

Chunking


Grouping units of information to make them easier to process and remember.

CAR AND DRIVER

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b

The 2017 Volkswagen Golf SportWagen




The sportier utility vehicle.

Starting at \$21,580

[View MSRP and feature info](#)


[TEST DRIVE](#)



INSTRUMENTED TEST

Tested: 503-HP 2017 Mercedes-AMG C63 S Coupe!

One swift Swabian muscle machine.



Research Vehicles


By Make and Model


Select a Make


Select a Model (optional)


Research


By Body Style



SEDANS



SUVS



CROSSOVERS



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SPORTS CARS



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HATCHBACKS


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CONVERTIBLES


USED CARS


CERTIFIED PRE-OWNED CARS

The sportier utility vehicle.


The 2017 Volkswagen Golf SportWagen



Starting at \$21,580

[View MSRP and feature info](#)

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First Drive • Oct 2016

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One site I found that uses chunking extensively is for the magazine “Car and Driver”. As you can see the landing page is very well organized and groups various features in different places so as to increase usability. At the top theres a dynamic display of most recent headlines and car reviews, underneath there is a search and filter system for finding specific cars, as well as a “Recent News” column and a “Featured” list. Because they used the same size and font for each header, it’s easy to tell where the chunks begin and end. The user can quickly and easily locate the chunk they want and proceed to the desired page. Once we click into a specific model, the chunking becomes even more obvious, with a bar of quick facts like mpg, 0-60 times, horsepower, and top speed. There’s also a ranking in a list of competitors, and a side bar featuring pros and cons, as well as specifications. Because they also use consistency, you always know which chunk to look at for the information you want, and it’s easy to understand and remember the numbers they display. Chunking plays a big part at caradndriver.com, and makes remembering specific numbers easy.

Depth of Processing

Thinking hard about a thing improves the likelihood that it can be recalled.

Friends Don't Let Friends Miss Car Shows

Home

Car Shows

Local Car News

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Like 124M

October 6, 2016 3:00pm

2016 TLX | \$299 PER MO./36 MO.
WITH STANDARD LEASE \$2,499 due at lease signing. Includes down payment; no security deposit required. Excludes tax, title, license, and dealer fees. For well-qualified lessees. OFFER TERMS+



