

Name: _____ ID: _____ Website Chosen: **DineSmart**

Link: <https://66d2c37881978dc68cd2f267--sparkly-kangaroo-1a5681.netlify.app/>

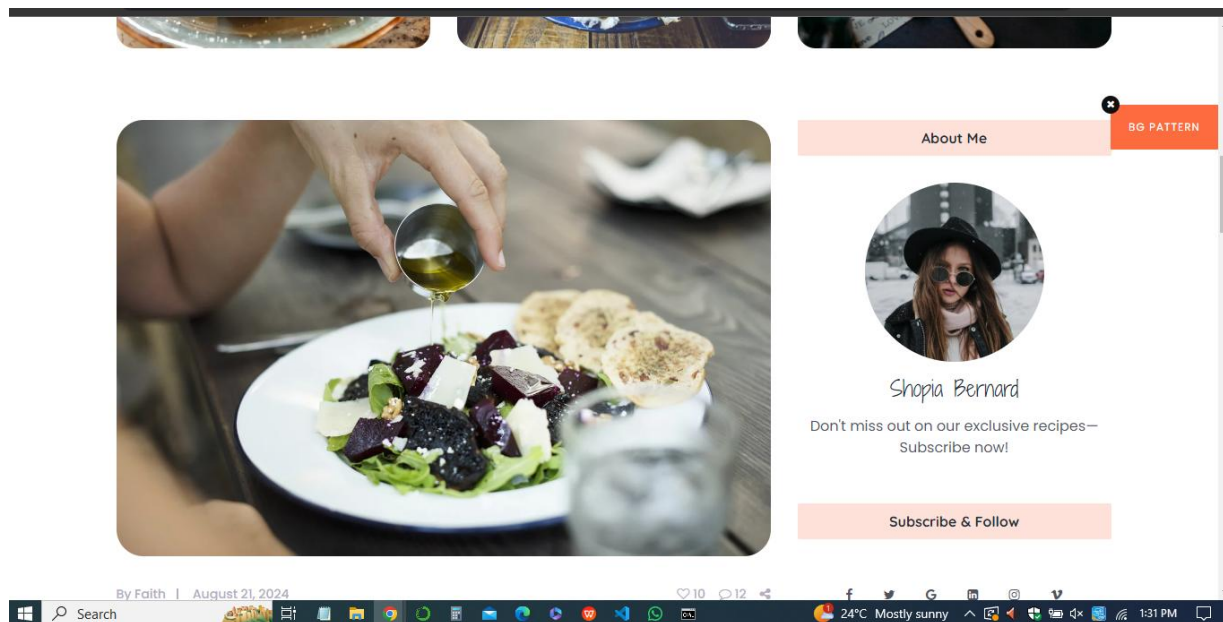
1. *Loss Aversion - Framing*

Definition- Loss aversion refers to the psychological phenomenon where individuals prefer to avoid losses rather than acquiring equivalent gains. Framing leverages this by presenting information in a way that highlights what users stand to lose if they don't take action.

- ❖ **Design Choice-**A banner at the top of the homepage stating, "Don't miss out on our exclusive recipes—Subscribe now!"

Application- A banner at the top of the homepage states, "Don't miss out on our exclusive recipes—Subscribe now!" This design choice creates a sense of urgency by making users feel they might miss out on valuable content if they don't subscribe.

- ❖ **Screenshot-** A header banner with bold text and a call-to-action button.



- ❖ **Reasoning-** This framing leverages loss aversion by making users feel they might miss out on something valuable if they don't subscribe.

2. *Loss Aversion - Endowment Effect*

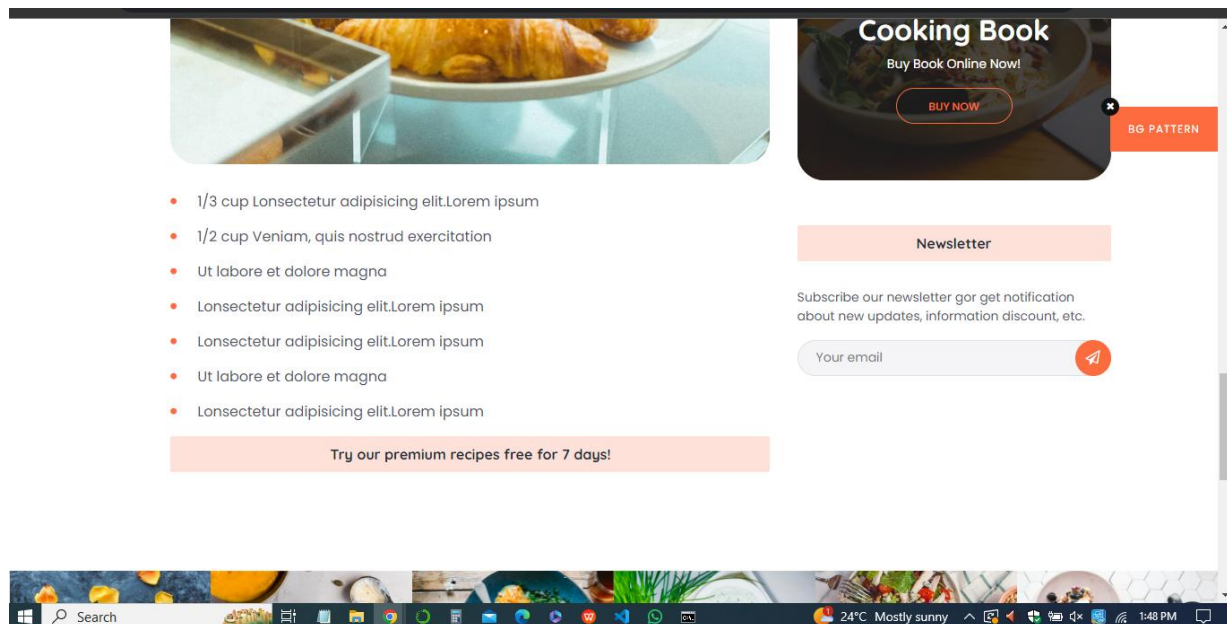
Definition- The endowment effect is a cognitive bias where people ascribe more value to things merely because they own them. This principle can be used to increase user commitment by

giving them a sense of ownership before a transaction is completed.

- ❖ Design Choice- A free trial offer for premium recipe collections with a call-to-action, "Try our premium recipes free for 7 days!"

Application- DineSmart offers a free trial for premium recipe collections with the call-to-action, "Try our premium recipes free for 7 days!" By allowing users to access premium content for free initially, they start to feel ownership over it, making them more likely to continue with a paid subscription.

- ❖ Screenshot- A section on the homepage with an eye-catching button offering a free trial.



- ❖ Reasoning- By allowing users to try premium content, they begin to feel ownership, increasing the likelihood they will continue with a paid subscription.

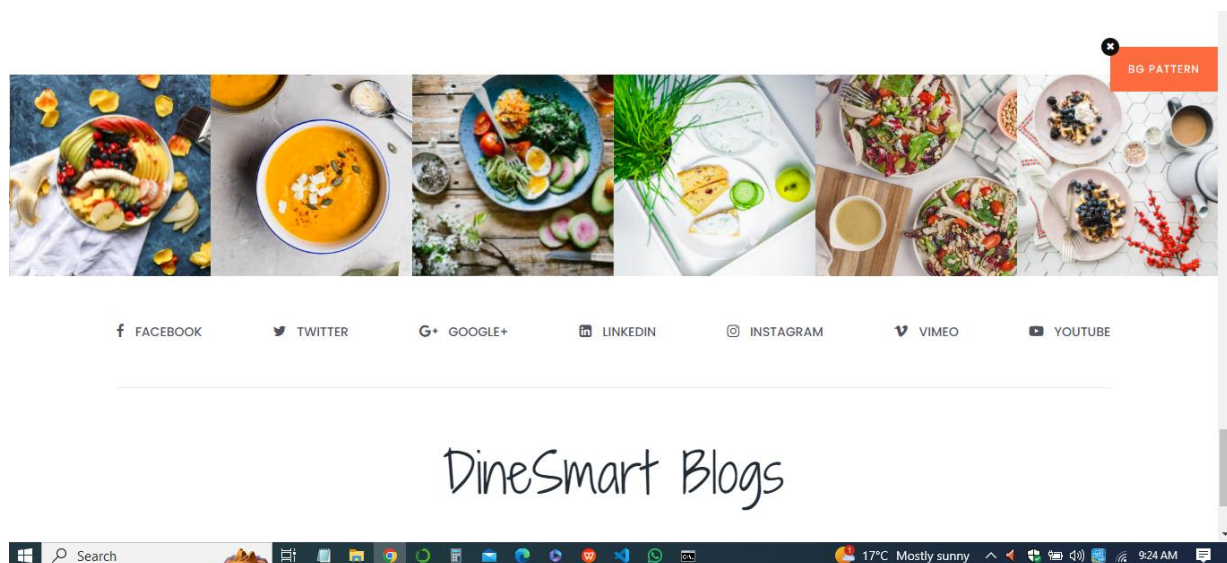
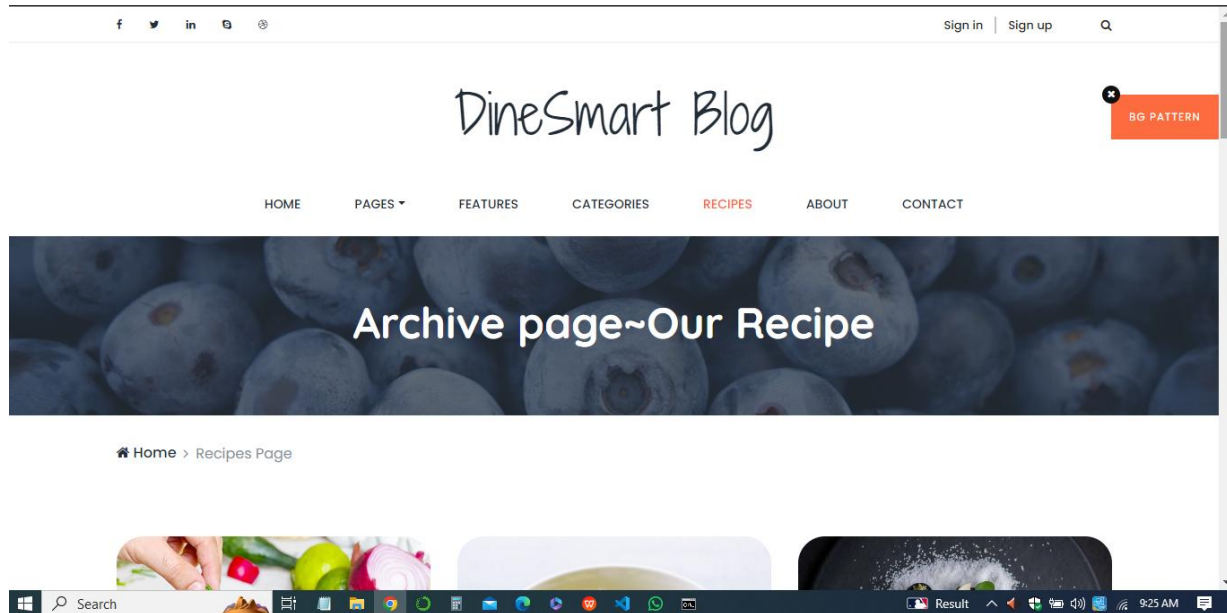
3. *Loss Aversion - Number of Choices*

