# Question 3

Attention – This is highly utilised as the website needs to draw the user into wanting to use their website to book their tickets. The attention is vital and this is what makes a website number 1 or number 2. This is the focus of the user on a specific task or object. To get the user to focus properly on something you need to invoke stimulus for the user to draw their attention to a specific thing, (Rogers, 2013). Attention is correct as it makes the user focus on the task at hand and does not allow them to be side tracked by flashing images or adverts on the website. By having more interactive buttons on the website it allows the user to be more involved with the website and allows them to give more attention to the website then they would usually do. The more interaction with the website the more the user gets involved and interested, but not to go to a point where it becomes annoying to the user by having so many interactive operations.

Perception - How the user sees the world. Perception is the way in which the user takes in things and changes them into experiences, (Rogers, 2013). The website must be laid out in such a way that it is very easy for the user to make sense of it. The user must be able to look at the form and be able to manage it and fill it in without having to research how to work it and what each field does. Perception is correct in this case as the user once on the website is guided to what he has to do in order to book flights and get the tickets. The website is very user friendly and the buttons are colour coded to even further help the user when they are using the form.

Memory – Memory is not really utilised as you do not need to store information about the website and how it functions as you use it in real time. This involves coding of experiences and recalling them again accurately. We cannot however always recall everything due to the filtering which goes on in our brains, (Rogers, 2013). The context of the situation also comes into play when recalling the memory. We are able to recognise things much easier than we are to recall. The user does however have to remember that where there destination is and they specific dates they are booking the flights for. This is the only part of memory the user needs to recall and remember when they are using the website.

Learning – Learning is not a vital tool used by the user when going along the process of booking tickets on the website. However learning where the buttons are and what they do is a good and handy tool to help the user become faster and more efficient. Learning is the process where the user starts to recognise a pattern in the way in which the data is structured. The website is so user friendly that he user does not need to sit and learn how the website works in order to use it properly, but as the user plays with the website they learn little things as they click on the calendar dates and see that it changes to book different days. It is not a necessary process but it does make the user able to work faster on the website when they want to make a booking.

Reading, Speaking and Listening – This is one of the most important cognitive processes as this is how the user processes all the information. The user uses this process to notice attention, perception, memory and learning. This is the core of all human interaction. The user has to use this process to interact with the website using all the buttons and calendars. Reading can be faster than listening therefore by having text rather than having an audio clip will make it faster for the user to interact with the website. However studies show that many people find listening much easier than reading and get a better understanding from it. By having a balance in the website this makes the user able to fully utilise their reading and listening skills to get a full rounded understanding of the task at hand. Many applications and websites do actually have an option to read out the text to the user when they want to listen instead of read. This process is correct as it happens in every day human life and is vitally important.

Problem solving, planning, reasoning, and decision making – The user has to plan ahead as to which dates they are planning on flying to their destination. This is a very important part of using the website as the user needs to get the correct information about their trip. The user also has to then use decision making to make a clear decision as to which airline they will use to travel with. Lastly they will have to use reasoning for a clear decision between the airlines as to specific costs and dates and times of the flights. All these need to be taken into account when the user is making a booking for the flight on the website. This is again a very important cognitive process which we have to utilise in everyday life to make sure we get the best possible service which satisfies out needs correctly.

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