

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
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.

Memory Recall Task

You will be shown several groups of icons or text. After viewing, recall the items you remember.

Instructions:

- You will have **5 seconds** to view the items
- The items will be displayed in groups (chunks)
- After viewing, you'll be asked to recall what you saw
- Type as many items as you can remember
- Pay attention to how the items are grouped

[Preview](#)

This experiment evaluates the effect of chunking on user memory.

Start

FRAME 2 — Chunking Phase (Viewing Screen) Title:

Observe & Remember

Subtitle: Look for patterns. Create mental groups.

UI Labels

- Time Left: **00:05**

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.

Remember these items:

1s

 Home	 Star	 Heart
 Music	 Camera	 Phone
 Mail	 Map	 Cloud
 Sun	 Moon	
 Umbrella	 Coffee	 Book

Study the items carefully. You'll recall them next.

FRAME 3 — Recall Phase (Selection Screen) Title:

What Do You Remember?

Subtitle: Select the items you saw earlier.

Instructions

- Enter the items's name (any five) you remember.

CTA Button

Submit

Recall Phase

Type the items you remember seeing (as many as you can recall):

Item 1:

Type item name...

Item 2:

Type item name...

Item 3:

Type item name...

Item 4:

Type item name...

Item 5:

Type item name...

Submit Recall

FRAME 4 — Result Page (Score & Feedback) Title:

Your Recall Score

Score Display: 8 / 12 Correct

Actions

- Try again

Results

0/14

You recalled **0** out of **14** items correctly!

💡 Try again! Pay attention to how items are grouped.

Analysis:

This experiment demonstrates the effect of **chunking** on memory. When items are grouped together in meaningful chunks (like the bordered boxes you saw), it's typically easier to remember them compared to seeing all items scattered randomly. Chunking reduces cognitive load by organizing information into manageable groups.

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 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.