The paradox of choice suggests that while people want options, too many choices can lead to decision fatigue and dissatisfaction. Limiting choices can help users make decisions more easily and feel more satisfied with their selections.

Application- On recipe category pages, DineSmart limits the display to 6 featured recipes with a

“Next” button for more. This reduces decision fatigue and helps users feel more satisfied with their selection, avoiding regret over unchosen options.

- ❖ Design Choice- On recipe category pages, limit the display to 60”Page 1 of 60 results” featured recipes with a “Next” button.
- ❖ Screenshot- A category page showing 6 highlighted recipes with a button for more.



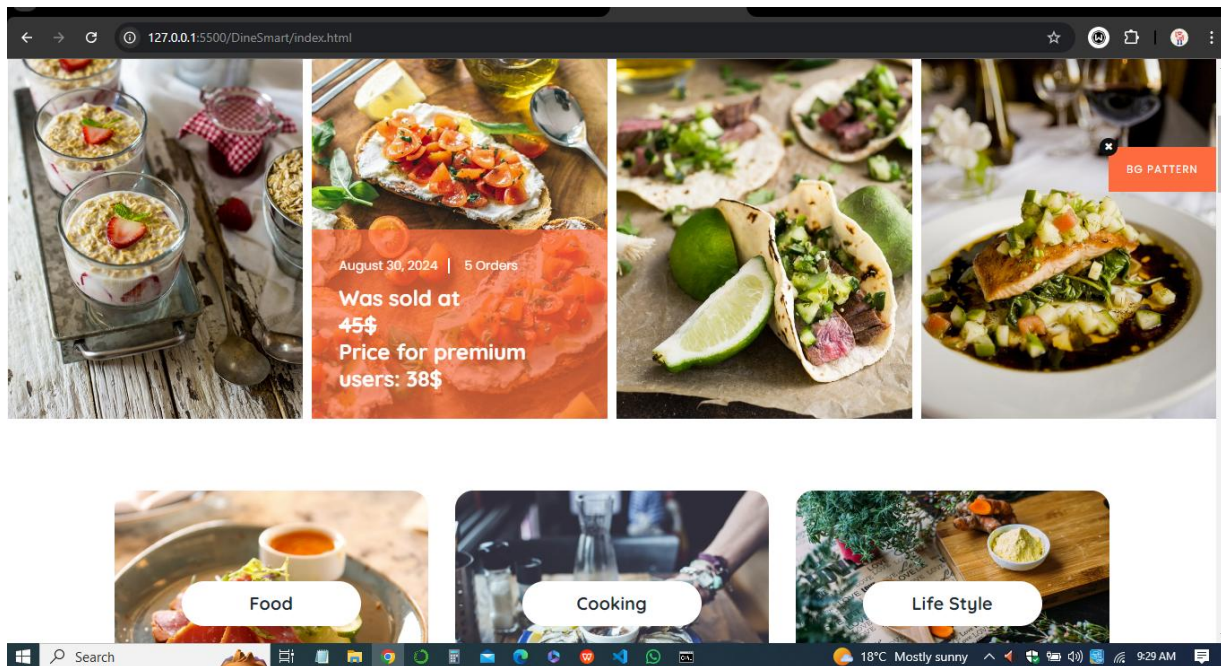
- ❖ Reasoning- This reduces decision fatigue and helps users feel more satisfied with their selection, avoiding regret over unchosen options.

4. *Judgment - Anchoring*

Anchoring is a cognitive bias where individuals rely too heavily on the first piece of information (the "anchor") they encounter when making decisions. This principle can be used to influence users' perceptions of value.

Application- DineSmart displays original prices crossed out next to the sale price for any premium features or recipe bundles. This design choice anchors the user's perception of value, making the discounted price seem more attractive.

- ❖ Design Choice- Display original prices crossed out next to the sale price for any premium features or recipe bundles.
- ❖ Screenshot- A product page with a visible price cut, showing a higher original price crossed out.



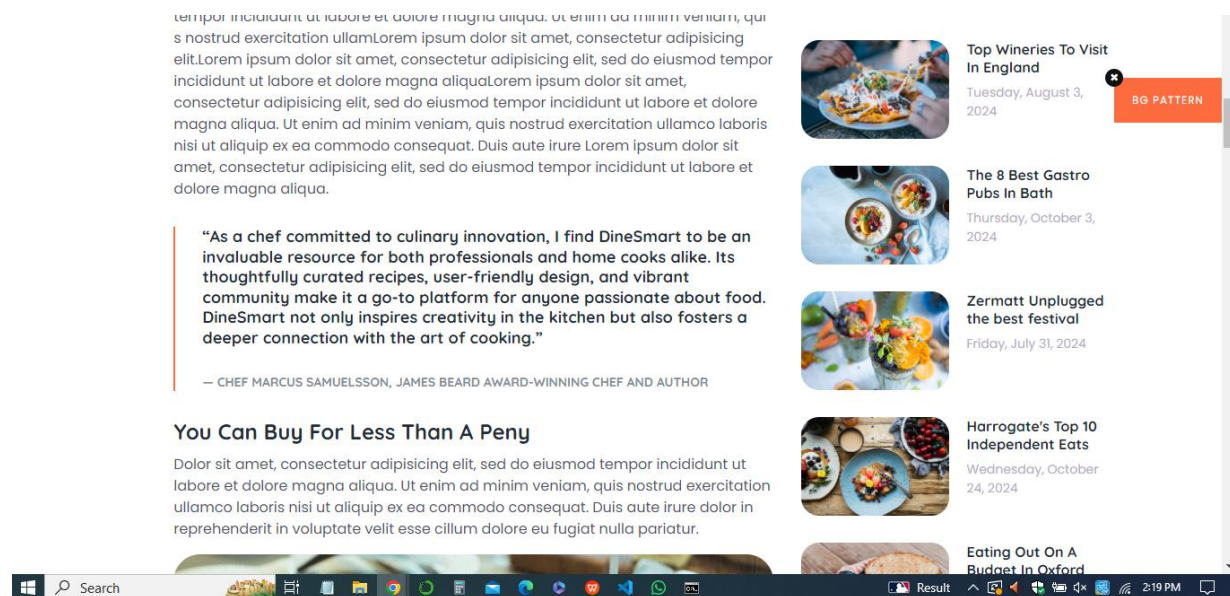
- ❖ Reasoning- Anchoring influences users' perception of value, making the discounted price seem more attractive.

5. *Judgment - Availability*

The availability heuristic is a mental shortcut where people evaluate the probability of an event based on how easily examples come to mind. This can be influenced by the visibility and frequency of information presented.

Application- Testimonials from well-known chefs and food bloggers are prominently showcased on the homepage. By displaying familiar names, DineSmart enhances users' trust in the quality of the site's offerings, leveraging the availability heuristic to boost perceived credibility.

- ❖ **Design Choice-** Showcase testimonials from well-known chefs and food bloggers prominently on the homepage.
- ❖ **Screenshot-** A testimonial section with recognizable names i.e “Chef Marcus Samuelsson, James Beard Award-winning chef and author” and photos.



- ❖ **Reasoning-** Displaying familiar names helps users trust the quality of the site's offerings, enhancing perceived credibility.

