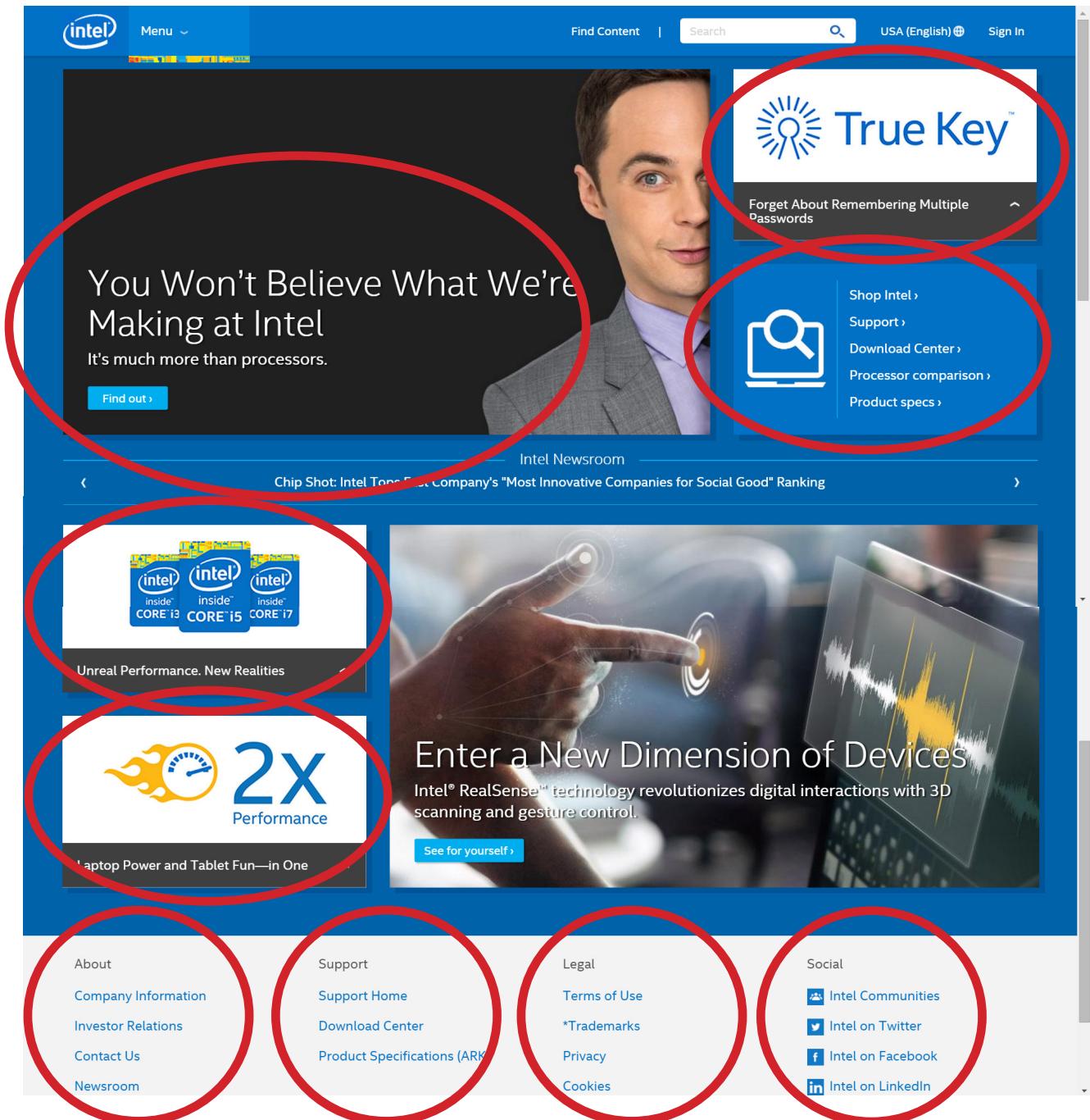


Chunking



[Definition : A technique of combining many units of information into a limited number of units or chunks, so that the information is easier to process and remember.]

