

## 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 icons or text
2. Observe them carefully
3. Try to group similar items mentally
4. Memorize as many as possible
5. You will have only **5 seconds** to view
6. Accuracy matters more than speed

#### Helper Note

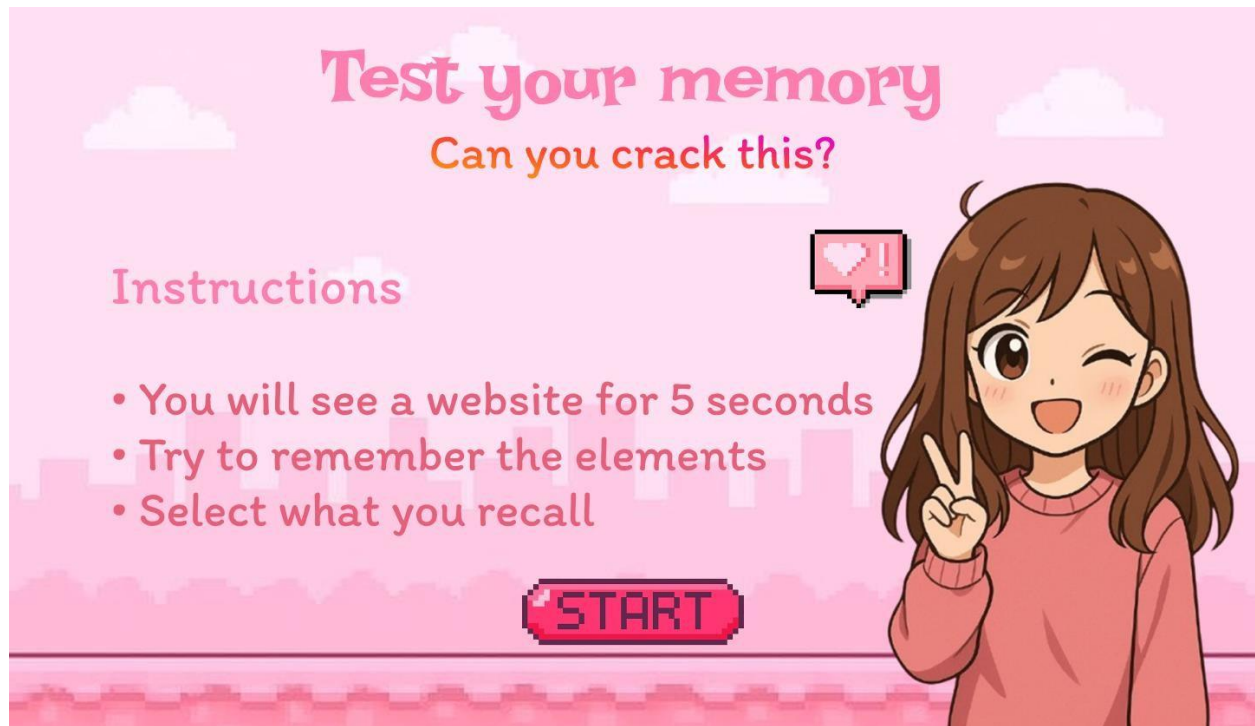
Tip: Group related items together to remember them faster.