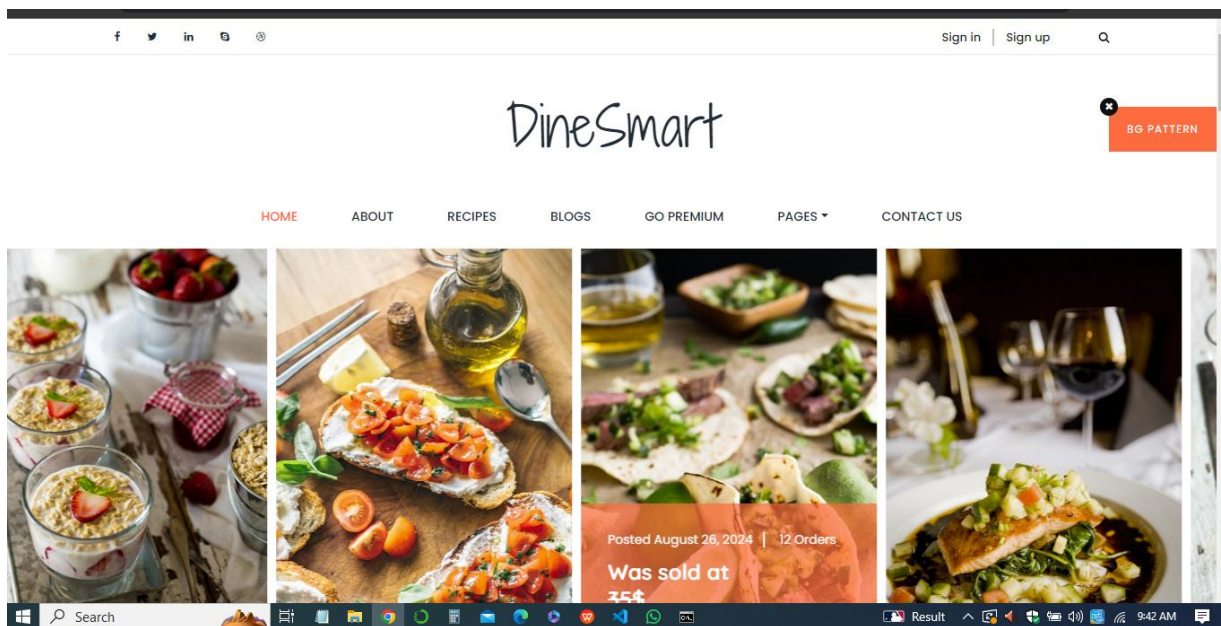
6. *Working Memory - Phonological Loop*

The phonological loop is a component of working memory that deals with auditory information. In web design, it's important to keep navigation options within the capacity of the

phonological loop to prevent cognitive overload.

Application- DineSmart simplifies navigation with a maximum of seven main menu options. This design choice prevents cognitive overload, allowing users to navigate the site more efficiently by staying within the limits of their working memory.

- ❖ **Design Choice-** Simplified navigation with a maximum of seven main menu options.
- ❖ **Screenshot-** The top navigation bar with seven menu items i.e “Home” “About” “Recipes” “Blogs” “Go premium” “Pages” “Contact us”



- ❖ **Reasoning-** Limiting options prevents cognitive overload, allowing users to navigate the site more efficiently.

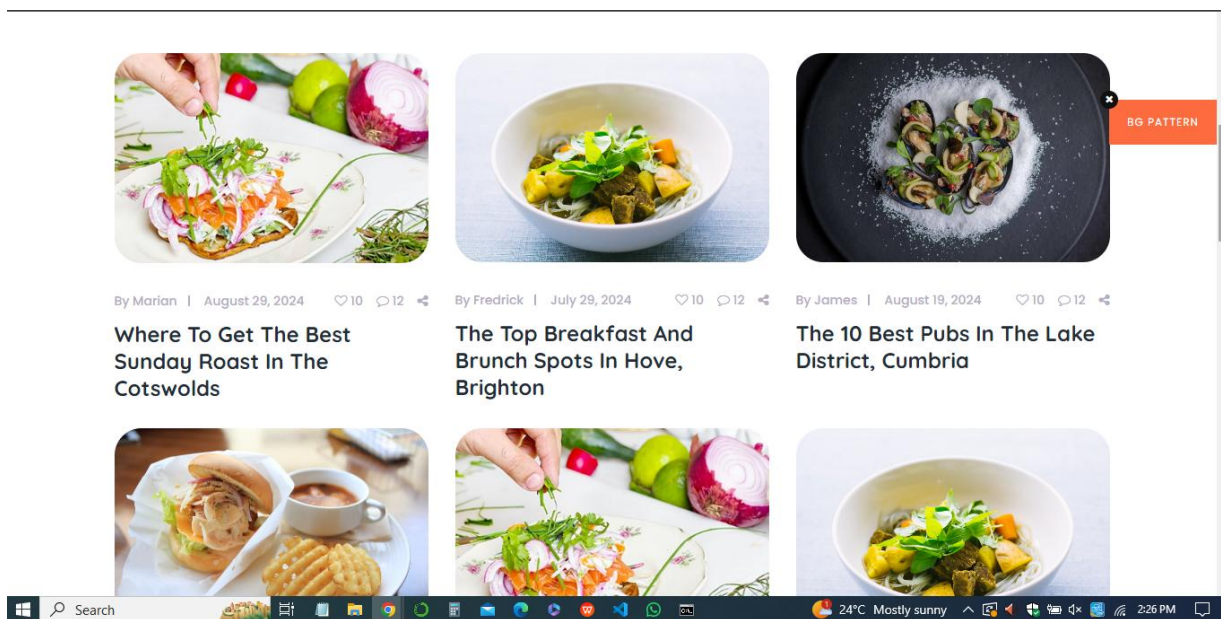
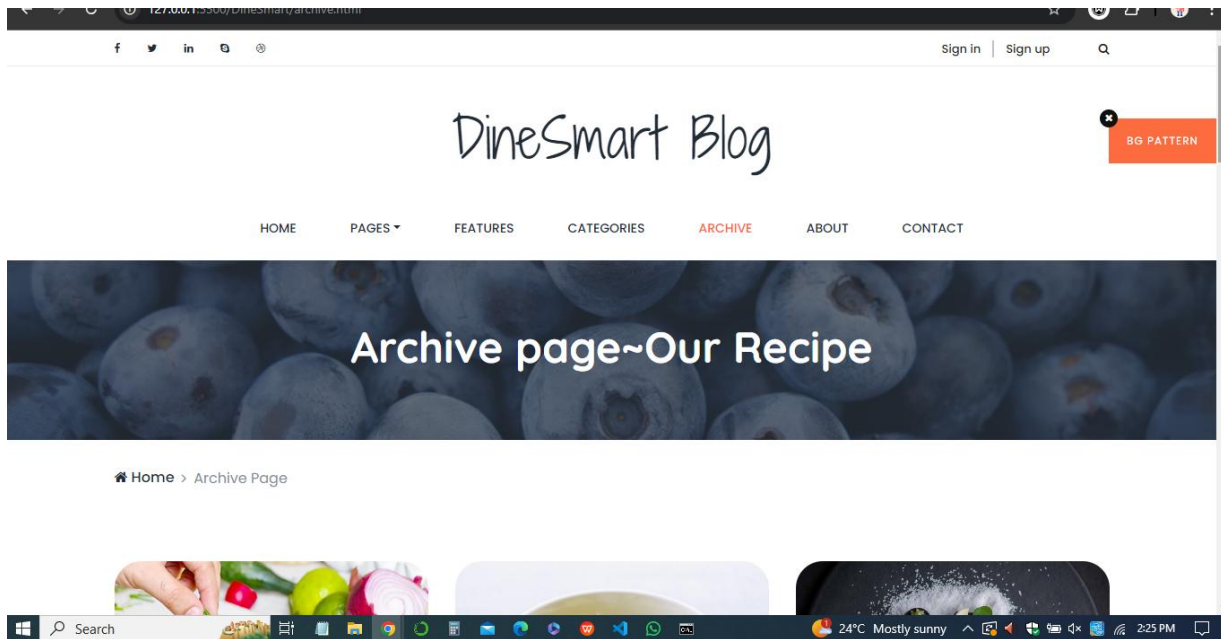
7. *Working Memory - Visual Semantics*

Visual semantics refers to the meaning derived from visual elements, which can reduce cognitive load by making information easier to process. Effective use of visuals can enhance the user experience by guiding attention and interpretation.

Application- DineSmart uses four distinct visual elements per page: an image for the logo, text blocks, buttons, and icons. This balanced layout minimises cognitive load, making it easier for

users to process and navigate information.

- ❖ Design Choice- Use four distinct visual elements per page, such as an image for the logo, text block, button, and icons, I.e social media profiles.
- ❖ Screenshot- A typical page layout with balanced visual elements.



- ❖ Reasoning- This design minimizes cognitive load, making it easier for users to process and

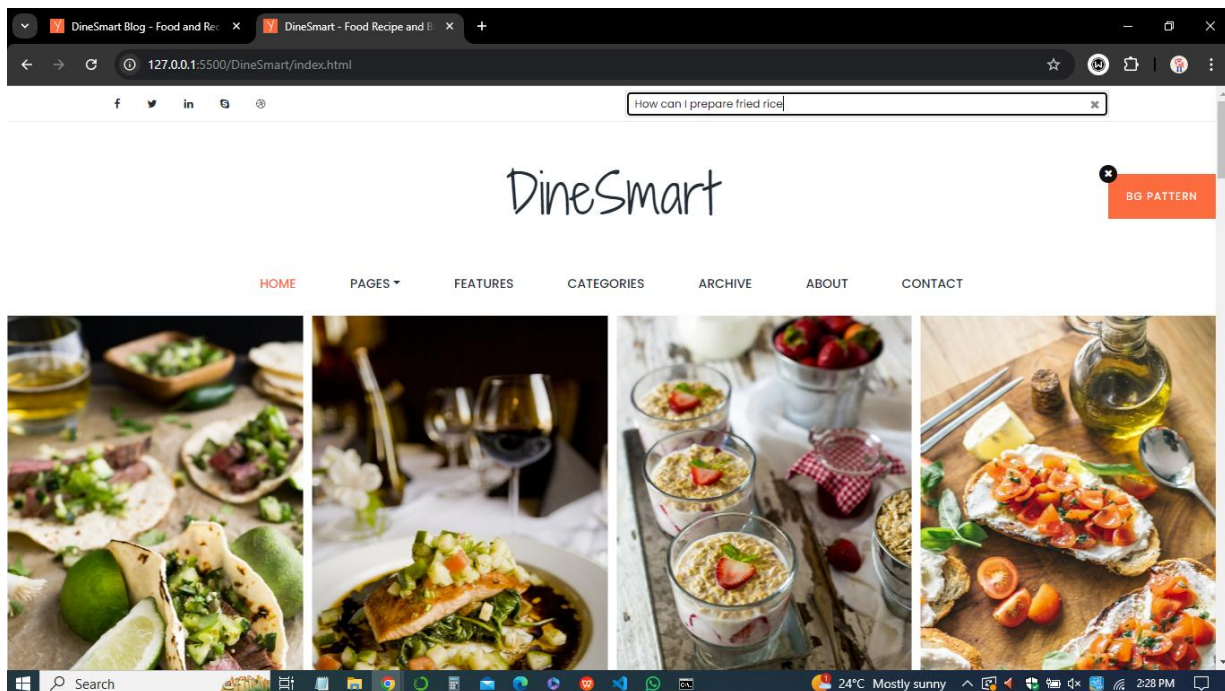
navigate information.