Intel is one of the world's largest and highest valued semiconductor chip makers in the world. They focus various computer technologies, with clients ranging from corporate entities to the individual, everyday consumer. Their homepage is a great example of not assuming too much as to what the user will want to find. This is important with such a broad consumer base.

Chunking is utilized to a great degree (as highlighted by the red circles) to create better digestion of info and a better means for allowing the user to recall information. The bottom of the page, like many other sites, separates the "About", "Support", "Legal" and "Social" categories into various chunks, with four sub-categories, plus or minus one. This allows for better short term memory storage. The use of familiar and easy-to-understand labeling also keeps the clusters easier for the user to latch on to.

Written by: Dustin Robertson

Depth of Processing

Search


+Dustin

Categories

Home

Top Charts

New Releases



7 Minute Workout Challenge

Fitness Guide Inc. · February 9, 2015

Health & Fitness

\$1.94 Buy

Add to Wishlist

This app is compatible with your device. Offers in-app purchases

★★★★☆ (1,086)

+1 +728 Recommend this on Google

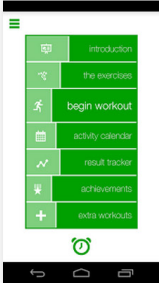
Scientifically proven. 7 minute workout that can be done at anytime and anywhere.

Full video, audio, image and text instruction for every exercise.

Track your activity. Be informed.

Monitor your progress. Stay motivated.

Unlock achievements and awards. Make it fun.



Description

The "7 Minute Workout" is a research-backed workout program that has become an international hit! Published in the leading research journal ACSM, and then popularized by the NYT, the "7 Minute Workout" is simple but effective. Researchers have selected 12 exercises that are performed for 30 seconds with 10 second rest intervals. This high-intensity training with little rest results in higher daily metabolism and is the equivalent of working out for over an hour - for only slightly longer than 7 minutes.

The best part? The exercises are simple to perform, do not require any equipment, and therefore, can be done anywhere! NO MORE EXCUSES.

This app takes this research-proven workout and guides you through the process. Further, it tracks your results, and makes it fun by allowing you to unlock rewards as you continue working out.

App features include:

- stunning design
- both male and female trainers that guide you by video, audio, image and text
- all content is INCLUDED (no additional charges, and no need for internet connectivity)
- track your weight with our weight tracker
- track your activity with our activity calendar
- workout and unlock various achievements

We are dedicated fitness professionals and app developers. We strive to make the highest quality products - if you have any suggestions, feel free to contact us. Our apps are regularly updated at no charge.

Additional information

Updated February 9, 2015	Size 48M	Installs 10,000 - 50,000	Current Version 1.3	Requires Android 2.3.3 and up
Content Rating Everyone	In-app Products \$0.99 per item	Permissions View details	Report Flag as inappropriate	Offered By Fitness Guide Inc.
Developer Visit Website				

