

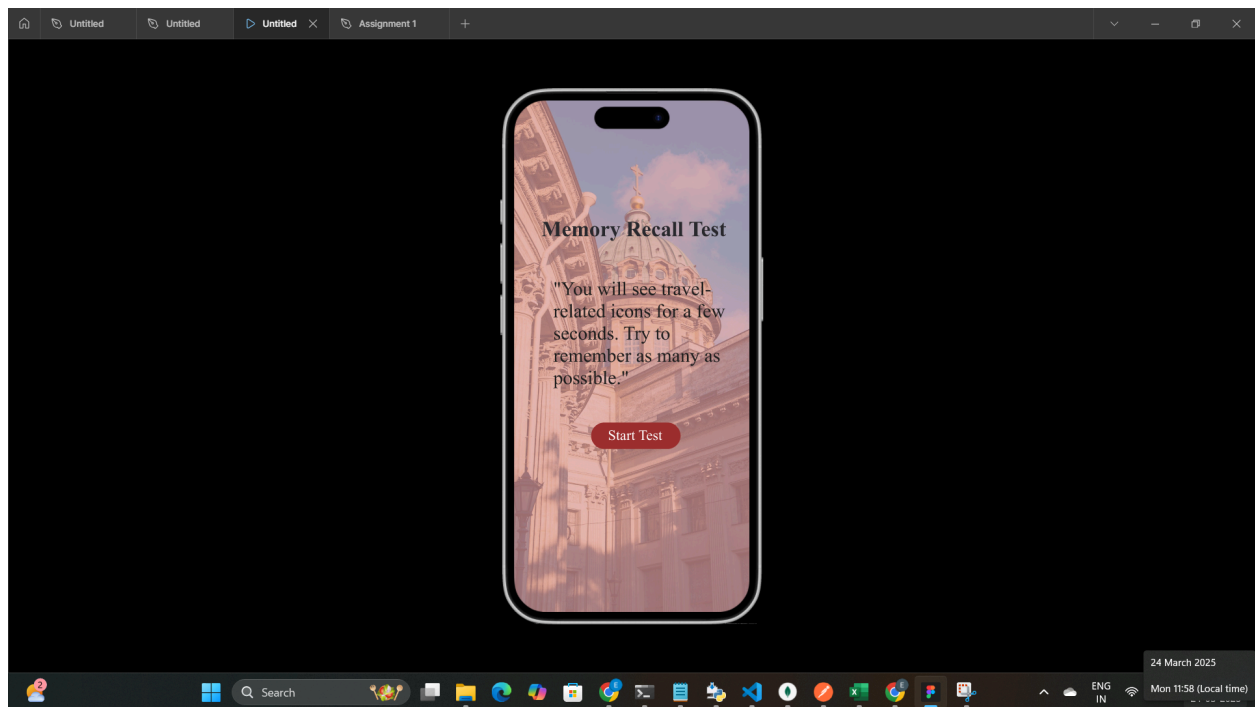
UID LAB ASSIGNMENT 2 - CHUNKING