8. *Working Memory - Episodic Buffer*

The episodic buffer is a component of working memory that integrates information across time and senses. It helps users connect current experiences with past memories, aiding in decision-making and comprehension.

Application- DineSmart includes a section where users can recall a previous dining experience to select recipes based on a theme or occasion. This triggers memories of past events, helping users navigate choices more easily, even when more options are presented.

- ❖ Design Choice- Include a section where users can recall a previous dining experience to select recipes based on a theme or occasion.
- ❖ Screenshot search or filter tool that asks users to select from past dining experiences or recipes for example below search for “How can I prepare fried rice?”.



- ❖ Reasoning- By triggering memories of past events, users can more easily navigate choices,

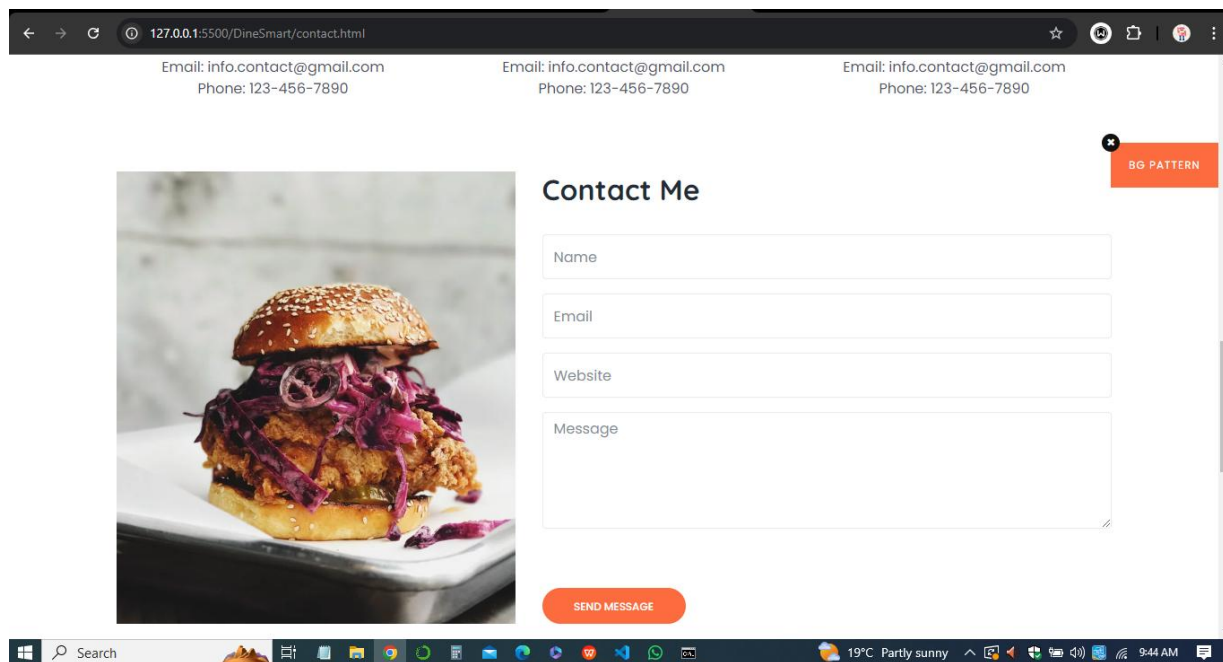
even when more options are presented.

9. *Working Memory - Capacity; Processing Tradeoff*

Working memory has a limited capacity, and there's a tradeoff between how much information it can hold and how quickly it can process that information. Reducing unnecessary cognitive load can improve task performance.

Application- The contact pages on DineSmart are clean, with minimal text and large, clear font buttons. This clutter-free design allows users to focus on contacting and processing their purchase without distractions, reducing errors.

- ❖ **Design Choice-** Ensure contact pages are clean with minimal text and clear, large font buttons.
- ❖ **Screenshot-** A contact page with a clean, straightforward layout.



- ❖ **Reasoning-** A clutter-free design allows users to focus on connecting and processing their purchase without distractions, reducing errors.

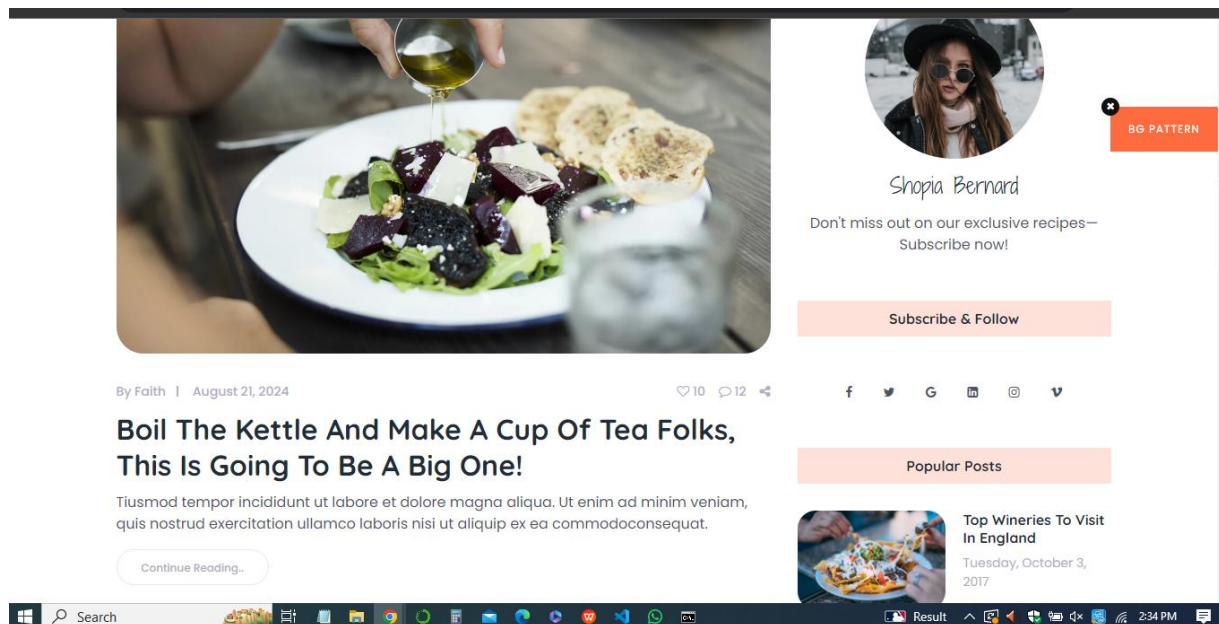
10. *Color - Basic Color Perception*

Basic colour perception involves the recognition of primary colours (red, green, and blue), which are universally understood and can quickly grab attention. These colours are often used in design to signify actions or alerts.

Application- DineSmart prominently uses orange, pink, and blue in action buttons and alerts, such as the “Subscribe” button in pink. Using these primary colors ensures that important elements are quickly recognized and acted upon by users.

❖ **Design Choice-** Use red, green, and blue prominently in action buttons and alerts (e.g., “Subscribe” button in pink).

❖ **Screenshot-** The “Subscribe” button in pink with red alerts for errors.



❖ **Reasoning-** Using primary colors ensures that important elements are quickly recognized and acted upon.

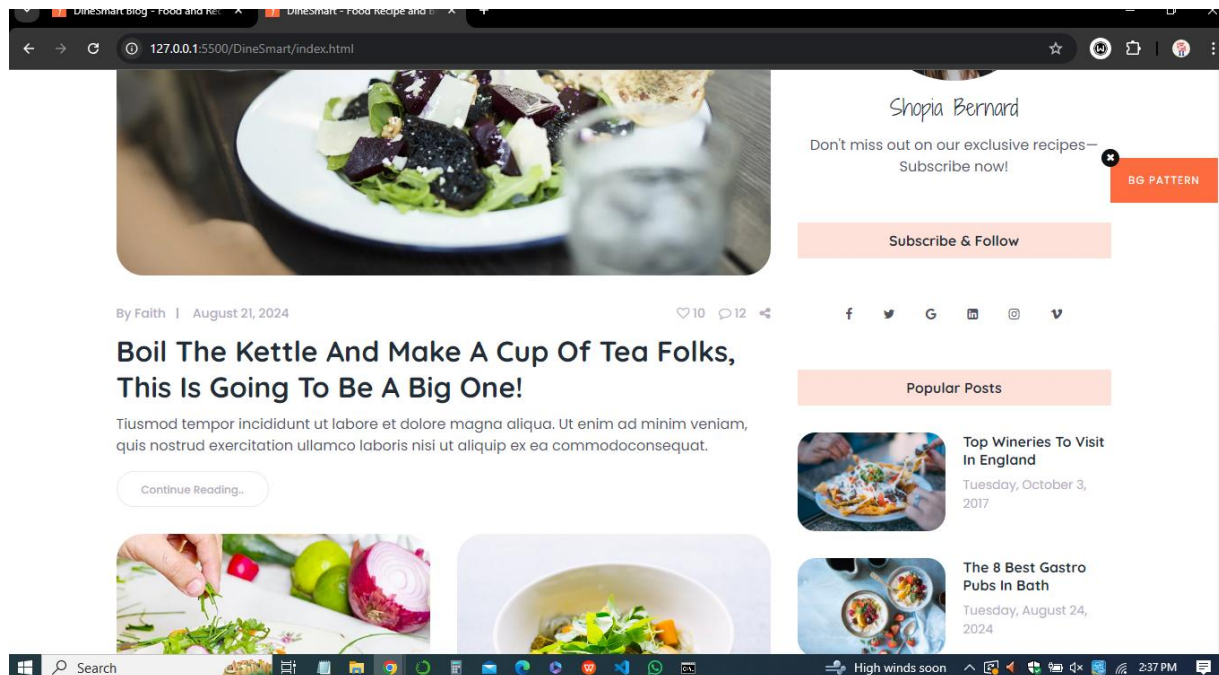
11. Color - Maximum Contrast

Maximum contrast refers to the difference in color and brightness between elements that makes them stand out from each other. High contrast is crucial for readability and drawing attention to key information.