#### 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 patterns. Create mental groups.

### UI Labels

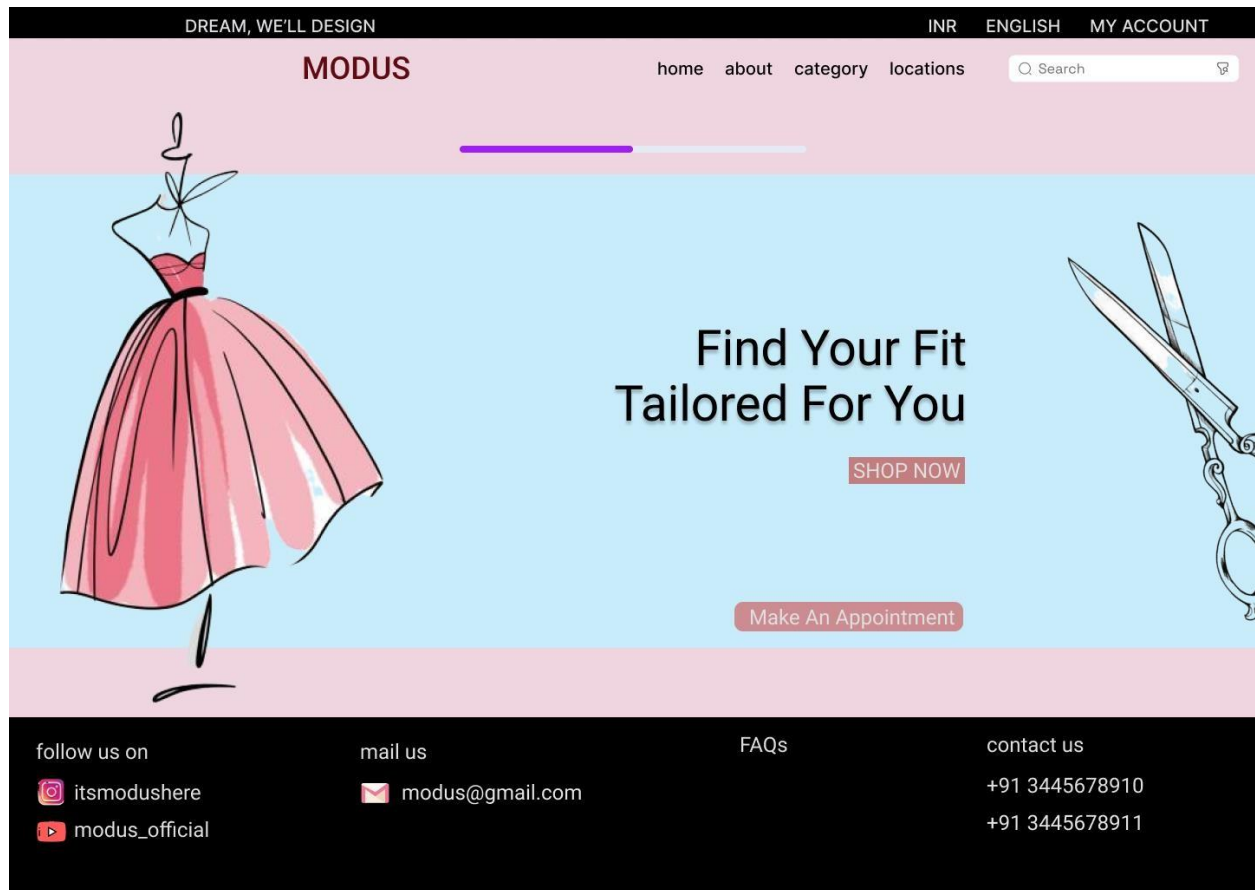
- Time Left: **00:05**
- Progress Bar showing remaining time

### On-screen Tip (small text)

Focus on similarities like colors, categories, or shapes.

### What happens here?

This is the encoding phase. Users quickly scan the grid, identify patterns, and organize items into mental chunks before time runs out.



## FRAME 3 — Recall Phase (Selection Screen)

**Title:** What Do You Remember?

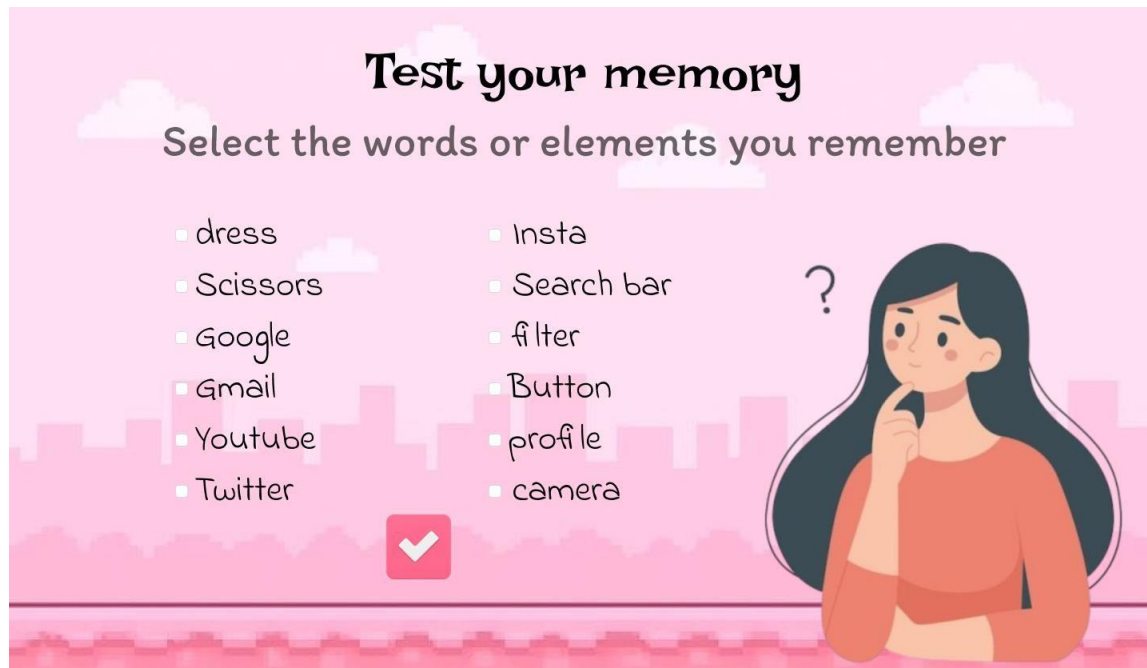
**Subtitle:** Select the items you saw earlier.