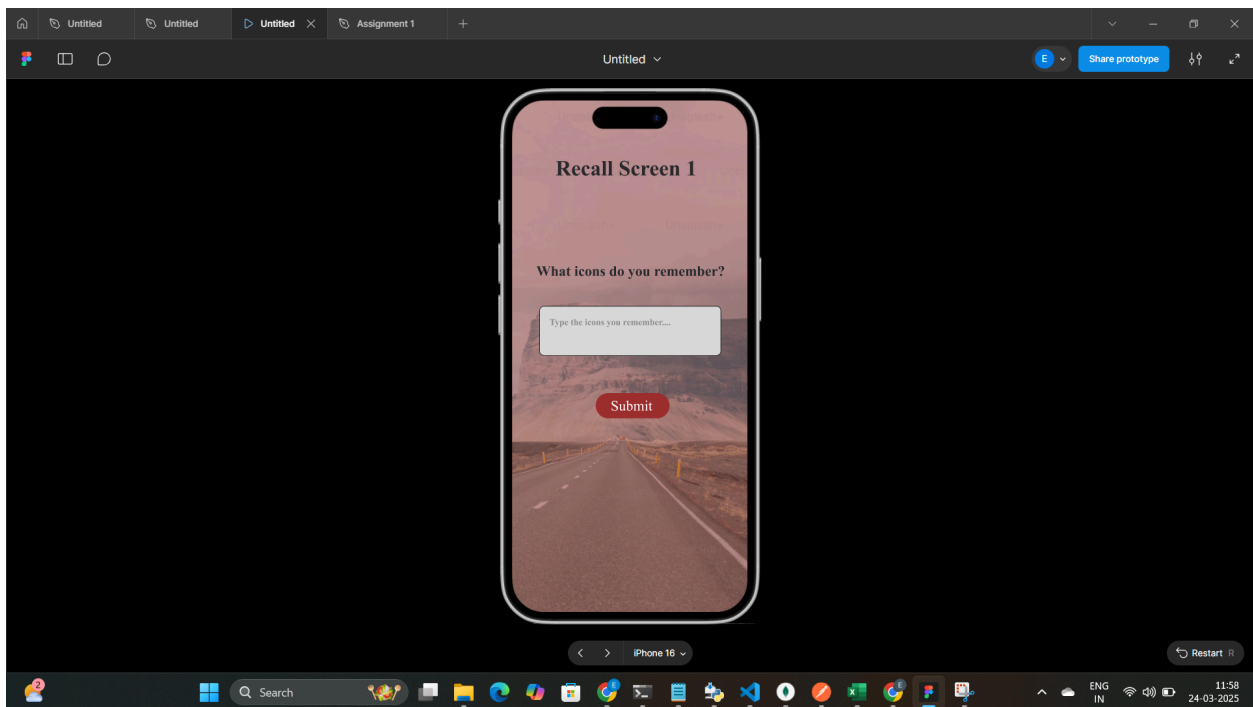
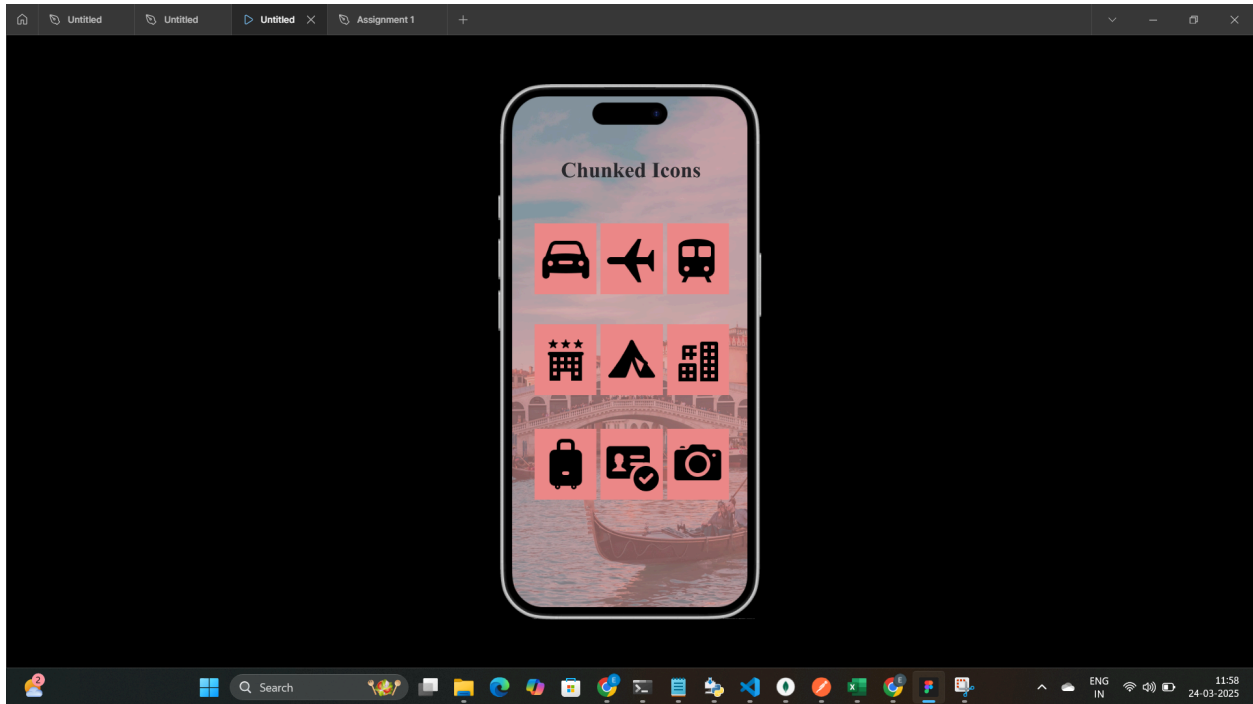
NAME : ENIYA B A

