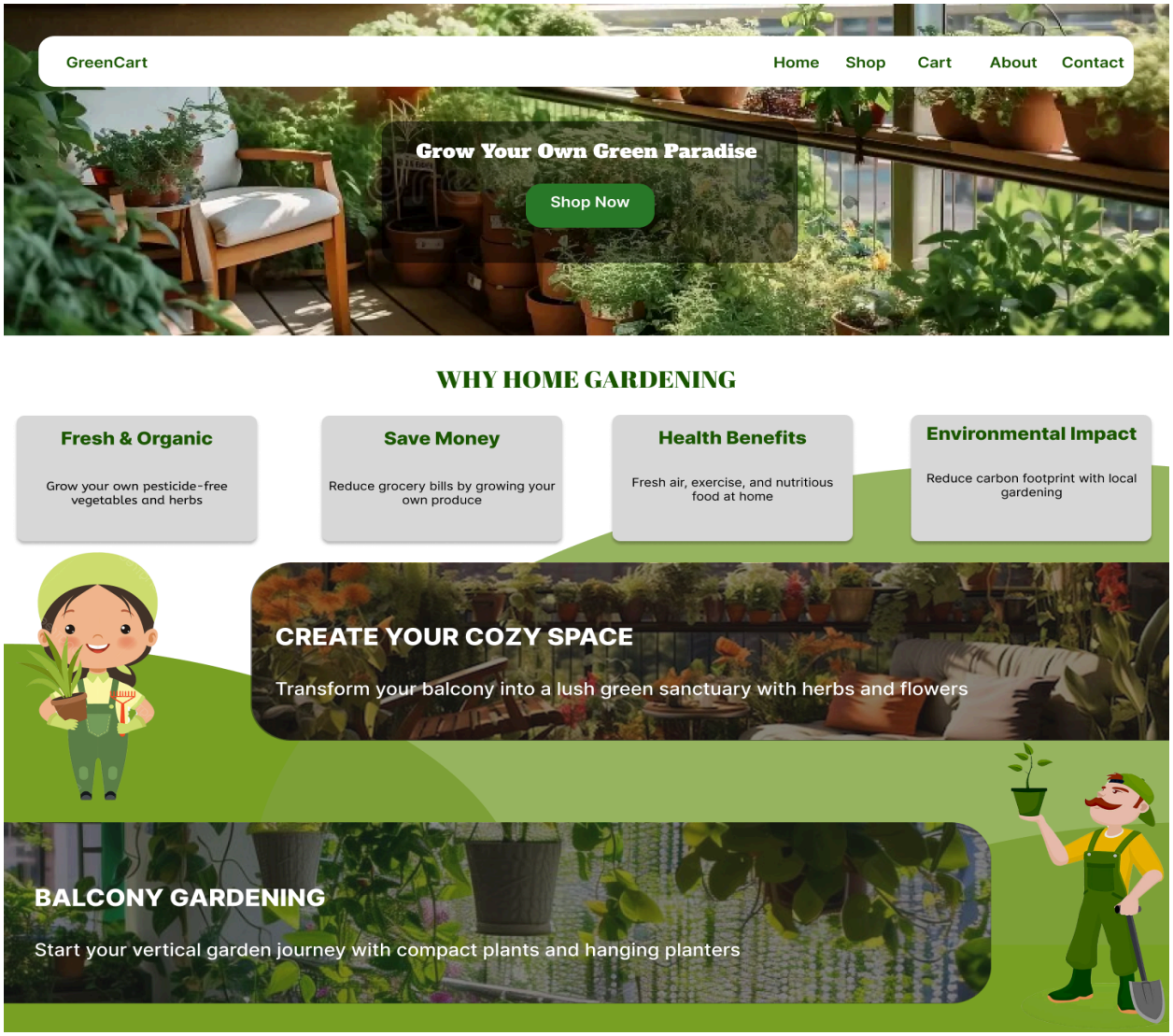
# EXPERIMENT – 2
# (Chunking, Recall, Recognition)

Roll No: 240701253

Name: Keerthana C

## Home Page of E-Commerce Website (Home Gardening)



## 1. Chunking

**Hero Section**

- Large image + headline + “Shop Now” button.
- Focuses user attention on one action.

**Why Home Gardening Section**

- Cards: Fresh & Organic, Save Money, Health Benefits, Environmental Impact
- Each benefit is separated into its own card.

**Informational Banners**

- “Create Your Cozy Space”
- “Balcony Gardening”
  These sections are visually separated.

## 2. Recognition

**Call-to-Action Button**

- “Shop Now” is clearly visible and familiar.

**Icons & Illustrations**

- Garden characters and plant visuals support quick understanding.

**Card-Based Layout**

- Users recognize each benefit without reading long text.

## 3. Recall

**Repeated Message**

- Green theme and gardening visuals reinforce memory.

