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

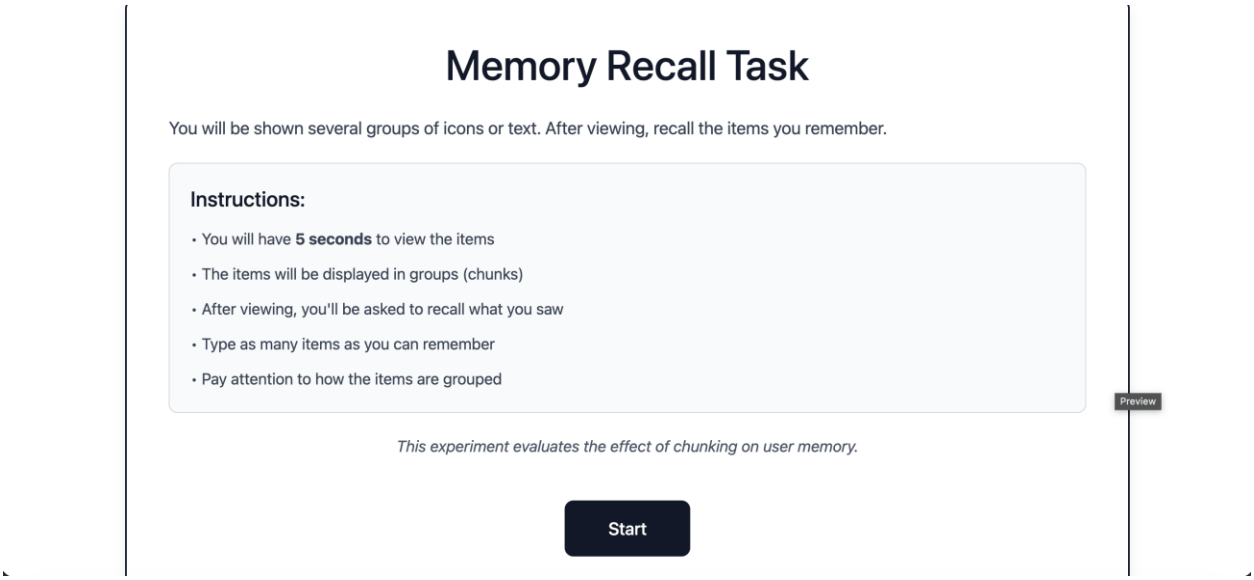
Helper Note

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.



FRAME 2 — Chunking Phase (Viewing Screen) Title:

Observe & Remember

Subtitle: Look for patterns. Create mental groups.

UI Labels

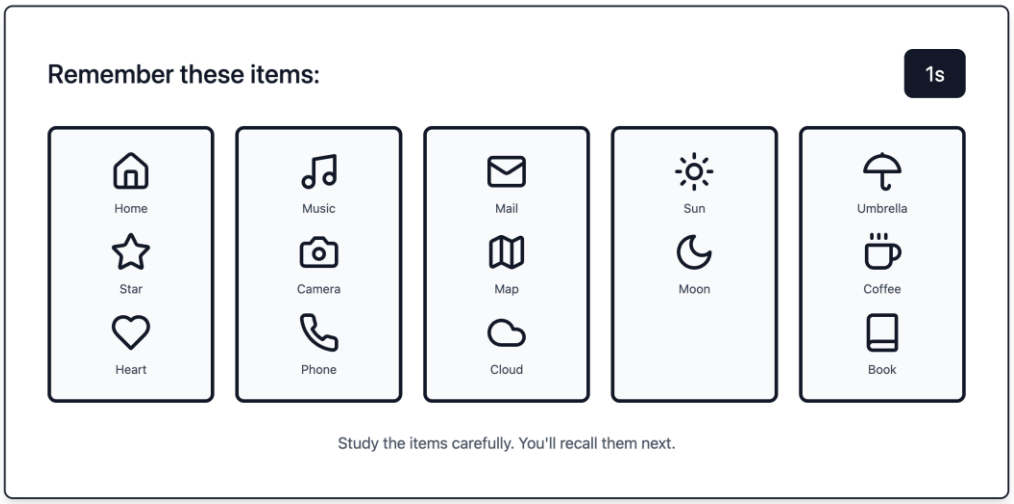
- Time Left: **00:05**

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.



FRAME 3 — Recall Phase (Selection Screen) Title:

What Do You Remember?