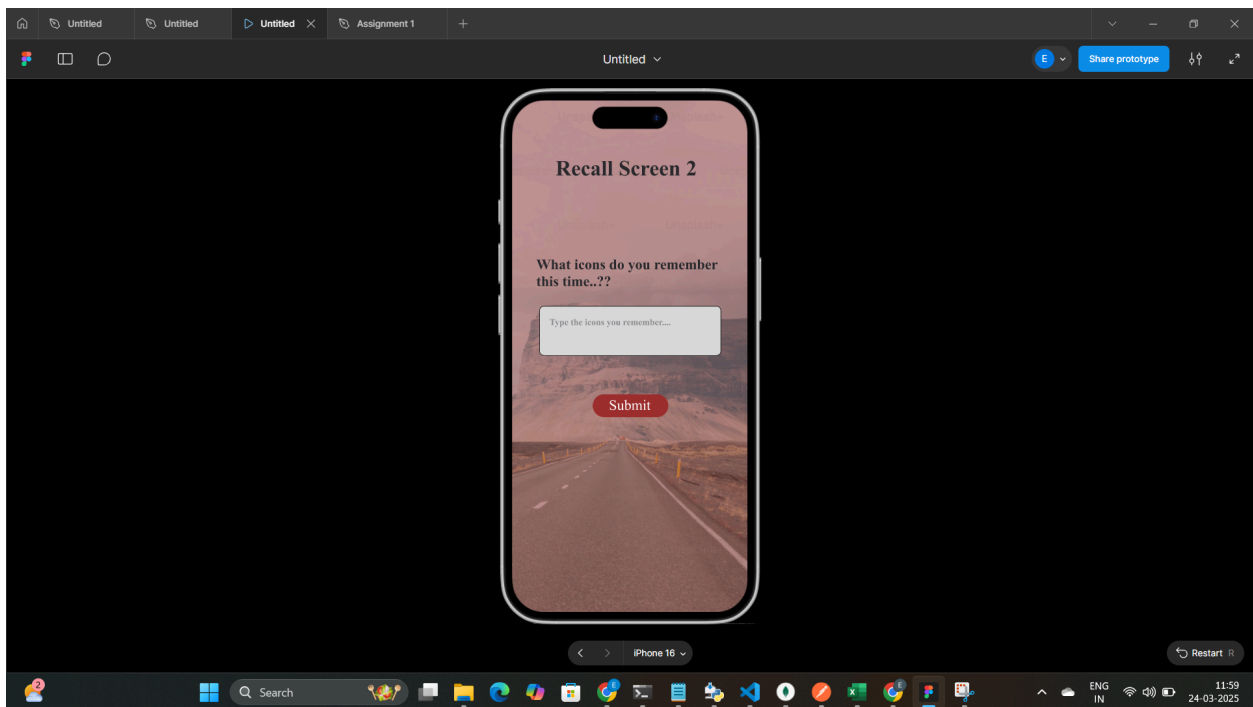