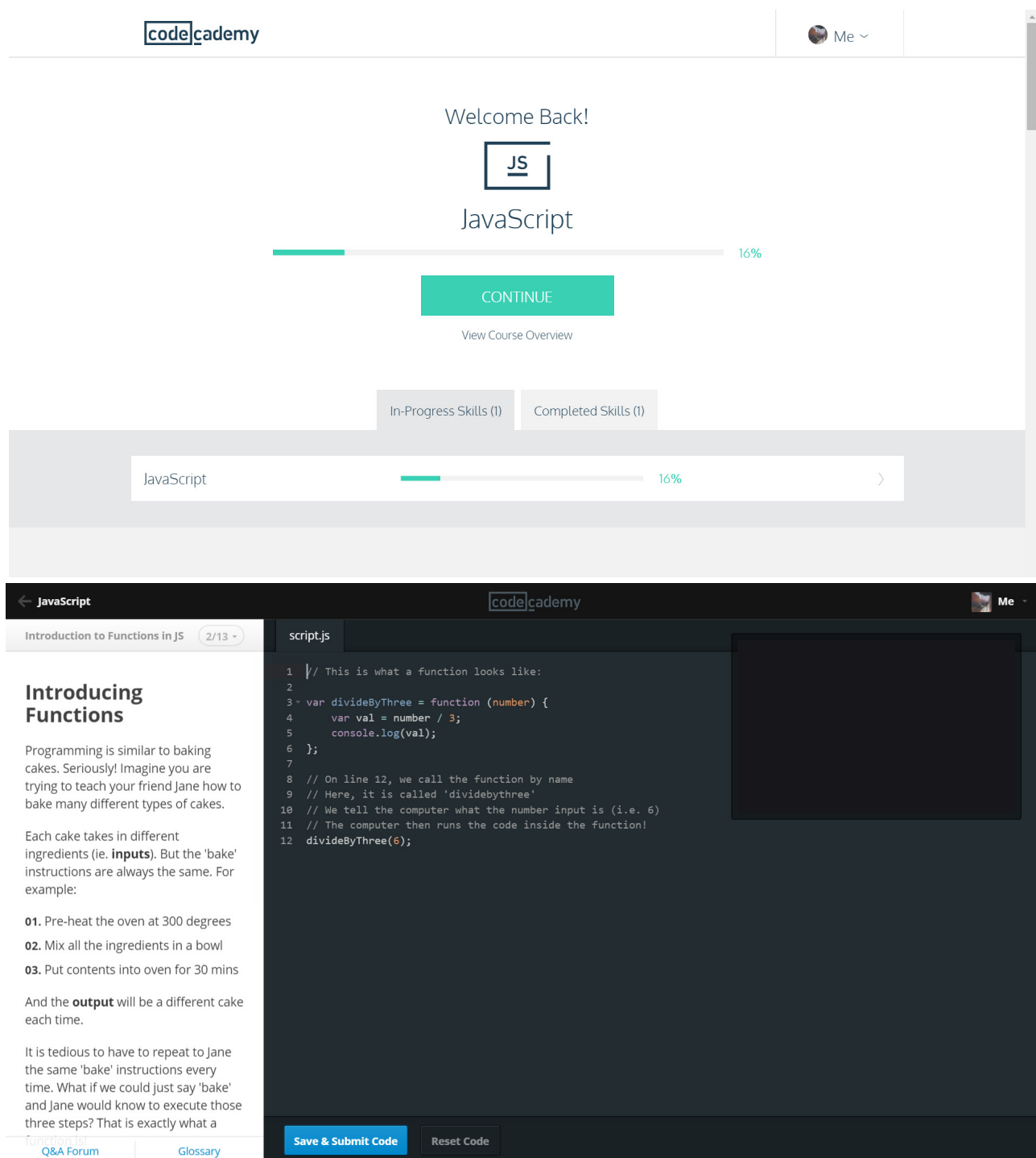
[Definition : A phenomenon of memory in which information that is analyzed deeply is better recalled than information that is analyzed superficially.]

Google Play is one of the largest mobile app stores on the market. Games, movies, music, online tools and much more are all offered through the website. There are thousands of applications made my numerous developers to choose from with many more being added daily. Yet to know which app is worth your time and money is a tough question that needs to be answered by users.

One way Google has sought to assist the consumer is by implementing layers and varieties of information that allows for a better depth of processing. Above, we see The 7-Minute Workout Challenge app. It is just one of many exercise apps that exist today. To better educate the user on its specific traits, example images, summary descriptions, user reviews and tech specifications are all organized on the interface. This allows for a better diagnosis of the product and gives somewhat of a test experience with the product before purchase.

