Memory is the ability to store and recall information.

-Users should have easy access to all info needed to complete a task without having to commit it to memory.

- Do not overload users' memories with complicated procedures for carrying out tasks.
- Design interfaces that promote recognition rather than recall by using menus, icons, and consistently placed objects.

Reference of the image (description of design implications):

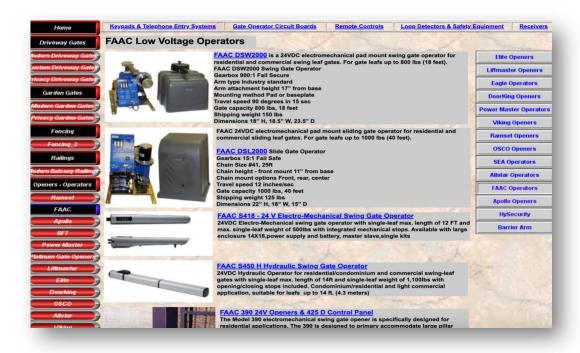
https://books.google.com/books/about/Interaction Design.html?id=n0h9CAAAQBAJ

Issue:

Inconsistent layouts on product pages. The Ramset page flips this order, with the product image on the left and the details on the right. This is not how typical product pages are organised. The way the photos work is also inconsistent; some enlarge, some redirect, and the colour palette is inconsistent.

FAAC low voltage operators





Why it is an issue:

The user experience is hampered by an inconsistent interface, which raises cognitive burden and requires users to relearn navigational habits.

Redesign:

Standardizing all page layouts. Displaying the products on one side(left) and product description on the other side(right).



Why redesign is better?

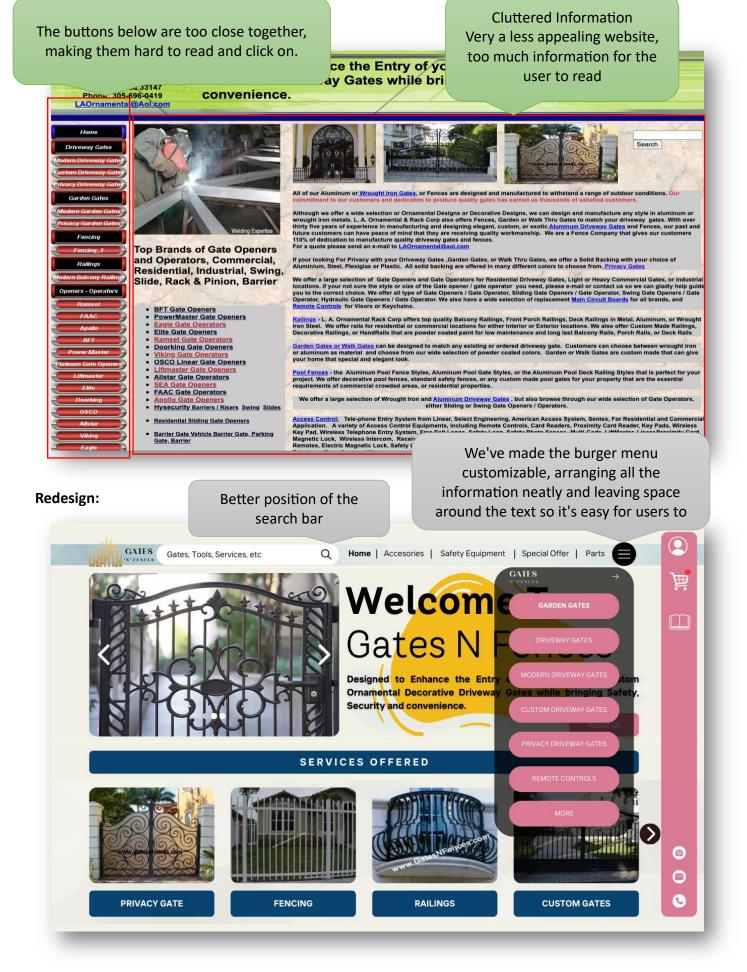
Consistent images of the product and theirs respective description is clearly visible and user can easily differentiate the difference with its electronic specifications and normal specs. Hence reducing the user's cognitive load.