Application- DineSmart implements high-contrast colors, such as white text on a black background for headlines. This design choice improves readability, ensuring that key information stands out and is easily noticed by users.

❖ **Design Choice-** Implement high-contrast colors, such as white text on a black background for headlines.

❖ **Screenshot-** A header with BLACK text on a WHITE background.



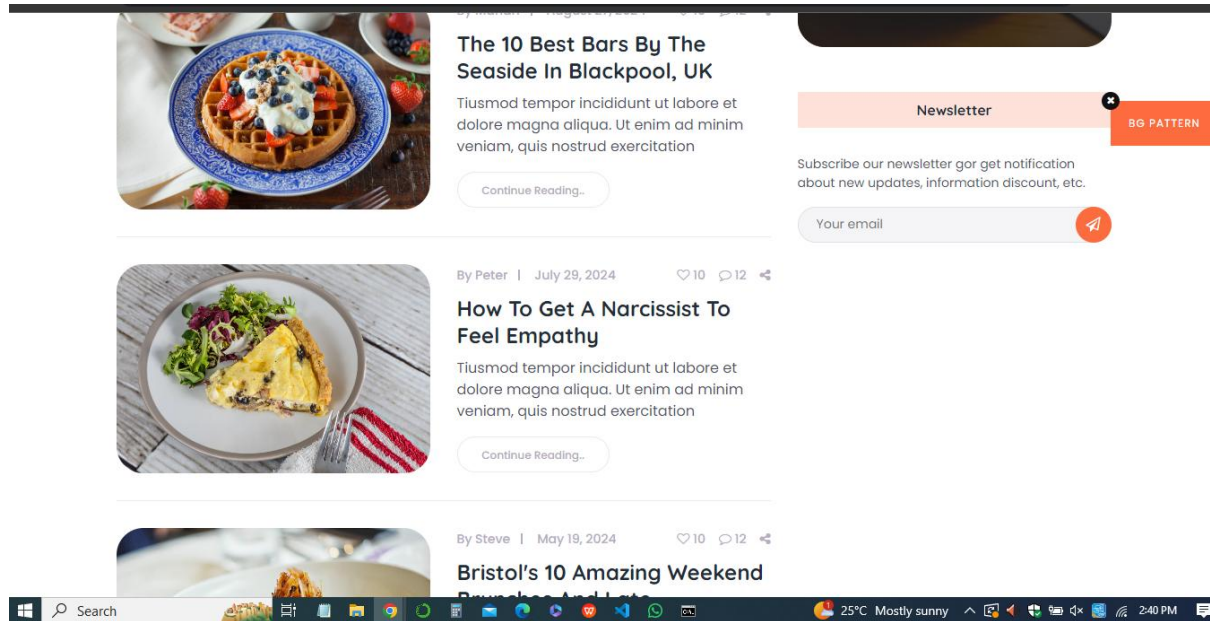
❖ **Reasoning-** Maximizing contrast improves readability, ensuring key information stands out.

12. Color - Color Blindness

Color blindness affects how people perceive certain colors, particularly red and green. Designing for color blindness involves avoiding these combinations in key interactive elements to ensure accessibility.

Application- DineSmart avoids red/green combinations for key interactive elements, using black/white or yellow/blue instead. This ensures that the website is accessible to users with color blindness, improving overall usability.

- ❖ Design Choice- Avoid red/green combinations for key interactive elements, using black/white or yellow/blue instead.
- ❖ Screenshot- Interactive elements like buttons or links in orange/white, blue/yellow or black/white combinations I.e the Send email button below with orange/white color combinations.



- ❖ Reasoning- This design choice ensures that the website is accessible to users with color blindness, improving usability.

13. *Sensory Memory - Iconic Memory Capacity*

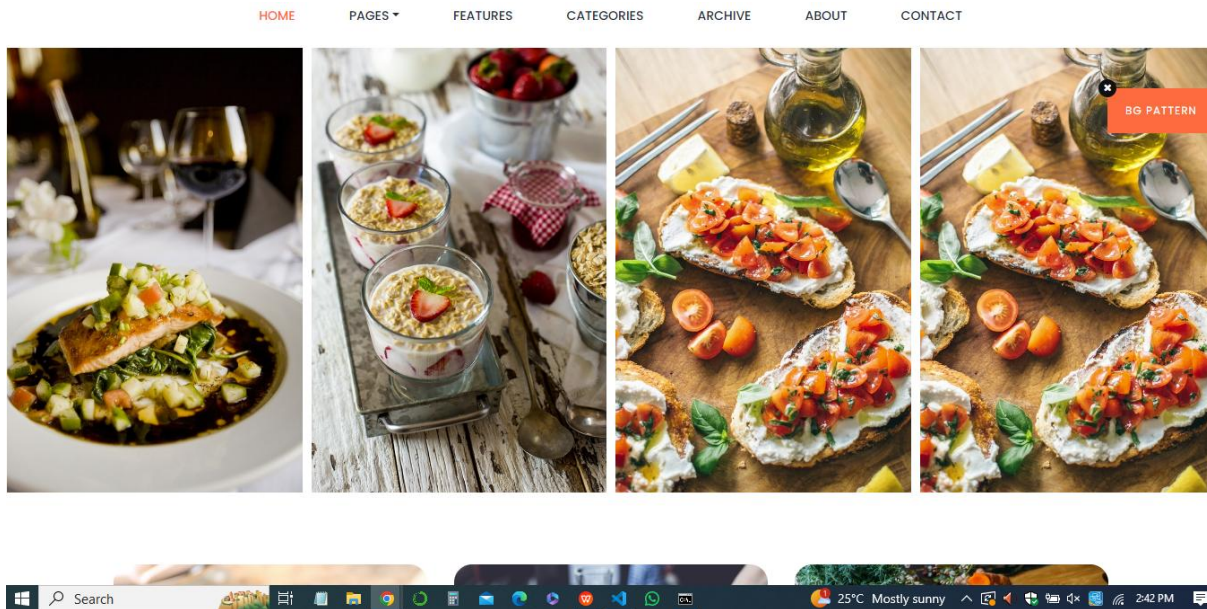
Iconic memory is the visual component of sensory memory, holding a brief snapshot of what we see. High-quality, visually striking elements can leverage iconic memory to create strong initial impressions.

Application- DineSmart uses a high-quality background image of a dining table or a well-prepared dish as the homepage's background. This strong visual first impression captures attention and sets the tone for the user's experience.

- ❖ Design Choice- Use a high-quality background image of a dining table or a well-prepared

dish as the homepage's background.

- ❖ Screenshot- The homepage with a background of an elegant dining setup.



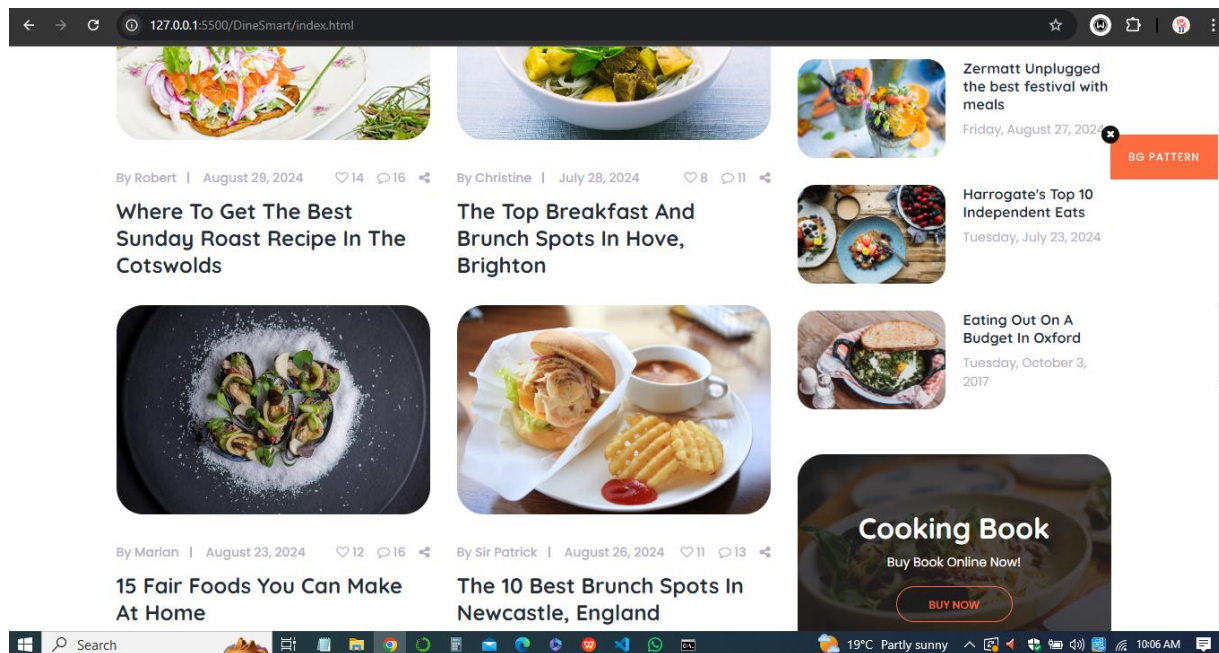
- ❖ Reasoning- A strong visual first impression captures attention and sets the tone for the user's experience.

