Exercise 2 **Date: 25-01-25**

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

AIM:

The aim of this UI design is to investigate how chunking influences users' ability to recall visual elements, such as icons or text chunks, by comparing recall performance between chunked and non-chunked presentations.

PROCEDURE:

Tool Link: https://www.figma.com/

Step 1: Set Up Your Workspace

1. **Open Figma**: Either go to Figma's website or open the Figma Desktop Application.
2. **Create a New File**: Click on the 'New File' button to create a new project.

Step 2: Create Frames

1. **Add Frames**: On the left toolbar, select the 'Frame' tool (F). Add several frames, as you will need multiple screens to test chunking.
2. **Name Frames**: Name these frames for ease of reference, e.g., 'Instruction Screen', 'Chunked Icons', 'Recall Screen 1', 'Random Icons', 'Recall Screen 2'.

Step 3: Design Icons/Images and Text

1. **Insert Icons**: Use Figma's 'Assets' panel to drag and drop icons into your frames. You can also use plugins like 'Icons8' for a wider variety.
    - Group related icons for the 'Chunked Icons' frame.
    - Place icons randomly for the 'Random Icons' frame.

2. **Add Text Chunks**: Use the 'Text' tool (T) to type chunks of text if you're testing text recall. Similarly, group text logically in one frame and randomly in another.

Step 4: Instruction Screen Design

1. **Create Instruction Screen**: Design the first frame to provide users with instructions on what they need to do.
    - E.g., "You will see some icons for a few seconds. Try to remember them."

Step 5: Transition Design

1. **Add Timed Interactions**:
    - Select the 'Prototype' tab.
    - Link the 'Chunked Icons' frame to the first 'Recall Screen'. Set the interaction to transition after a few seconds (e.g., 5 seconds) using 'After Delay'.
    - Repeat for the 'Random Icons' frame transitioning to the second 'Recall Screen'.
2. **Set Delay Time**: Adjust the delay time to ensure users have enough time to view the chunks but not too much time to memorize them thoroughly.
3. **Use Smart Animate**: Use Figma's 'Smart Animate' to create smooth transitions between the frames.

Creating the Prototype in Figma

Here's a quick overview of how you can set the prototype:

- **Step 1**: Select the frame you want to transition from.
- **Step 2**: Click on the prototype link icon on the right sidebar.
- **Step 3**: Drag the arrow to the frame you want to transition to.
- **Step 4**: Set the interaction to ‘After Delay’ and specify the duration (e.g., 3000ms for 3 seconds).
- **Step 5**: Choose the animation type like 'Smart Animate' for smooth transitions.

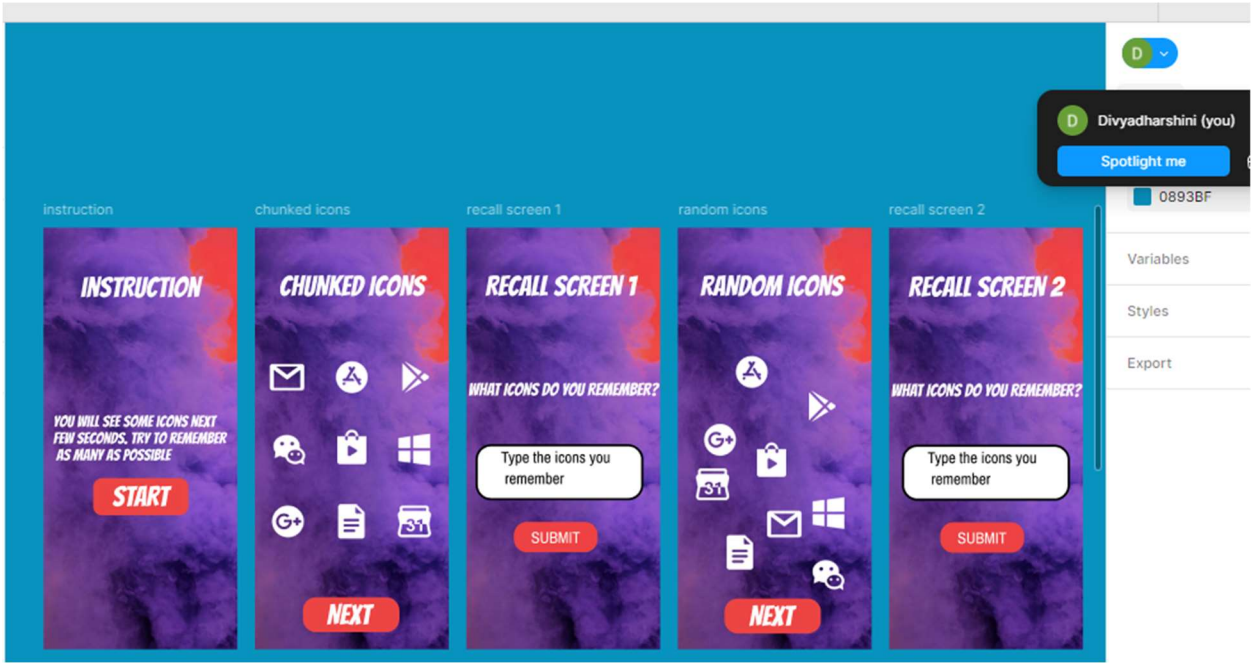
Step 6: User Testing

1. **Conduct User Testing**: Recruit users and have them go through the test sequence.
2. **Record Data**: Note down the response time and accuracy for each user during the recall phase. You can use a spreadsheet or a simple notepad to track this data.

Step 7: Analyze Results

1. **Compare Results**: Evaluate which chunking method (grouped vs. random) resulted in better recall accuracy and speed.
2. **Document Findings**: Use Figma to add notes or comments on your findings directly on the frames if needed.

Output



Result

Thus users remembered more icons from the chunked layout than the random one, proving chunking helps in better visual recall.