Experiment No. 2: Memory Recall Task UI Design in Figma

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:

1. Set Up the Experiment

- Open Figma and create a new project.
- Design a memory recall task interface with two screens:
    1. **Instruction & Start Screen**
    2. **Item Display & Recall Screen**

2. Design the Instruction & Start Screen

- **Title:** Add a heading that says *"Memory Recall Task"* using a decorative font.
- **Instructions:** Provide a short description explaining that users will view items for 5 seconds and then recall them.
- **Start Button:** Add a clearly visible button labeled *"Start"* to proceed.
- **Background & Styling:**
    - Use a gradient background with abstract patterns.
    - Place all elements centrally for better visibility.

**3. Design the Item Display & Recall Screen**

- **Grid of Icons:** Display multiple simple black-and-white icons representing everyday objects.
- **Timer Concept:** Users view the icons for a limited time (5 seconds).
- **Next Button:** A button labeled *"Next"* to proceed to the recall phase.
- **Visual Design:** Maintain a consistent theme with the previous screen.

4. Add Interactivity (Prototyping)

- **Link Screens:**
    - Connect the *Start* button to the *Item Display & Recall* screen.
    - The *Next* button can be linked to a third screen where users input recalled items (if applicable).
- **Set a Timer (Optional):** Use Figma's prototype delay feature to simulate a 5-second display before transitioning.

5. Test & Export

- Preview the prototype in Figma and check the transitions.

- Share the design with testers or export assets if needed.
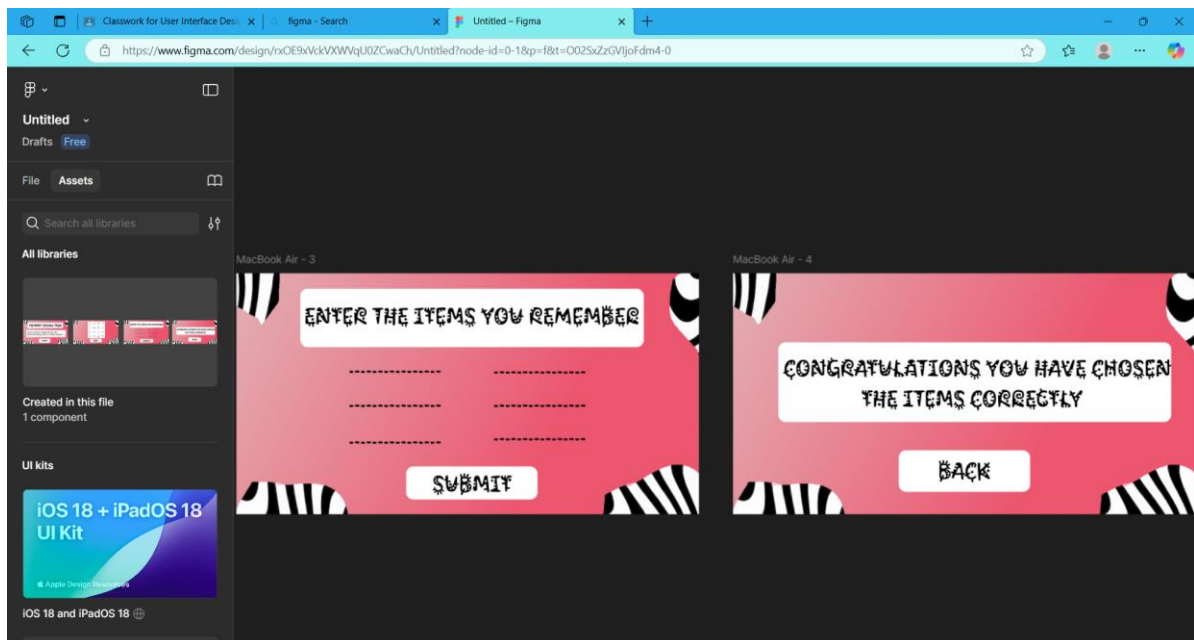
Conclusion:

The UI ensures a smooth and engaging memory recall experience with clear instructions and navigation.