14. Trust

Trust in a website is built through cues like authenticity, reliability, and transparency. Users are more likely to engage with a site they trust, which can be influenced by elements such as reviews, testimonials, and security features.

Application- DineSmart includes an external platform widget for reviews, such as likes, comments, and Google Reviews, on product pages. External reviews are perceived as more authentic, fostering trust and credibility with the user.

- ❖ Design Choice- Include an external platform widget for reviews, such as likes, comments, Google Reviews e.t.c on the recipe and food product pages.
- ❖ Screenshot- A product page with an embedded likes and comments for rating as shown below.



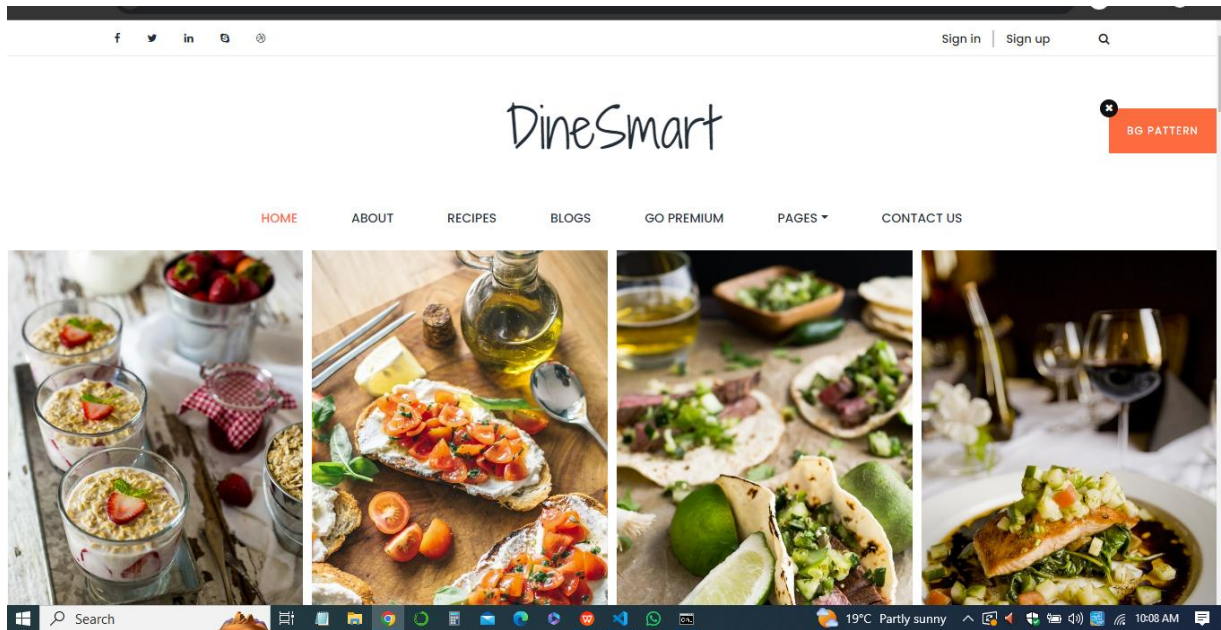
- ❖ Reasoning- External reviews are perceived as more authentic, fostering trust and credibility with the user.

15. Past Experience

Past experience influences how users interact with new websites, as they rely on familiar patterns and structures. Leveraging common design patterns can reduce the learning curve and improve usability.

Application- DineSmart uses familiar menu structures and iconography that users have encountered on similar recipe or e-commerce websites. This design choice ensures that users can navigate the site with ease, reducing the learning curve.

- ❖ Design Choice- Use familiar menu structures and iconography that users have encountered on similar recipe or e-commerce websites.
- ❖ Screenshot- A navigation menu that mirrors common structures seen on food or retail websites i.e the sign in and SignUp as shown below:



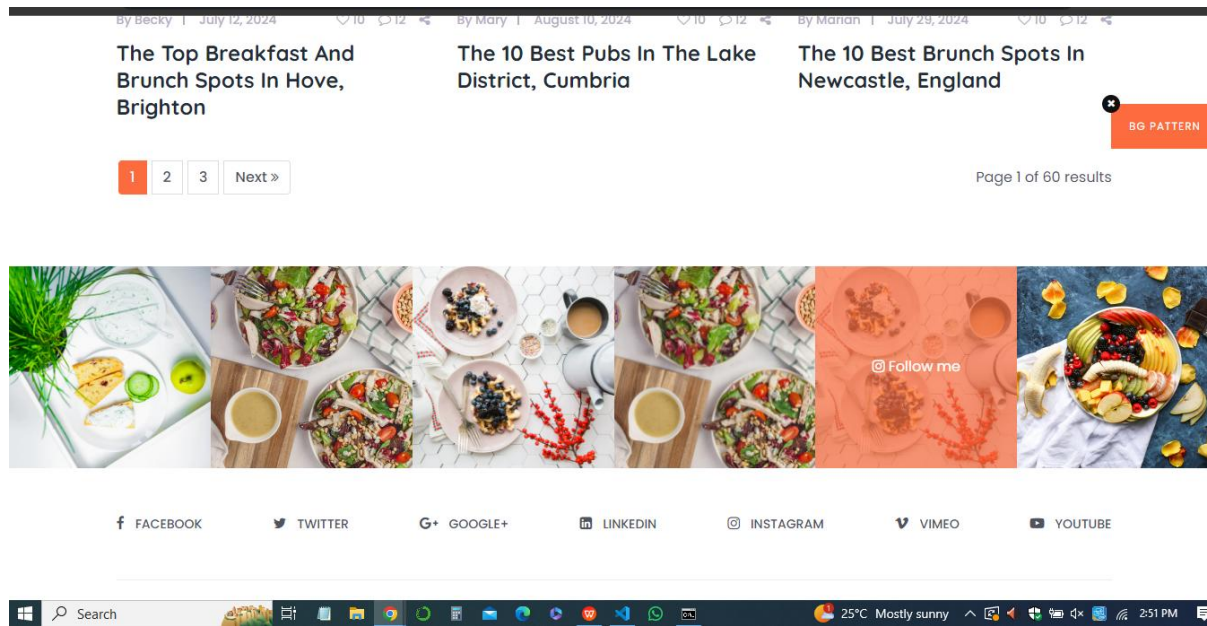
- ❖ Reasoning- Leveraging past experiences ensures that users can navigate the site with ease, reducing the learning curve.

16. Movement

Movement in web design can guide users' attention to important areas, provide feedback, and create a sense of dynamism. However, it must be used subtly to enhance, not overwhelm, the user experience.

The Application- DineSmart adds subtle animations to highlight call-to-action buttons or when transitioning between pages. Movement draws attention to key actions and improves engagement without overwhelming the user.

- ❖ Design Choice- Add subtle animations to highlight call-to-action buttons or when transitioning between pages.
- ❖ Screenshot- A GIF of a button that slightly enlarges when hovered over.



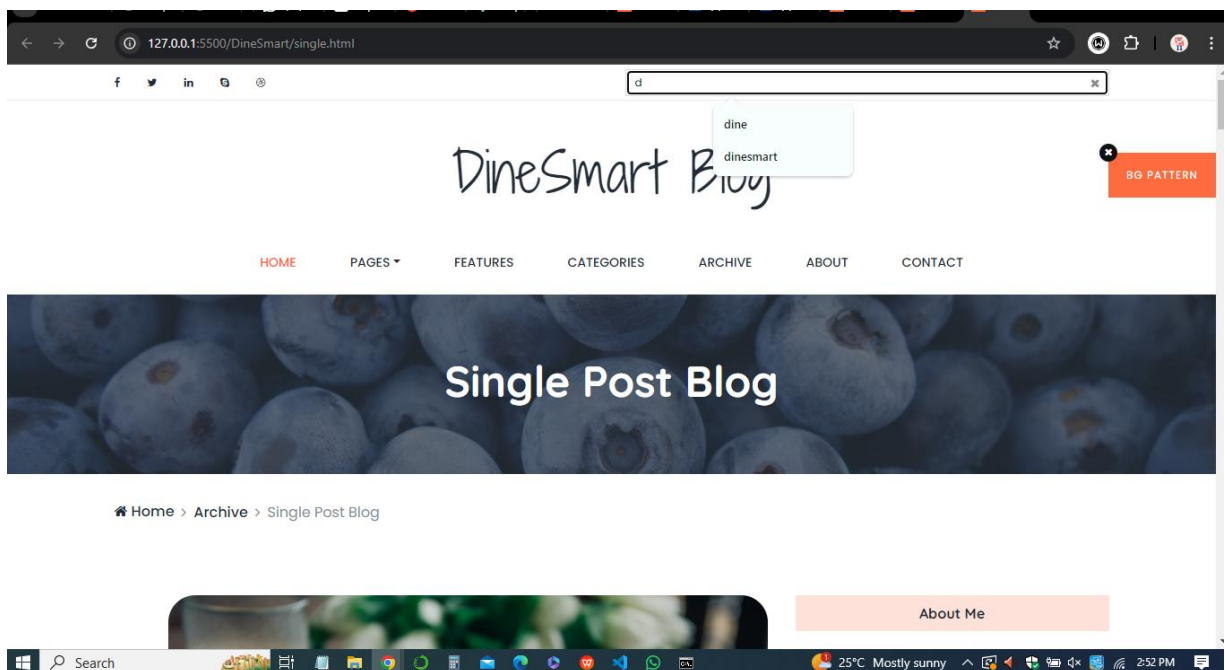
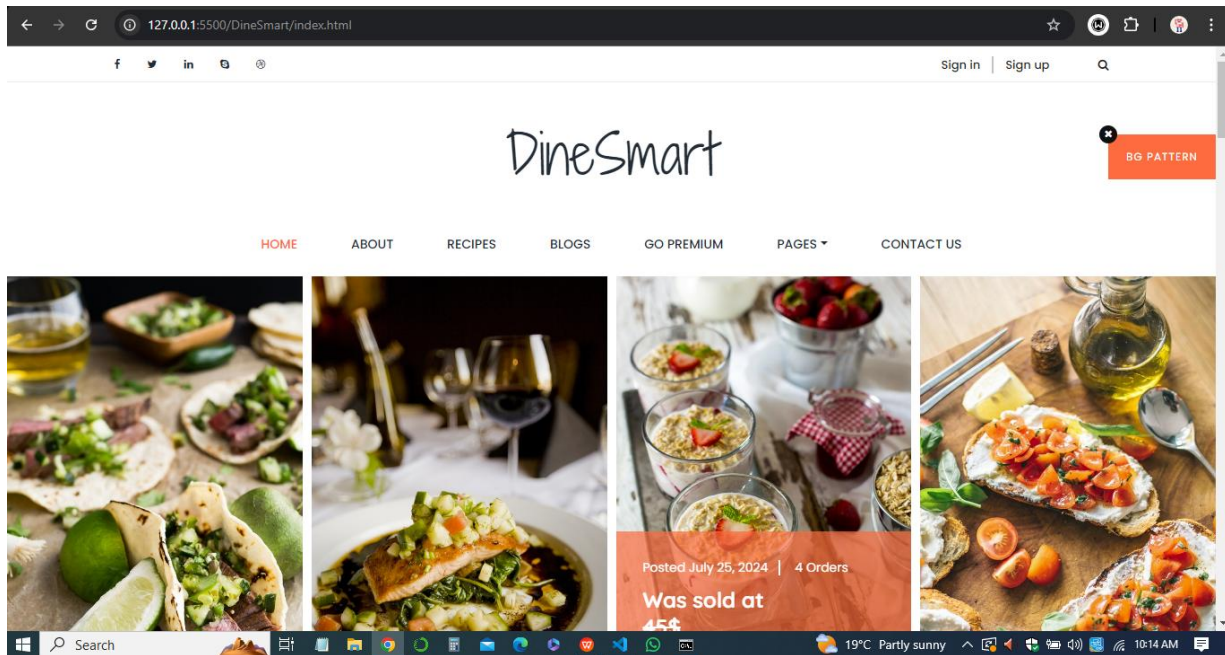
- ❖ Reasoning- Movement draws attention to key actions and improves engagement without overwhelming the user.

