# Question 3

Attention – 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.

Perception - How the user sees the world. Perception is the way in which the user takes in things and changes them into experiences.

Memory - 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. 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.

Learning - Learning is the process where the user starts to racognise a pattern in the way in which the data is strudctured

Reading, Speaking and Listening - ;