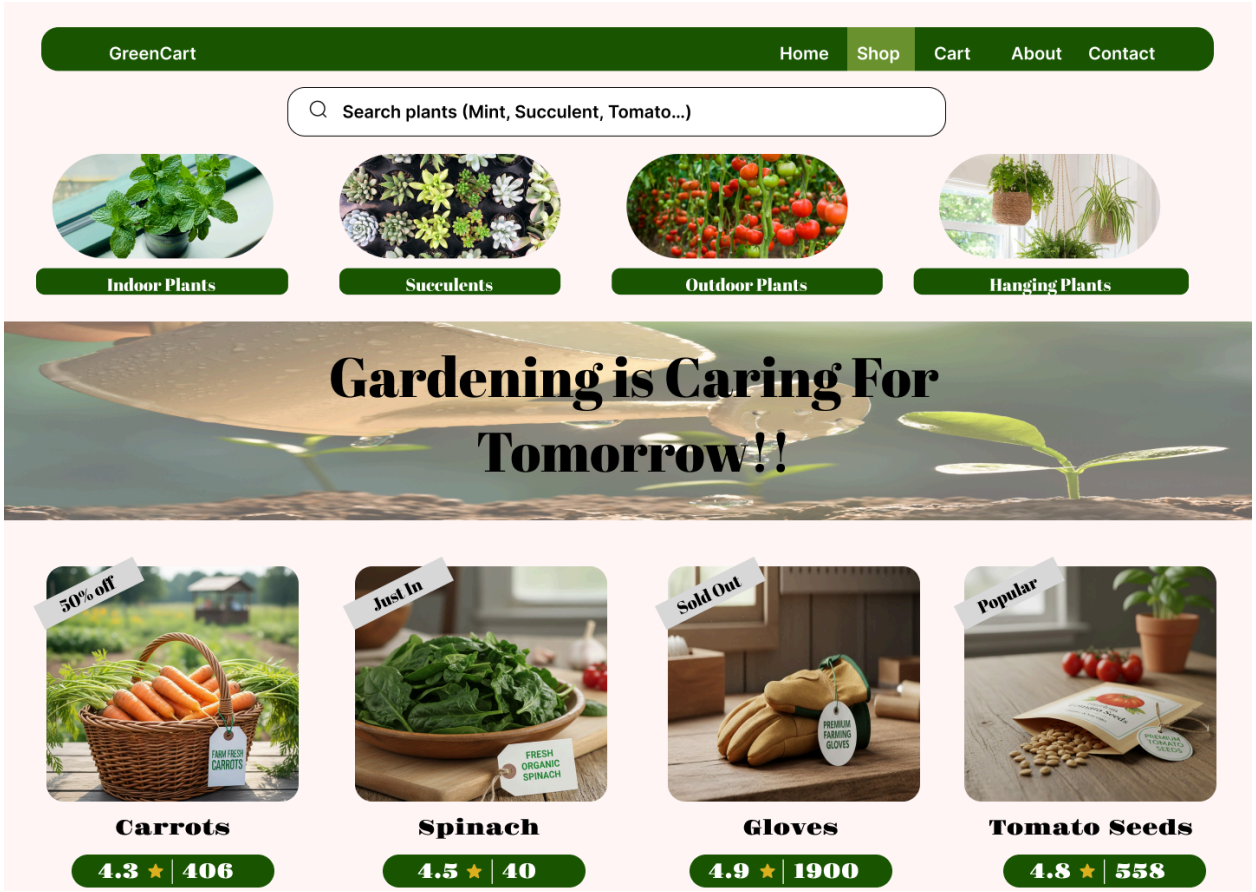
**Consistent Headings**

- Users remember section purpose easily.

**Visual Storytelling**

- Images help users recall content later.

## Product Page




## 1. Chunking

**Navigation Bar Chunk**

- Home, Shop, Cart, About, Contact are grouped together.
- Helps users understand site structure quickly.

**Search Bar Chunk**

- Search bar is placed separately at the top.
- Users focus only on searching plants.

**Category Chunk**

- Indoor Plants
- Succulents
- Outdoor Plants
- Hanging Plants
  These are grouped in a single row.
- Users understand plant types at a glance.

**Product Grid Chunk**

- Products are displayed as cards in rows.
- Each card contains image, name, rating.
- Repeating structure reduces confusion.

## 2. Recognition

**Category Images**

- Plant images help users recognize the category instantly.

**Product Images**

- Users recognize items visually instead of reading text.

**Badges**

- “Just In”, “Sold Out”, “Popular” are easily recognized labels.

**Star Ratings**

- Star symbols are universally understood

## 3. Recall

**Repeated Product Cards**

- Users remember products they saw earlier.