Written by: Dustin Robertson

Readability



[Definition : The degree to which prose can be understood, based on the complexity of words and sentences.]

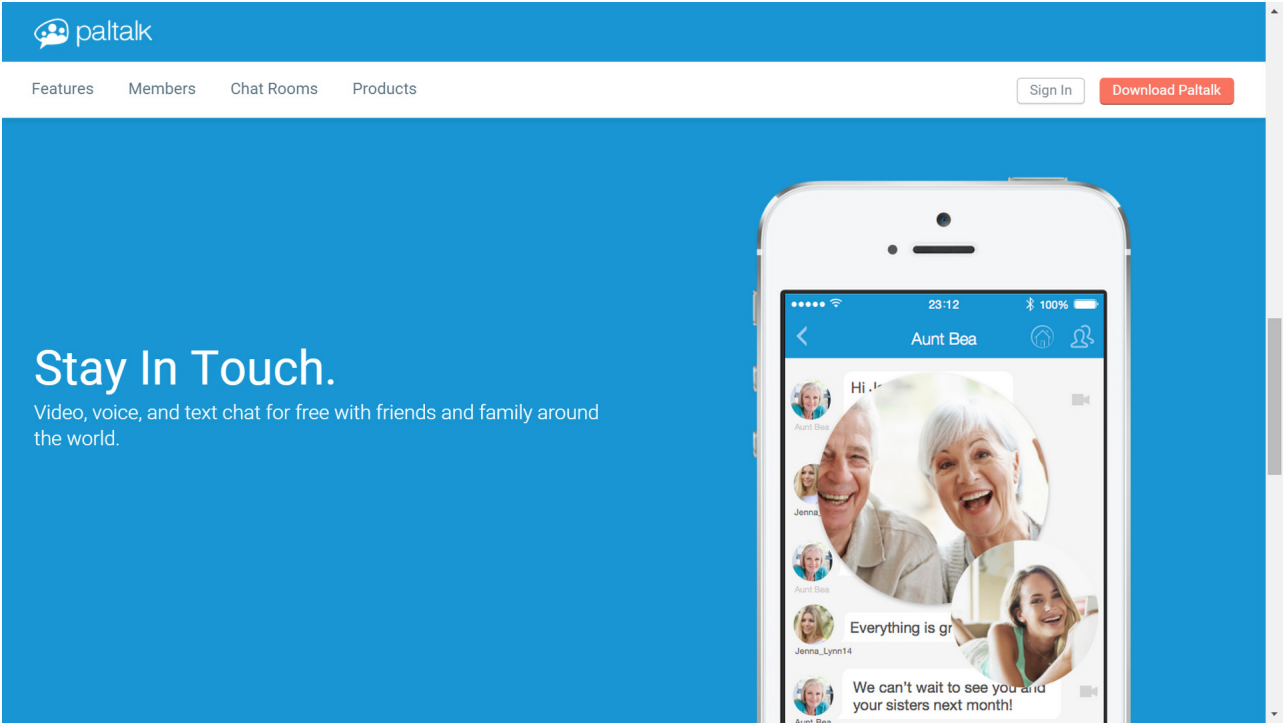
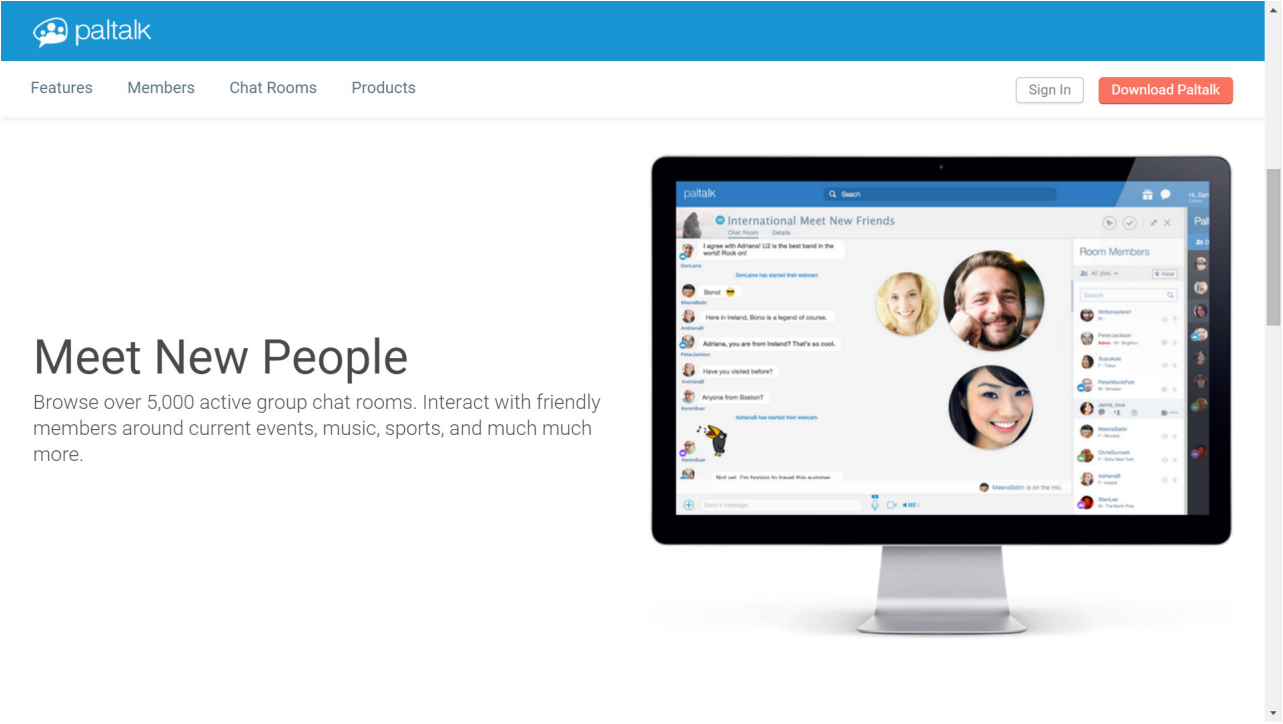
Codecademy.com was introduced to me during my first web development course at UVU. It is geared towards teaching individuals how to better code with tutorials on some of the more popular tools out there. It is for both the novice and expert alike.