17. *Hit/Miss*

The hit/miss principle relates to the success rate of users finding what they're looking for on a website. A well-designed site should maximize the hit rate by providing intuitive search and navigation features.

Application- DineSmart implements a clear menu bar that instantly shows relevant results as the user tabs. This design ensures users can easily find what they're looking for, increasing the “hit” rate and reducing frustration.

- ❖ Design Choice- Implement a clear menu bar that instantly shows relevant results as the user types.
- ❖ Screenshot- The different menus Home,About,Recipes,blogs,Go premium,Pages and contact Us showing real-time pages as a user click the menu tabs.



- ❖ Reasoning- This design ensures users can easily find what they're looking for, increasing the "hit" rate and reducing frustration.

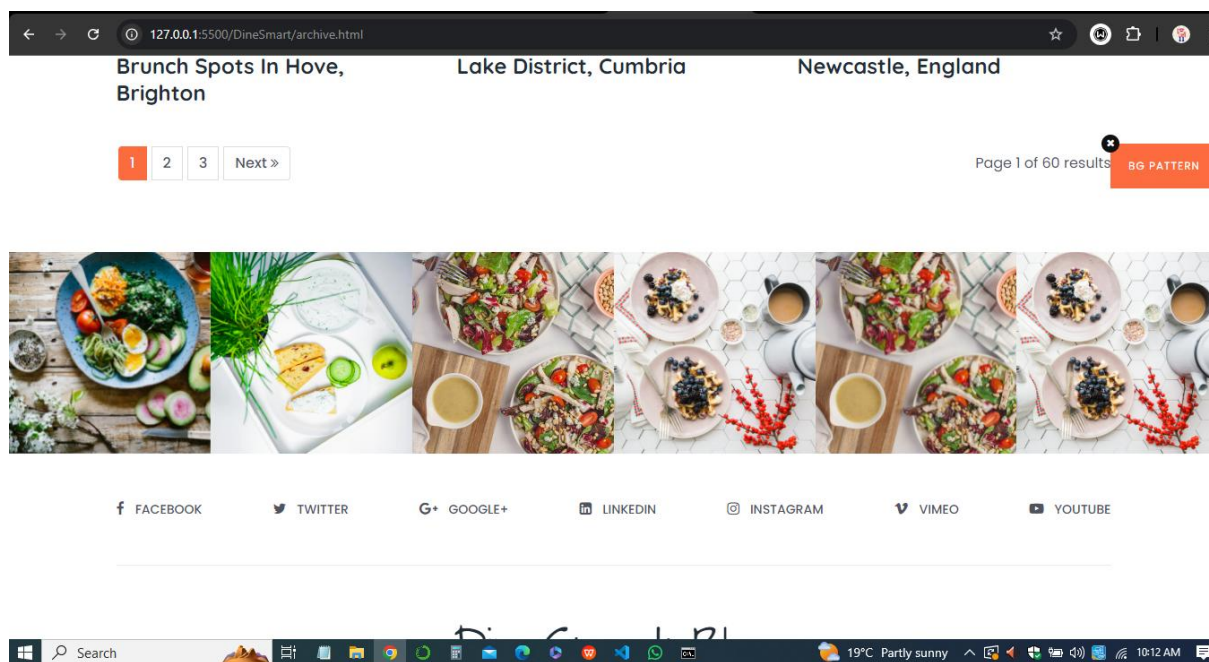
18. Correction/Rejection

Correction and rejection deal with how a system handles errors and unavailable options. Providing clear feedback and alternatives can help maintain user satisfaction even when

something goes wrong.

Application- DineSmart includes clear messaging for unavailable items, with suggestions for similar available options. This prevents user frustration by managing expectations and providing actionable alternatives.

- ❖ **Design Choice-** Include clear messaging for unavailable items, with suggestions for similar available options.
- ❖ **Screenshot-** A product page showing “different recipes” with alternative suggestions below.



- ❖ **Reasoning-** prevents user frustration by managing expectations and providing actionable alternatives.

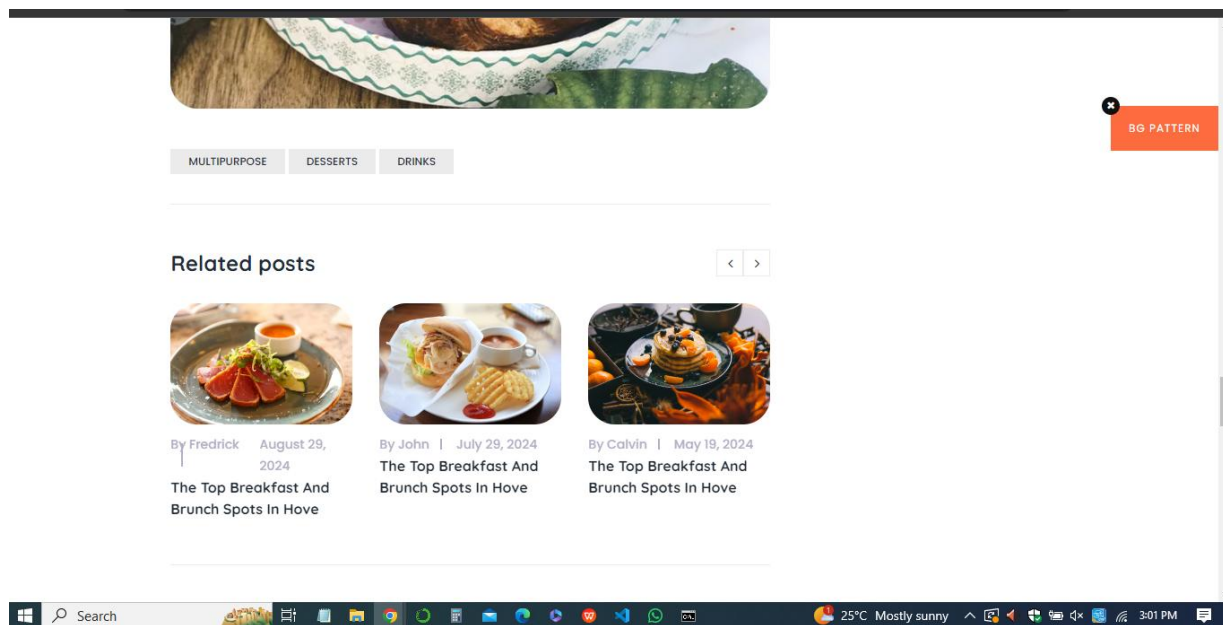
19. Gestalt

Gestalt principles refer to how we naturally perceive visual elements as organized patterns or wholes rather than just a collection of parts. These principles help in creating a visually coherent and easily navigable design.

Application- DineSmart groups related recipes and blog posts together visually using borders

and proximity. Gestalt principles help users quickly understand the structure and organization of content, making navigation intuitive.

- ❖ Design Choice- Group related recipes and blog posts together visually using borders and proximity e.g drinks,multipurpose,desserts etc.
- ❖ Screenshot- A section where recipes are grouped by category with clear borders around each group.



