EXPERIMENT-2

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USER INTERFACE AND DESIGN

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

FRAME 1 — Instruction Page (Landing Screen)

Title: **Memory Recall Task**

Subtitle: Train your brain using smart chunking techniques.

What You'll Do

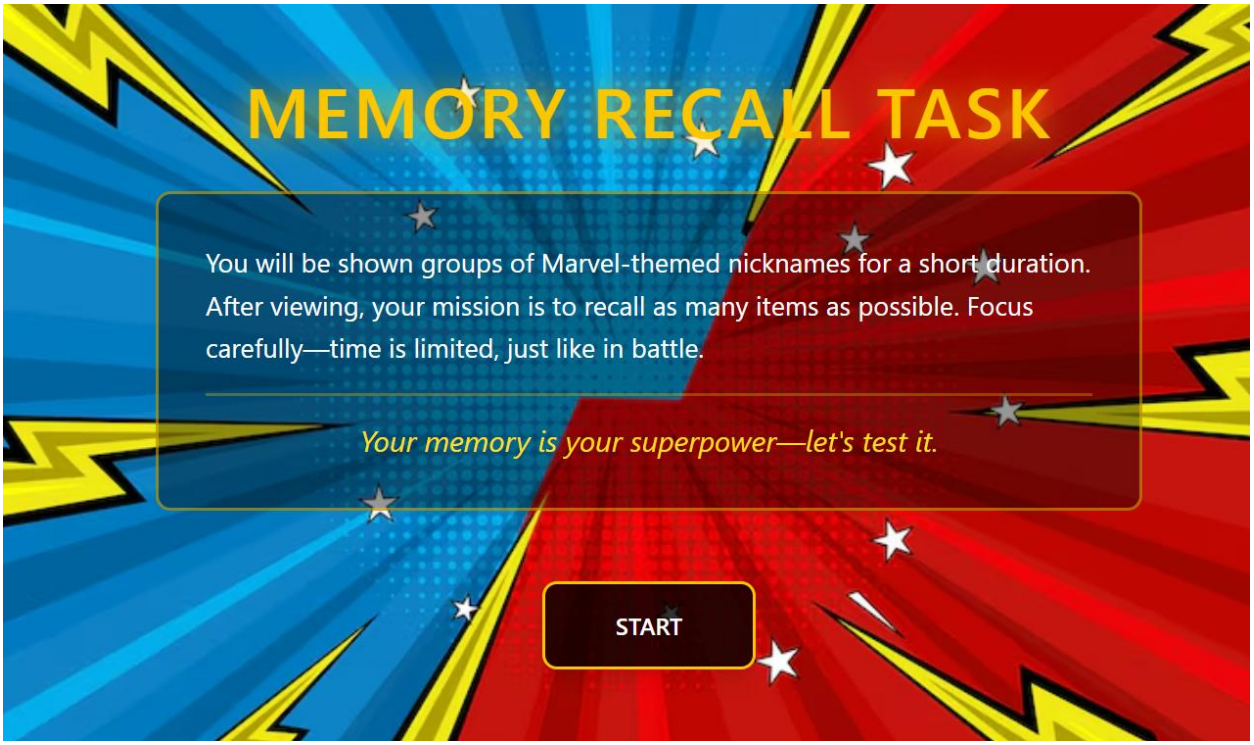
1. You will see a screen filled with text
2. Observe them carefully
3. Try to group of nicknames mentally
4. Memorize as many as possible
5. You will have only **5 seconds** to view
6. Accuracy matters more than speed

CTA Button

Start

Why Chunking?

Chunking breaks information into smaller groups, making it easier to process and remember. This task uses chunking to improve short-term memory and recall performance.