ACURA
PRECISION CRAFTED PERFORMANCE
EXPLORE OFFERS

PREVIOUS CAR SHOWS






UPCOMING CAR SHOWS

SUBMIT A CAR SHOW

2016 October

OCTOBER

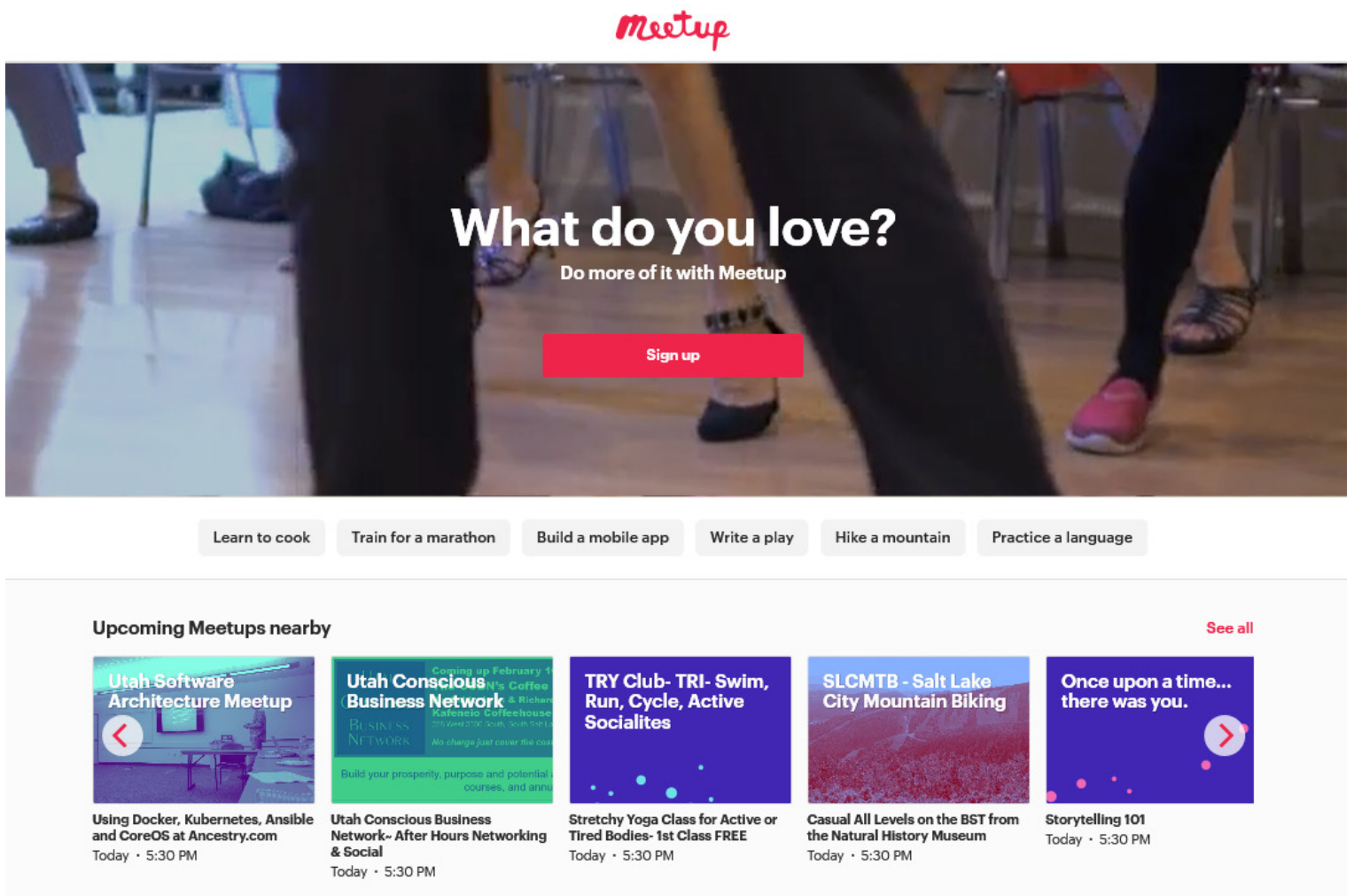
Expand All +

Event	Date	Time	Venue	City	More Info
 That Hot Dog Place Cruise Night	10/6	5p - 8p	1821 W. 4000 S Suite 500	Roy	View Flyer +
 Astro Burgers Cruise Night	10/6	5p - 7:30p	Astro Burgers - SLC	SLC	No Flyer +
 Cruise-In at Iceberg	10/6	5p - 7:30p	Iceberg Drive Inn	Taylorsville	No Flyer +
 Mt. Olympus 2nd Annual Car Show	10/7	4p - 7p	Mt Olympus Rehab Center	SLC	View Flyer +
Kulture Krash Car Show	10/8	9a - 4p	Fisher Park	Clearfield	View Flyer +
Josh Holt Benefit Car Show	10/8	11a - 4p	Riverton City Park	Riverton	View Flyer +
 Scare Away Cancer Car Show	10/8	11a - 5p	Wing Nutz	Draper	View Flyer +
Veterans Fair & Car Show	10/8	10a - 4p	Valley Regional Park	Taylosville	View Flyer +

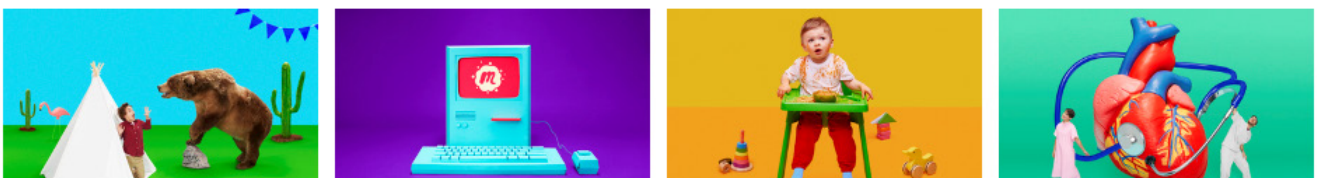
utahcarczar.com is an interesting example of Depth of Processing because it's not a very well designed website and they didn't use this principle on purpose, but it still works. At first glance you choose a specific car show and read across the table. Then you realize that you retained no information whatsoever. They could have made the date and times bolded or used a different format to display content, but instead its just a bland string of information. This makes it so you have to go back and really concentrate on the info you want. It's easiest to look at the date and time first and see if you can make it, then go back and look at the city to see if it's worth the drive, then if you decide to go you check the address and maybe the flyer for more information. It's in this way that an example of horrible design actually works because you have to read through the info a couple times and go back to pick specific pieces out. This principle can almost be an oxymoron cause if you don't use it the user will remember the information they had to work to process. Although it's not very efficient and would be much easier to use if they had purposely used Depth of Processing.

