

EXPERIMENT-1

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USER INTERFACE AND DESIGN

COMAPARISON OF UI DESIGN BETWEEN TWO FIGMA CREATION

The diagram illustrates a comparison between two memory recall methods: **No Chunking** (orange box) and **Chunking** (blue box). Both boxes contain participant information (ID-021, 23 years old) and a task instruction.

No Chunking: Participants are required to memorize all items. It shows a row of four objects (star, heart, tree, bush) followed by letters A, B, C, and numbers 1, 2, 3. Below this, it states "Memorize all items". At the bottom, it notes "High cognitive load" and "More recall errors".

Chunking: Participants are organized into categories: Objects, Letters, and Numbers. It shows a row of four objects (star, heart, tree, bush) under the "Objects" category. Below this, it shows letters A, B, C under the "Letters" category, and numbers 1, 2, 3 under the "Numbers" category. At the bottom, it notes "Reduced cognitive load" and "Better recall accuracy".

PROTOTYPE LINK:

<https://www.figma.com/design/XWoClj0YNuMGjChkIQ1s9y/Untitled?node-id=0-1&p=f&t=lNwAr01b0PEyQiKn-0>

Key Differences:

Aspect	Without Chunking	With Chunking
1. Focus	User attention is scattered Too many items shown at once Hard to concentrate on important information	User focus is clear Information divided into smaller groups Easy to follow step-by-step
2. Design Aesthetics	Layout looks cluttered and crowded Poor visual structure Less attractive design	Clean and well-organized layout Proper spacing and alignment Visually pleasing and professional
3. Usability	Difficult to understand quickly Users may feel confused More errors during recall	Easy to process and memorize Smooth navigation of information Fewer mistakes
4. User Experience	Causes mental overload Stressful and overwhelming Lower recall accuracy	Reduces cognitive load Comfortable and user-friendly Improved recall performance