FRAME 2 — Chunking Phase (Viewing

Screen) Title: Observe & Remember

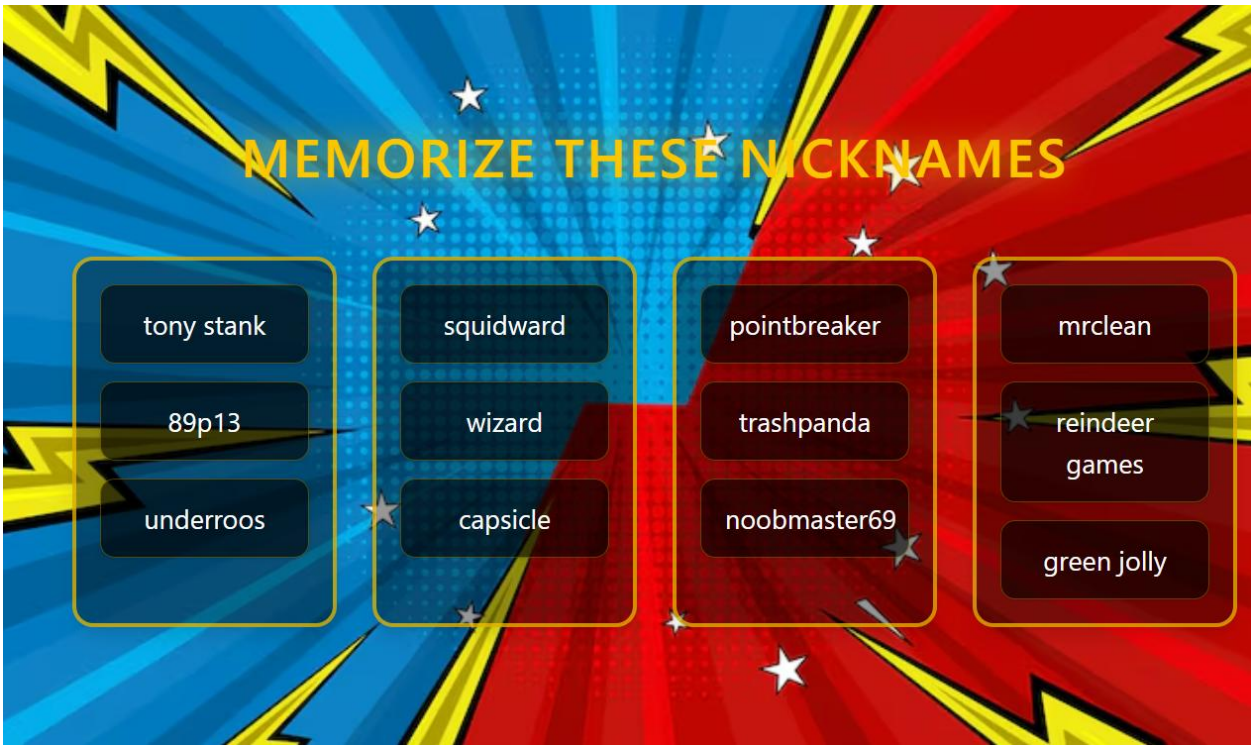
Subtitle: Look for nicknames.

UI Labels

- 4 groups of chunks each with 3 nicknames

On-screen Tip (small text)

Focus on similarities characters nicknames



FRAME 3 — Recall Phase (Selection Screen)

Title: **What Do You Remember?**

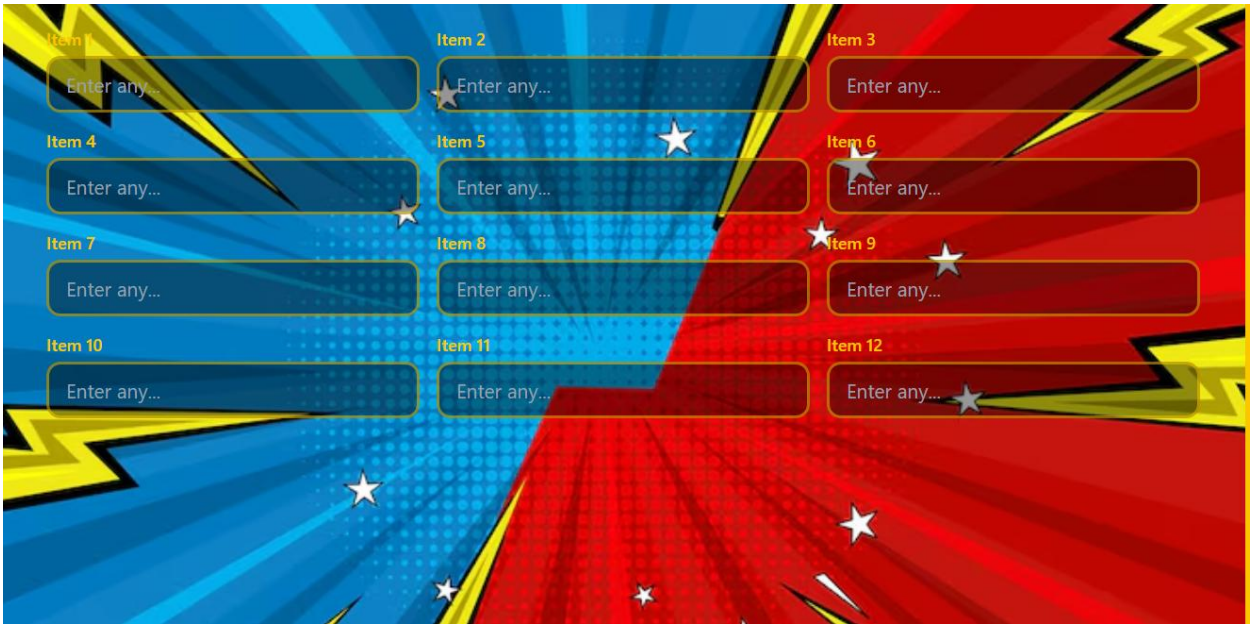
Subtitle: Select the nicknames you saw earlier.