Fitt's Law: Fitts' Law states that the time required to move to and select an object on a screen depends on the distance to the object and its size. ("Week 6: HCC629-Information Processing," Slide 46.)

Issue: The current issue involves a cluttered interface with buttons that are too close together, particularly on the left side of the user interface. This clutter makes the buttons appear small and leads to frequent misclicks, forcing users to spend extra time attempting to click the correct button. Also the search area is not visible at first glance which is one of the important features of a website, Additionally, there is very little spacing between words, making the button labels, which are alongside the icons, difficult to read and select. Also, The website is overloaded with information and lacks visual appeal, making it challenging for users to process the content.

Why is it an issue:

- Navigation becomes harder, Users struggle to click the right buttons, leading to frustration.
- It wastes time. Complying with Fitts' Law, an uncluttered interface speeds up task completion. A messy layout slows users down.
- It's less accessible, and Users with difficulties have a harder time using the site, limiting its reach.
- A cluttered and information heavy website can turn users away as it looks unappealing.
- User satisfaction drops, and Poor design can lead to users not coming back or recommending the site.



Why is redesign better: Make all the page designs the same [Traditional Layout]. We're showing the products in a way that makes it easy for users to find what they need to know about them and quickly find all the important features. The addition of the hamburger menu eases the user experience and makes the website look more elegant and professional. Improved search button, which catches users' attention.

Attention: How information is shown can significantly impact how simple or hard it is for someone to focus on the right details. Attention means how well a user can concentrate on a specific item or task. (From Week 6 Lecture, Slide 7)

Issue: The website looks messy and doesn't grab your attention because the words are hard to read and the pictures aren't interesting.

Why it's an issue: This makes it hard for people to use the site. They might get annoyed and leave because they can't find what they need quickly or enjoy looking at the site. It's important to make everything clear and look nice so people want to stay and use the website. Also it doesn't align with the concepts taught in the class such as salient information and clear goals



Why is the Redesign Better: My design makes it easy for people to find what they're looking for because everything is clean and clear.

Clear Goals: I've set up the website so the main things we're selling are the first things you see. This helps you know what to do next, like finding the product you want quickly.

Salient Information: I used big, nice pictures for the stuff we really want to sell and put them where you can't miss them. This way, you notice the important things right away and don't get lost in other less important stuff.

So, with my design, you can spot and buy what you need fast, which is not only good for you but also great for our business because it might help us sell more and earn more money.

Features:

Streamlined Navigation: The redesigned menu is straightforward, making it easier for users to jump to different sections without confusion.

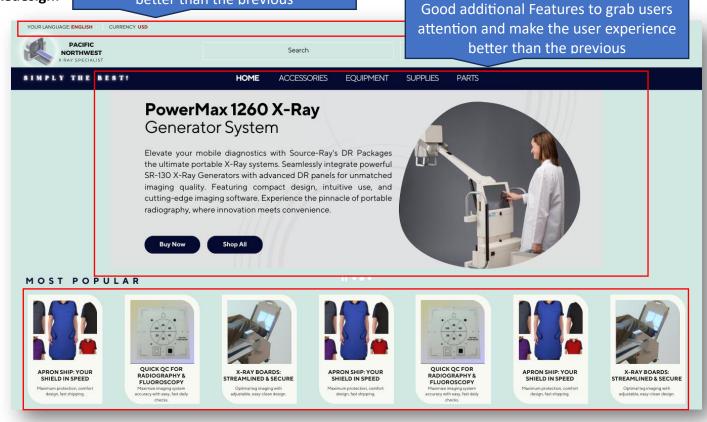
Enhanced Visuals: The website has pretty pictures and colours that make you want to look at it more. **Improved Readability:** The writing is big, and there's enough room between the words, so you can read everything without squinting.

User-Focused Layout: The prioritization of popular products and important information front and centre ensures that users find what they need quickly.

The text may look smaller in the pdf but its actually visible on the website*

Good additional Features to grab users attention and make the user experience better than the previous

Redesign:



References:

- Kleinsmith, A. (2024, March 4). HCC629-wk6-S24-AttentionMemoryFitts slides(pg.7-39)

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