Readability

The ease with which text can be understood, based on the complexity of words and



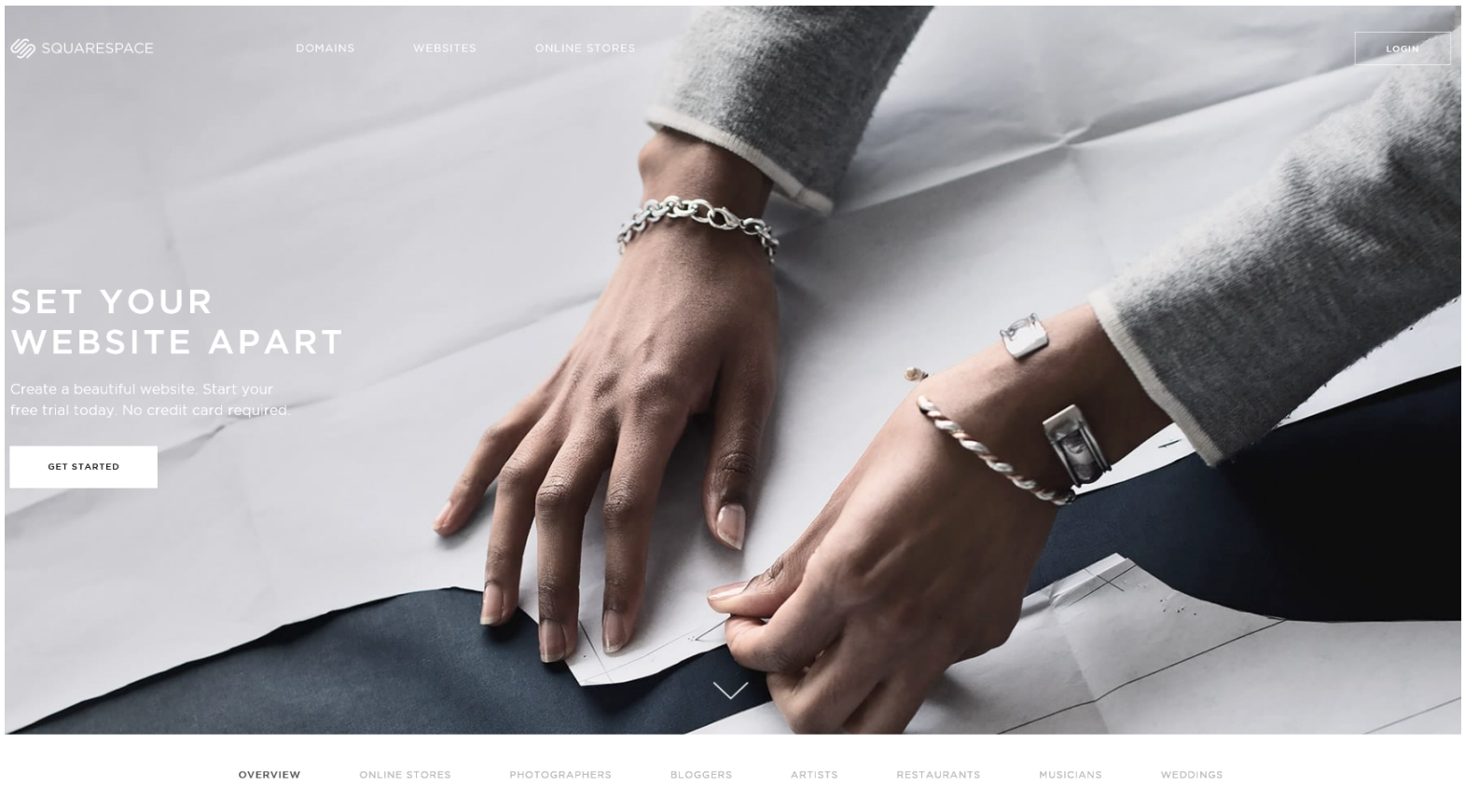
Explore



Meetup is a site for finding events and groups of people near you who have the same interests and hobbies. Their website uses Readability very well. As you can see it's a very clean and modern design, and you can process the content very quickly because they provide only the information you need with no extra fillers. The bar beneath the main display for sign up is a great example. "Learn to cook" "Train for a marathon" "Build a mobile app" etc. It tells you exactly what the app is used for, which is pretty much anything. Any sort of hobby or skill you want to learn can be accessed through Meetup. The readability principle makes it so easy it even gives the impression that learning these things is easy too, which I can imagine is what convinces most people to sign up and do that thing they've always wanted to do. Readability really works with how they designed their site.

Signal-to-Noise Ratio

The ratio of relevant to irrelevant information. Good designs have high signal-to-noise ratios.



Signal-to-noise ratio is all about reducing clutter in a design, so I immediately thought of minimalistic sites. A great example of designed minimalism is squarespace, a website for making websites. As you can see they use small fonts and lots of whitespace to showcase the simplicity of their design. They also use color very sparingly and only to emphasize a focal point. The options and icons are simple and tell you exactly where youre going and what to do. It's really a beautiful design and it makes the user want to explore more of the site. It also utilizes lots of scrolling through dynamic images and charts, as well as simple tables with large, bold information and minimal dividing lines. The overall design gives the impression that every piece of information they give you is important, so it's best to read through each short paragraph. Overall this website places it's content exceptionally well, providing a high signal-to-noise ratio and enhanced usability for anyone exploring their site.