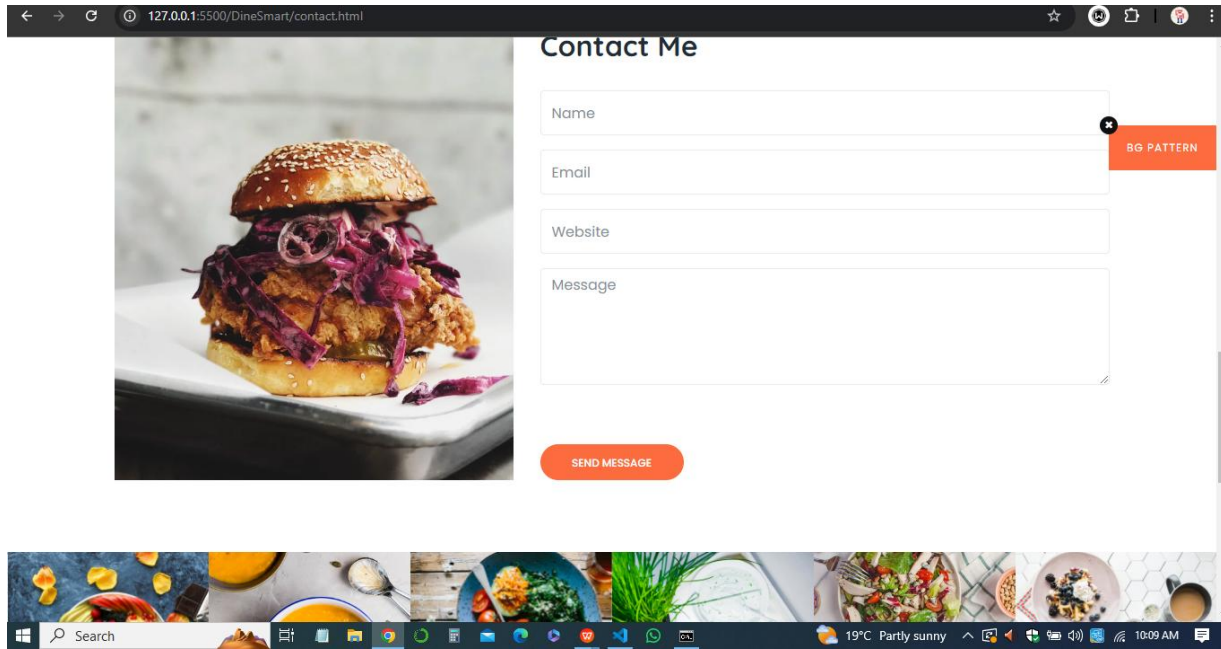
- ❖ Reasoning- Gestalt principles help users quickly understand the structure and organization of content, making navigation intuitive.

20. Fovea

The fovea is the central part of the retina responsible for sharp central vision. Design elements placed in the visual center of a screen are more likely to be noticed and engaged with by users.

Application- DineSmart places the most important call-to-action, like "Send Message" in the center of the screen. This ensures that it's the first thing users focus on, increasing the likelihood of conversion.

- ❖ Design Choice- Position the most important call-to-action, such as the “Send Message” button, towards the central part of the screen.
- ❖ Screenshot- A close to centered “Send Message” button in a prominent color.



- ❖ Reasoning- Placing critical information where users naturally focus increases the likelihood of interaction.

21. Item Size

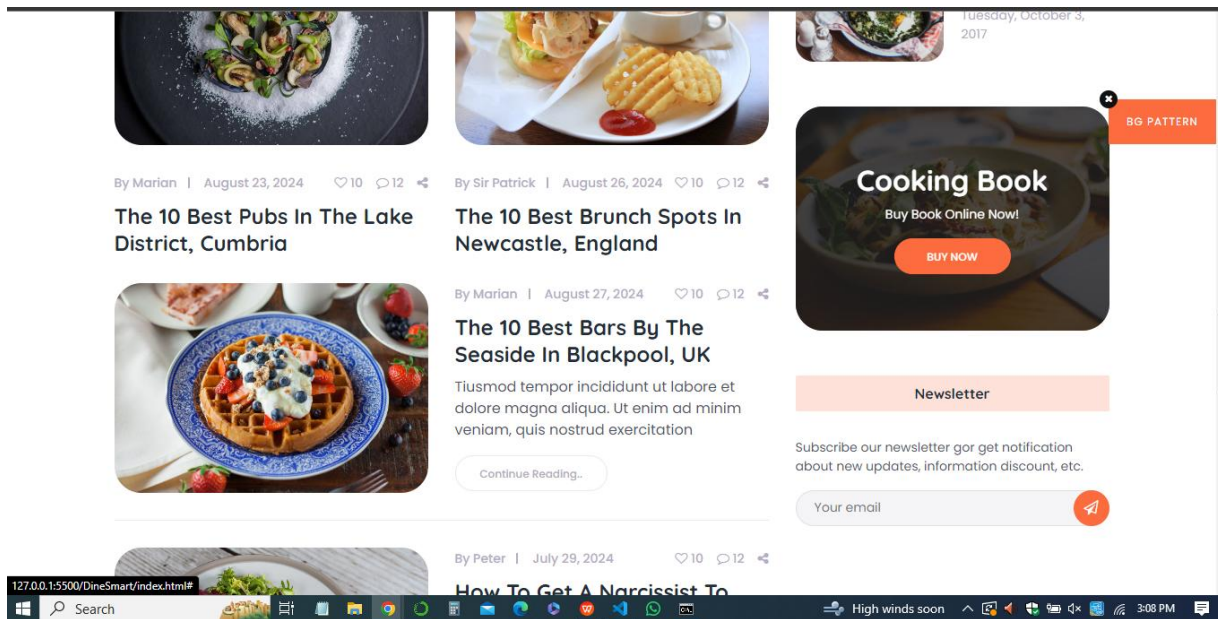
Item size in design refers to the physical dimensions of elements such as buttons, text, and interactive icons. Properly sized elements are crucial for usability, especially in the context of touch interfaces on mobile devices. Buttons that are too small can be difficult to tap, and text that is too small can strain the eyes, leading to user frustration.

Application

- ❖ Design Choice- DineSmart ensures that buttons and text are large enough for easy tapping and reading on both desktop and mobile devices. For example, the "BUY NOW" button is prominently sized to allow effortless interaction, particularly on mobile devices where

precision tapping is key.

- ❖ Screenshot- A mobile view showing large, easily tappable buttons i.e BUY NOW button.



- ❖ Reasoning

Proper sizing enhances usability across different devices, ensuring that users do not struggle with small or hard-to-click elements. This consideration is particularly important for mobile users, where the risk of misclicks increases with smaller elements. By sizing buttons and text appropriately, DineSmart improves the overall user experience and accessibility, preventing frustration and potential drop-offs.

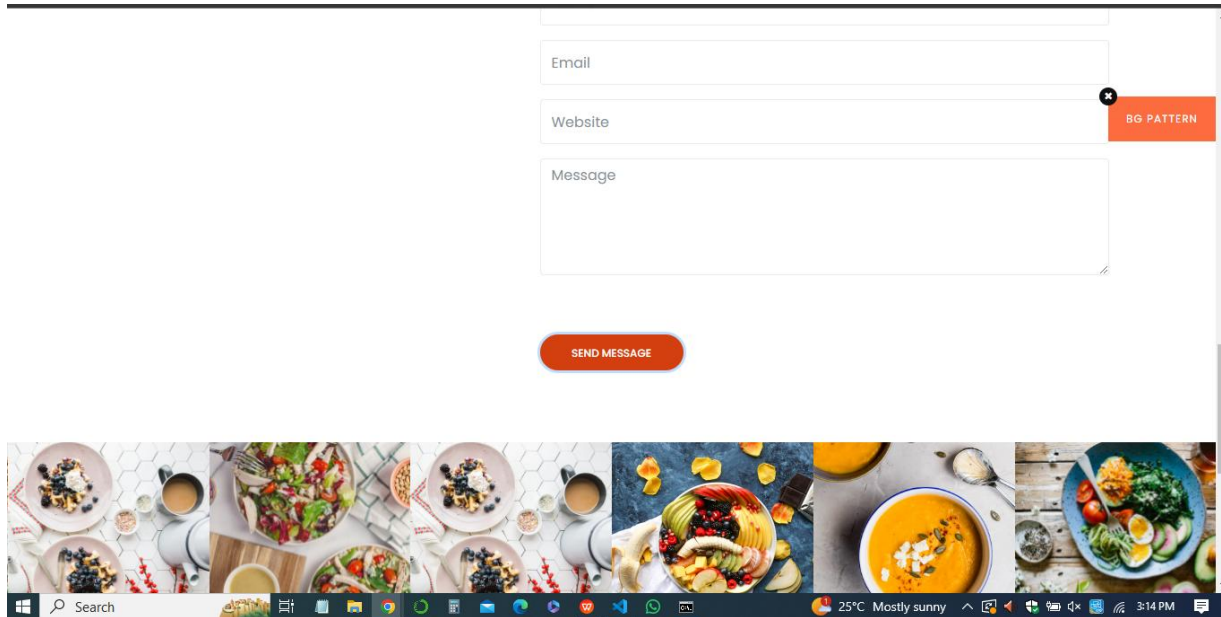
22. Depth and Size Perception

Definition

Depth and size perception in design involves using visual techniques, such as shadows, gradients, and layering, to create a three-dimensional effect on a two-dimensional screen. These cues help users perceive certain elements as interactive, guiding their attention to buttons, forms, or other actionable areas.

Application:

- ❖ Design Choice-DineSmart uses shadows and gradients on buttons to create a sense of depth, making them appear clickable. For instance, the “Send Message” button is designed with a subtle drop shadow and gradient effect, giving it a raised appearance that invites interaction.
- ❖ Screenshot- A button with a subtle drop shadow and gradient effect e.g the “Send message” button below.



❖ Reasoning

These visual cues are essential in helping users distinguish between static content and interactive elements. By applying depth effects, DineSmart guides users intuitively, making it clear where actions are expected. This approach not only enhances the visual appeal of the site but also supports efficient navigation, as users are more likely to engage with elements that appear to be clickable.

This completes the application of the design principles to the "DineSmart" website, integrating both cognitive science and user-centered design techniques. Each principle enhances the website's usability, accessibility, and overall user experience, ensuring that users find it intuitive and enjoyable to interact with the platform. The reasoning behind each design choice

ties back to core cognitive aspects, helping to justify the design decisions made for the site.