### Instructions

- Choose all items you recognize
- Some options are new (distractors)
- Select carefully before submitting

### CTA Button

**Submit**



#### FRAME 4 — Result Page (Score & Feedback)

**Title:** Your Recall Score

**Score Display:** 8 / 12 Correct

#### Dynamic Feedback Messages

High:

- Excellent memory!
- Your chunking strategy worked well

Medium:

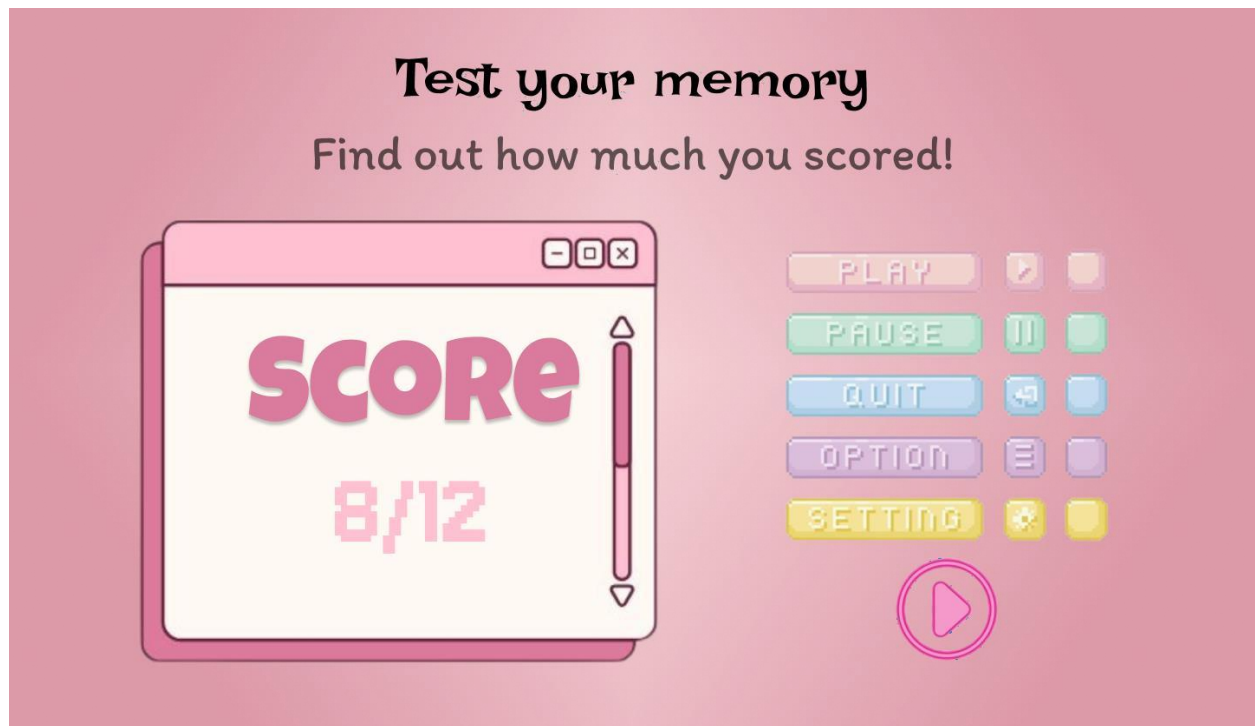
- Good effort!
- Try grouping items more effectively

Low:

- Keep practicing
- Look for patterns next time

## Actions

- Continue
- Restart
- Exit



## About the Memory Recall Task

This interactive web application evaluates short-term memory using the cognitive principle of chunking.

Users observe a group of visual elements for a limited time, then recall and select 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.

Prototype Link:

<https://www.figma.com/proto/21kItw40iOuKmqvDnxmuyl/mine?node-id=1026-2604&t=bPOkRczRmV9yV9v7-1>