Instructions

Enter the nicknames you remember

CTA Button

Submit



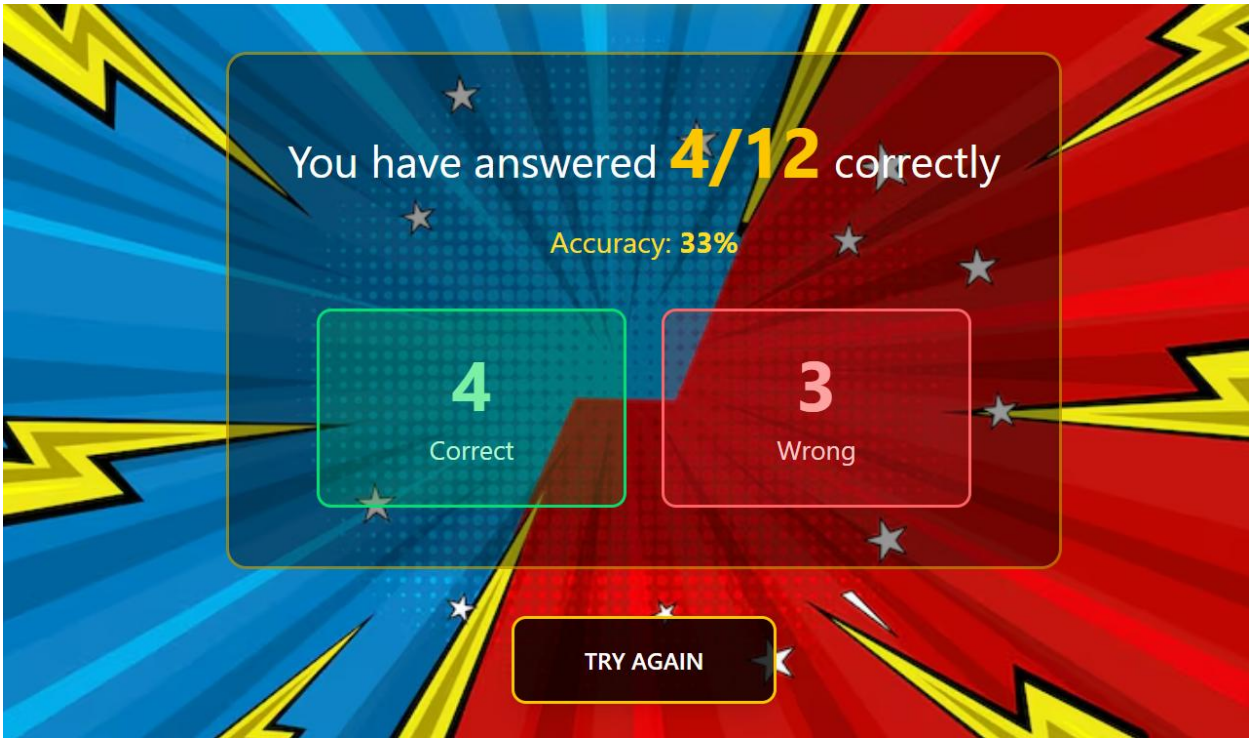
FRAME 4 — Result Page (Score & Feedback)

Title: **Your Recall Score**

Score Display: **4/ 12 Correct**

Actions

- Try again



About the Memory Recall Task

This interactive web application evaluates short-term memory using the cognitive principle of chunking.
Users observe a group of text for a limited time, then recall and enter the ones they remember.

The task includes:

- Instruction phase
- Viewing (chunking) phase
- Recall phase
- Feedback phase

The goal is to improve memory retention by organizing information into meaningful groups.