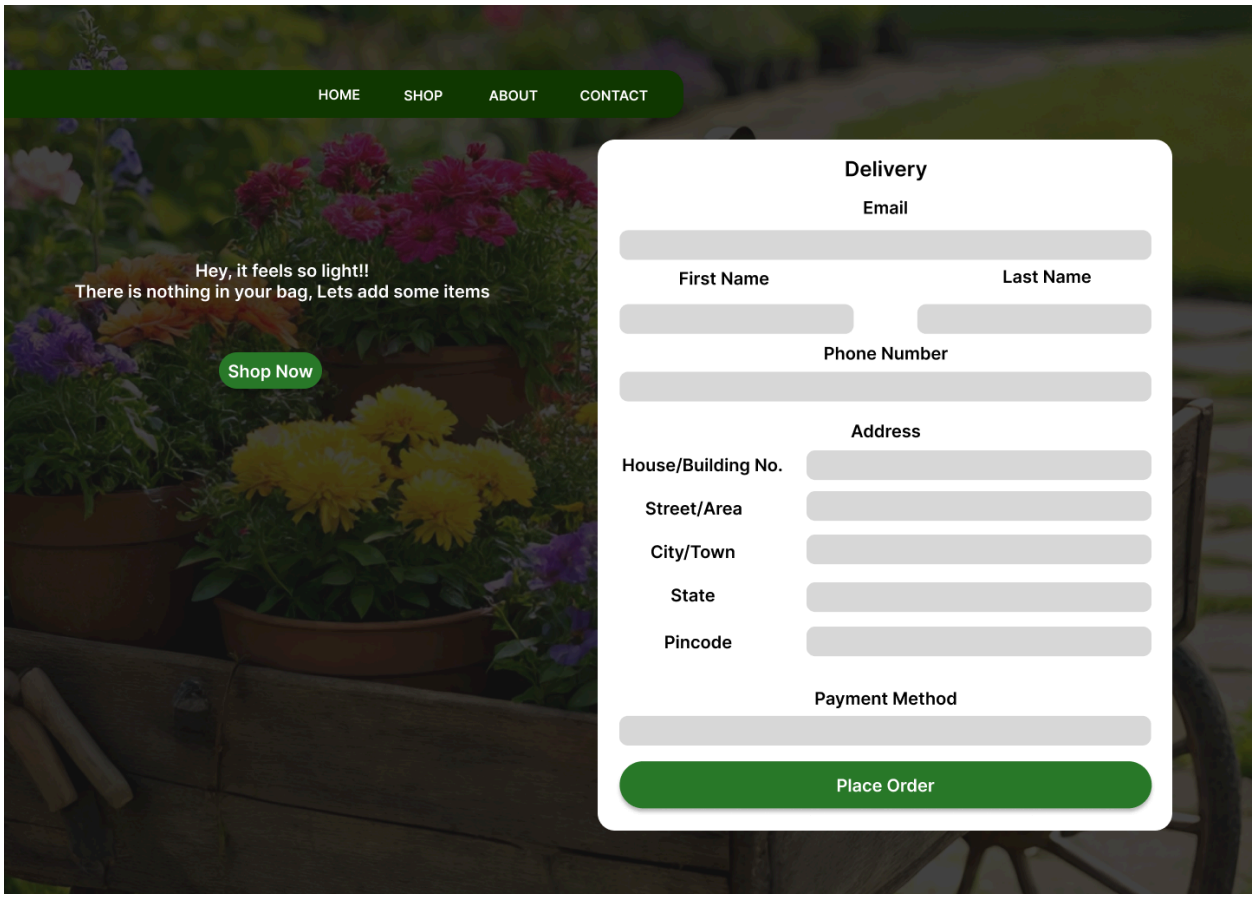
**Consistent Layout**

- Same layout across pages helps users recall navigation.

**Brand Recall**

- “GreenCart” logo remains consistent.

## Cart Page




## 1. Chunking

**Contact Details Chunk**

- Email

- First Name
- Last Name
- Phone Number

**Address Chunk**

- House / Building No.
- Street / Area
- City / Town
- State
- Pincode

**Payment Chunk**

- Payment Method
- Place Order button

## 2. Recognition

**Standard Field Labels**

- Familiar terms help users recognize what to enter.

**Button Color**

- Green “Place Order” button stands out as primary action.

**Form Layout**

- Similar to other e-commerce websites, so users instantly understand

## 3. Recall

### Address Recall

- Chunked fields help users remember address step by step.

### Experience Recall

- Familiar checkout design helps users complete task faster.

### Consistent Design

- Same color and font style help users remember site flow.

## Prototype Link:

https://www.figma.com/proto/lQx6EX0VBnTPRDPOYo3Bg0/Untitled?node-id=27-69&p=f&t=p1O719SicP7nNset-1&scaling=min-zoom&content-scaling=fixed&page-id=27%3A68