Since I had very little experience in the coding world before visiting the site, I was worried that I would have to sift through tech jargon and an ugly interface. Not the case here. Rather, this has been one of the most user friendly sites I've visited. In terms of readability, the homepage and tutorials are all organized in an easy-to-read manner. It's not cluttered, it leaves out unnecessary detail and tries to focus on the relevant info.

Most importantly to me was the feeling of cohesiveness. They never assumed I knew certain things before it was taught, but rather taught me in a way that built on each previous principal at a steady pace. It all felt connected.

Written by: Dustin Robertson

Signal-to-Noise Ratio



[Definition : The ratio of relevant to irrelevant information in a display. The highest possible signal-to-noise ratio is desirable in design.]

PalTalk is a communications service similar to Skype and Apple's FaceTime. Yet it is more of an open forum type arena to meet new people, similar to a chat room. This allows for users to connect across multiple platforms and converse around the world.

Their homepage here is a good example for a high signal-to-noise ratio. All communication involves the creation, transmission, and reception of information. As you progress from one stage to the other, noise or interference, degrades the signal. Paltalk does a solid job at avoiding unneeded noise on their launch page.

Here we see just what we need. Small chunks to the left, briefly and efficiently describing the benefits from using PalTalk. On the right, an image of customers enjoying the tool with a brief sample of its simple interface. No over-explanation or long lists of data. You also don't find abrasive color schemes or designs that take away from the message. It is clear communication.

Written by: Dustin Robertson