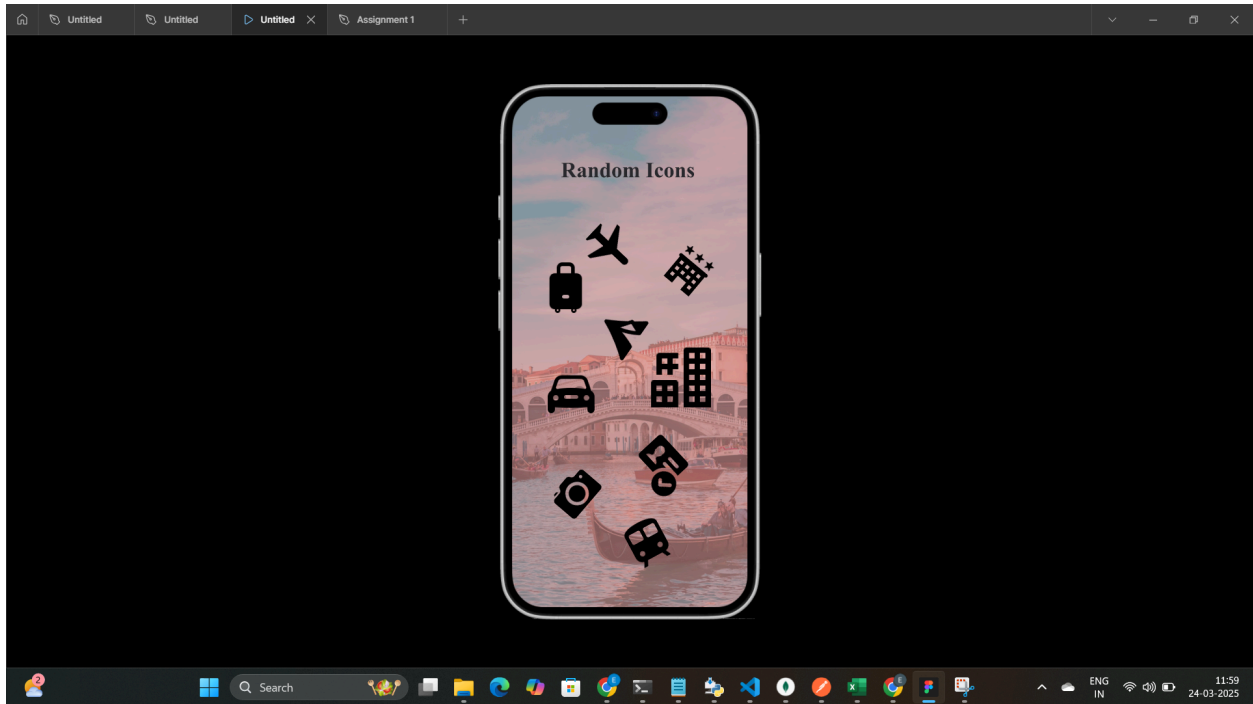
CLASS : CSE - A

