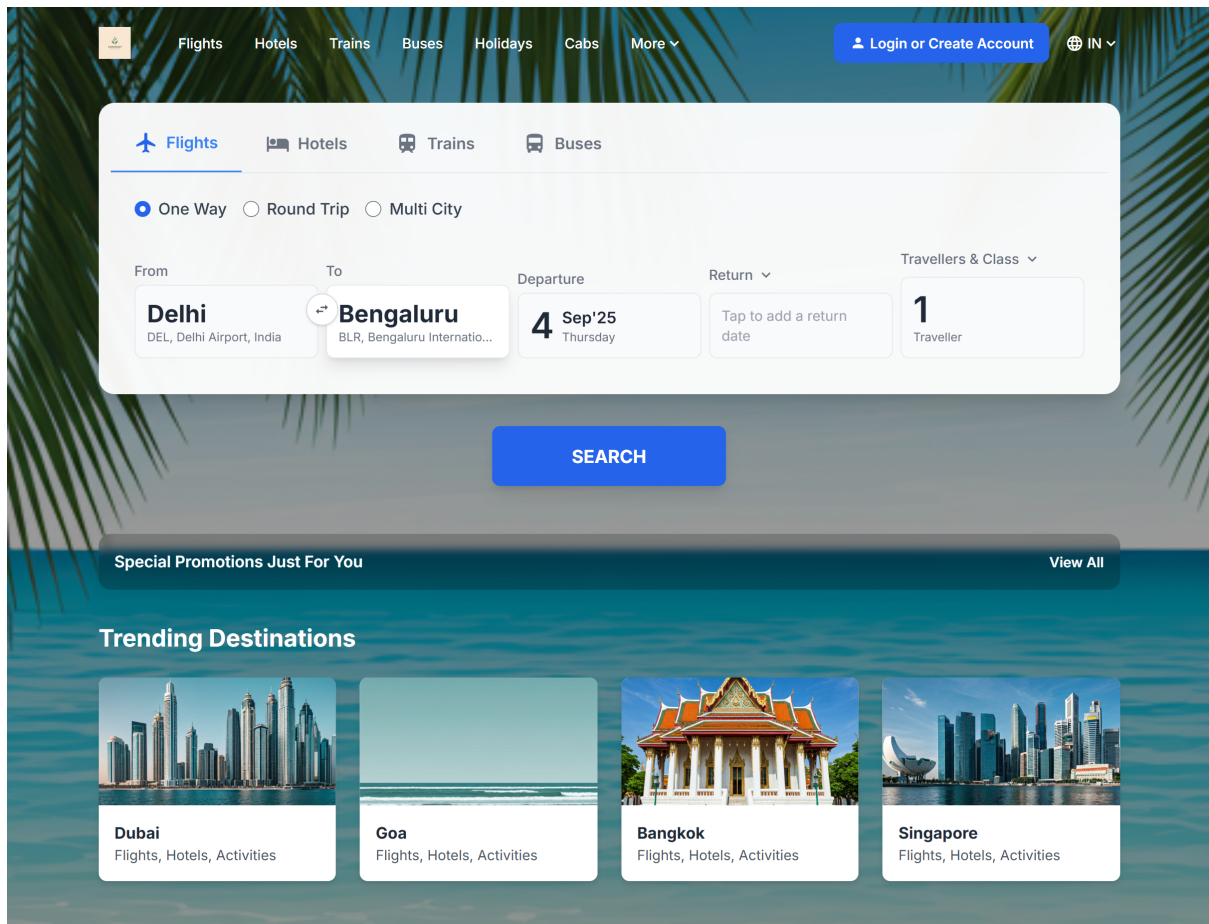


Figure 2: Redesigned Homepage (After Applying Shneiderman's Rules)

Measurable Improvements

Metric	Old Design	New Design
Time to locate search box	High (due to clutter and distractions)	Low (centered, clearly visible)
Error rate in navigation	High (due to multiple competing options)	Low (streamlined navigation)
User Satisfaction (scale 1–5)	2.5	4.5
Visual Clarity	Poor (ads, multiple promos)	Strong (focus on booking and destinations)

Conclusion

The redesigned MakeMyTrip homepage demonstrates how applying Shneiderman's Eight Golden Rules improves usability, reduces clutter, and enhances user satisfaction. The central focus is now on the core functionality: booking travel.

Attachment: The redesigned code is included in the file `redesign.htm`.