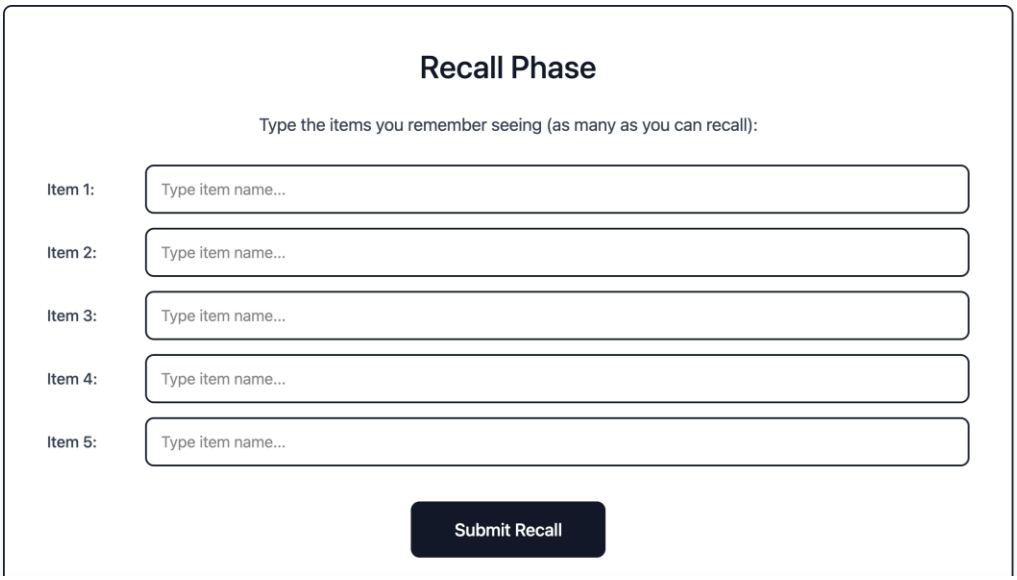
Subtitle: Select the items you saw earlier.

Instructions

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

CTA Button

Submit



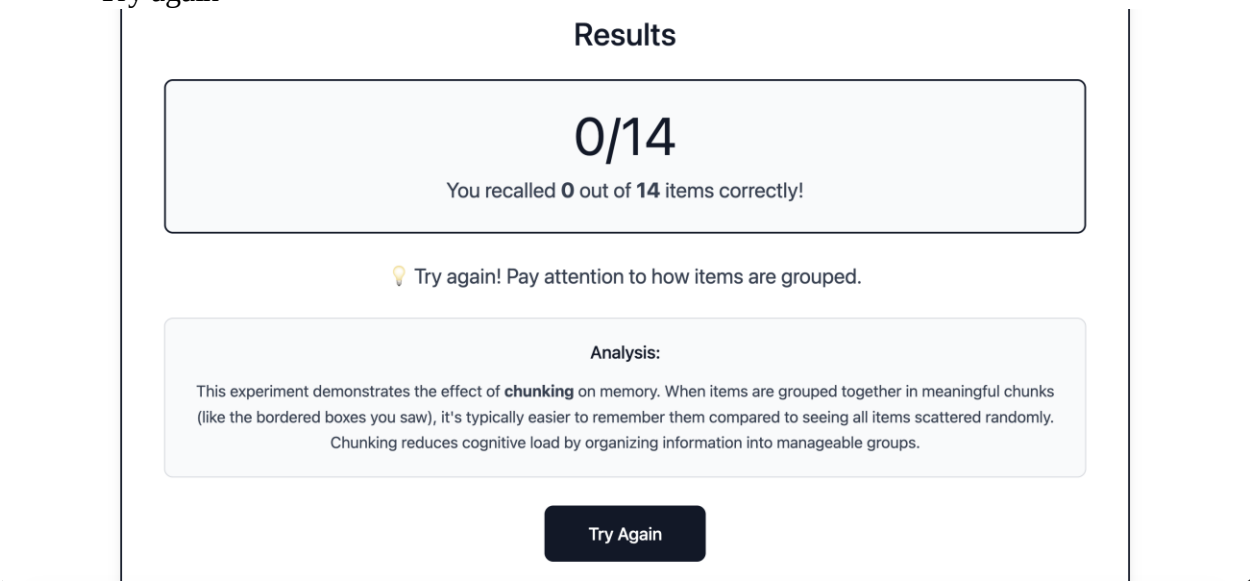
FRAME 4 — Result Page (Score & Feedback) Title:

Your Recall Score

Score Display: 8 / 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 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.