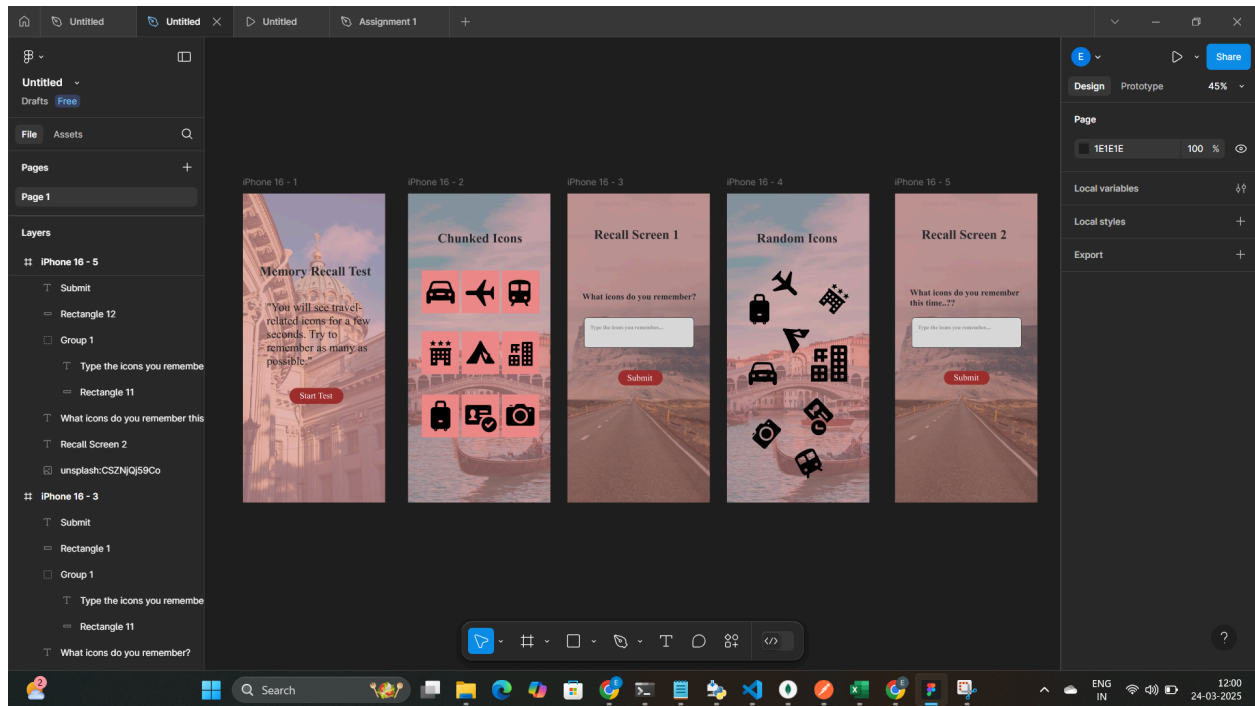
ROLL NO : 230701085

Design a UI where users recall visual elements (e.g., icons or text chunks).
Evaluate the effect of chunking on user memory









Prototype Link:

<https://www.figma.com/proto/AF0cXn7bGPnf6PXhxQrtDa/Assignment2?page-id=0%3A1&node-id=2-2&p=f&viewport=47%2C192%2C0.45&t=RXFxl4U9rdSBSn9b-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=2%3A2>

User Test:

| Participant | Condition | Total Icons (Displayed) | Icons Recalled | Correct Icons | Response Time (s) | Accuracy (%) |
|-------------|-----------|-------------------------|----------------|---------------|-------------------|--------------|
| 1 | Chunked | 12 | 10 | 9 | 28 | 75.00% |
| | Random | 12 | 8 | 6 | 34 | 50.00% |
| 2 | Chunked | 12 | 11 | 10 | 25 | 83.33% |
| | Random | 12 | 7 | 5 | 33 | 41.67% |
| 3 | Chunked | 12 | 9 | 8 | 30 | 66.67% |
| | Random | 12 | 6 | 4 | 35 | 33.33% |
| 4 | Chunked | 12 | 11 | 11 | 27 | 91.67% |
| | Random | 12 | 9 | 7 | 32 | 58.33% |
| 5 | Chunked | 12 | 10 | 9 | 29 | 75.00% |
| | Random | 12 | 7 | 6 | 36 | 50.00% |

Summary of Results:

| Condition | Average Icons Recalled | Average Correct Icons | Average Response Time (s) | Average Accuracy (%) |
|-----------|------------------------|-----------------------|---------------------------|----------------------|
| Chunked | 10.2 | 9.4 | 27.8 | 78.33% |
| Random | 7.4 | 5.6 | 34.0 | 46.67% |

ANALYSIS:

Chunked Condition:

- Higher average accuracy (78.33%) compared to the random condition.
- Faster response time, indicating better recall efficiency.

Random Condition:

- Lower average accuracy (46.67%).
- Longer response time, indicating cognitive load due to disorganized placement.

Conclusion:

- Chunking significantly improves memory recall performance in both speed and accuracy.
- This supports the hypothesis that chunking helps users retain and recall more information.