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CS23A34
USER INTERFACE AND DESIGN LAB

Laboratory Observation NoteBook

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Evaluating the Effect of Chunking on User Memory in UI Design

Aim:

To examine how chunking (grouping visual elements such as icons or text) affects users' ability to recall information in a UI environment designed in Figma.

Procedure:

Step 1: Setting Up the UI in Figma

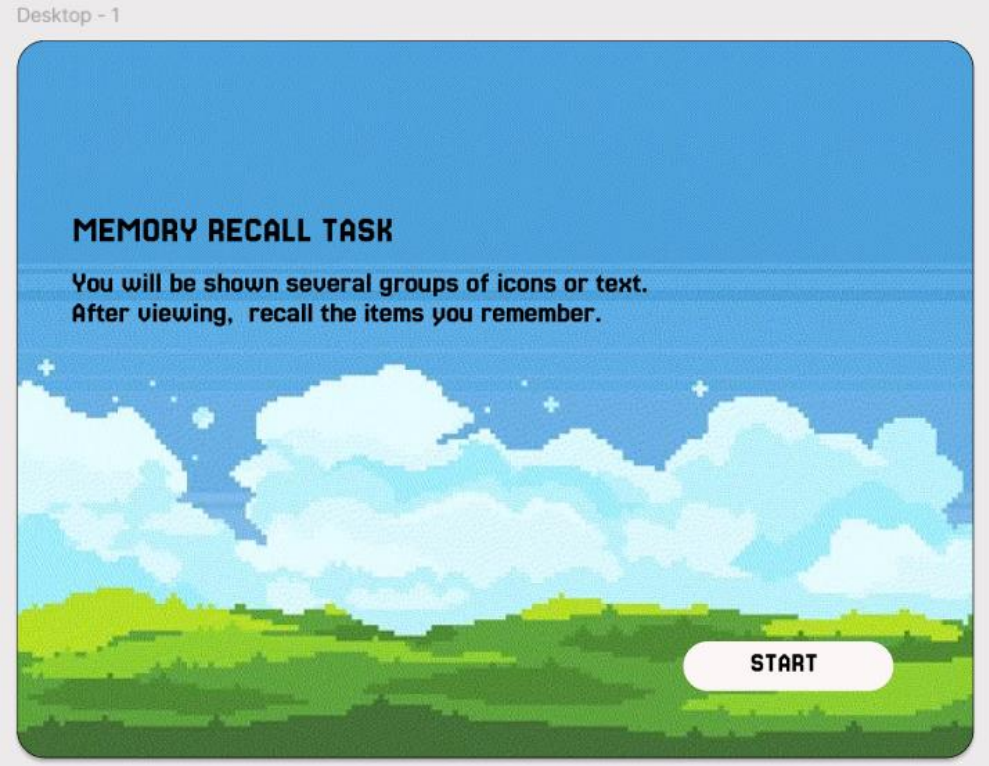
1. **Create a Home Screen (Instruction Page)**
    - Open Figma and create a **new frame** (1024x768px for desktop view).
    - Add a **heading**: "Memory Recall Task."
    - Provide **instructions** explaining that users will view grouped icons/text and recall them later.
    - Create a **Start button** using a rectangle and link it to the next screen using Figma's **Prototype feature**.
2. **Chunking Phase (Display Chunked Items)**
    - Create a **new frame** to show the items users will memorize.
    - Design two versions:
        - **Chunked Design:** Group icons or text into 3-5 item clusters using boxes.
        - **Unchunked Design:** Display items randomly without clear separation.
    - Set up a **5-second delay** to automatically transition to the next screen.
3. **Recall Phase (User Memory Test)**
    - Create a **new frame** for recall.
    - Design two options for user input:
        - **Multiple-choice selection:** Users select from a set of options.

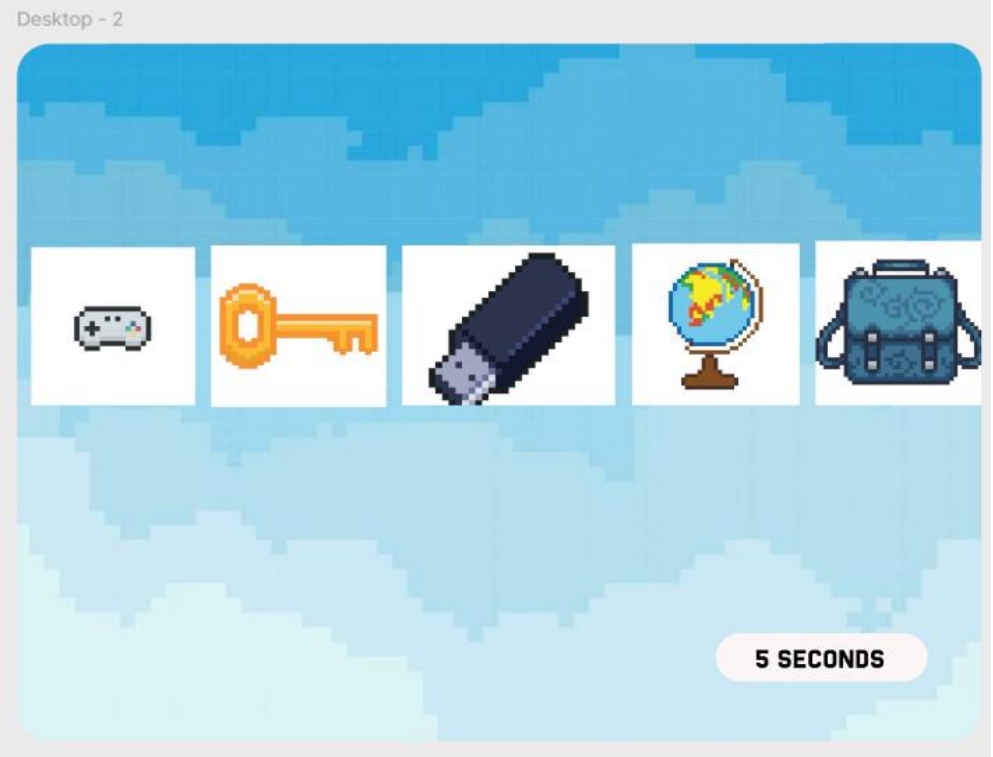
- **Text input fields:** Users type the items they remember.

- Add a **Submit button** to move to the results screen.

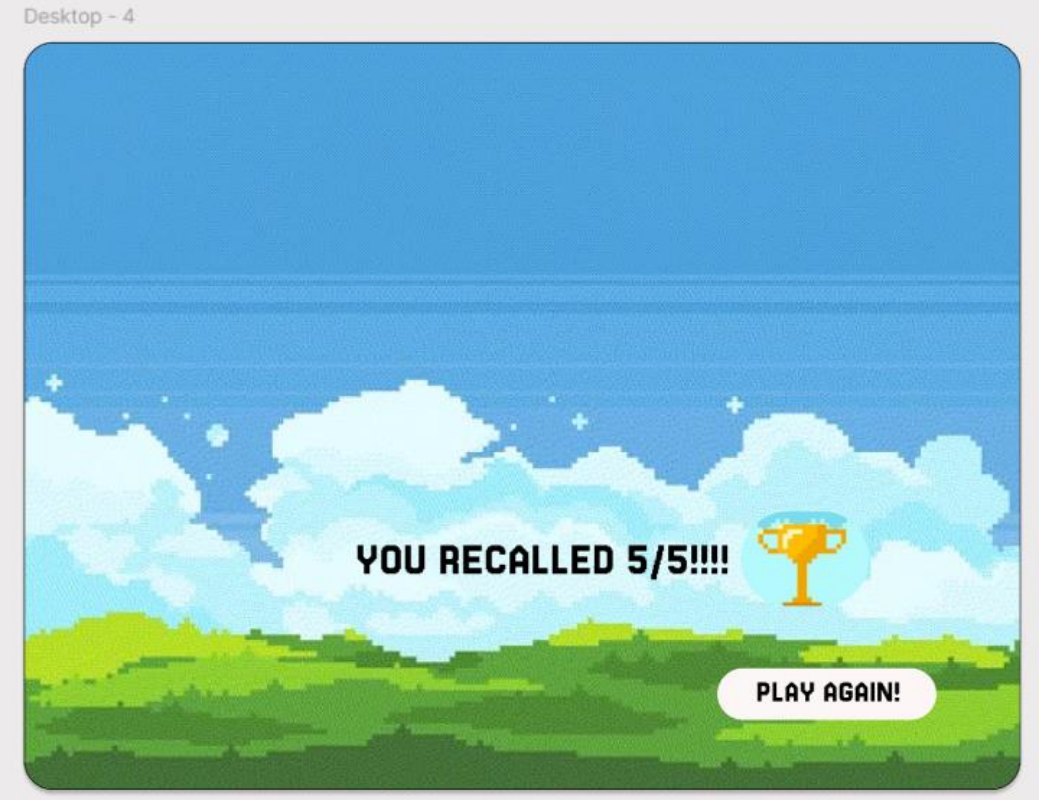
4. **Result Screen (Feedback and Analysis)**
   - Show feedback like: “You recalled 4/5 items correctly!”
   - Record user performance based on the number of correct answers.
   - Compare results for chunked vs. unchunked groups and icons vs. text-based chunks.

Output




Desktop - 2
5 SECONDS


Desktop - 3
Enter the items you remember
OBJECT1-_____
OBJECT2-_____
OBJECT3-_____
OBJECT4-_____
OBJECT5-_____
RECALL!



Results:

Users recalled chunked items better than unstructured ones, with icons being more memorable than text. The optimal chunk size was 3-5 items, as recall dropped beyond this. Multiple-choice input was easier, but text input led to better memory retention.

Link

https://www.figma.com/design/rV9LXcUBvMP6SlcDTK38e9/Excerise2?node-id=0-1&t=kegOrF0sQMpqBRzs-1