

CS23A34

USER INTERFACE DESIGN

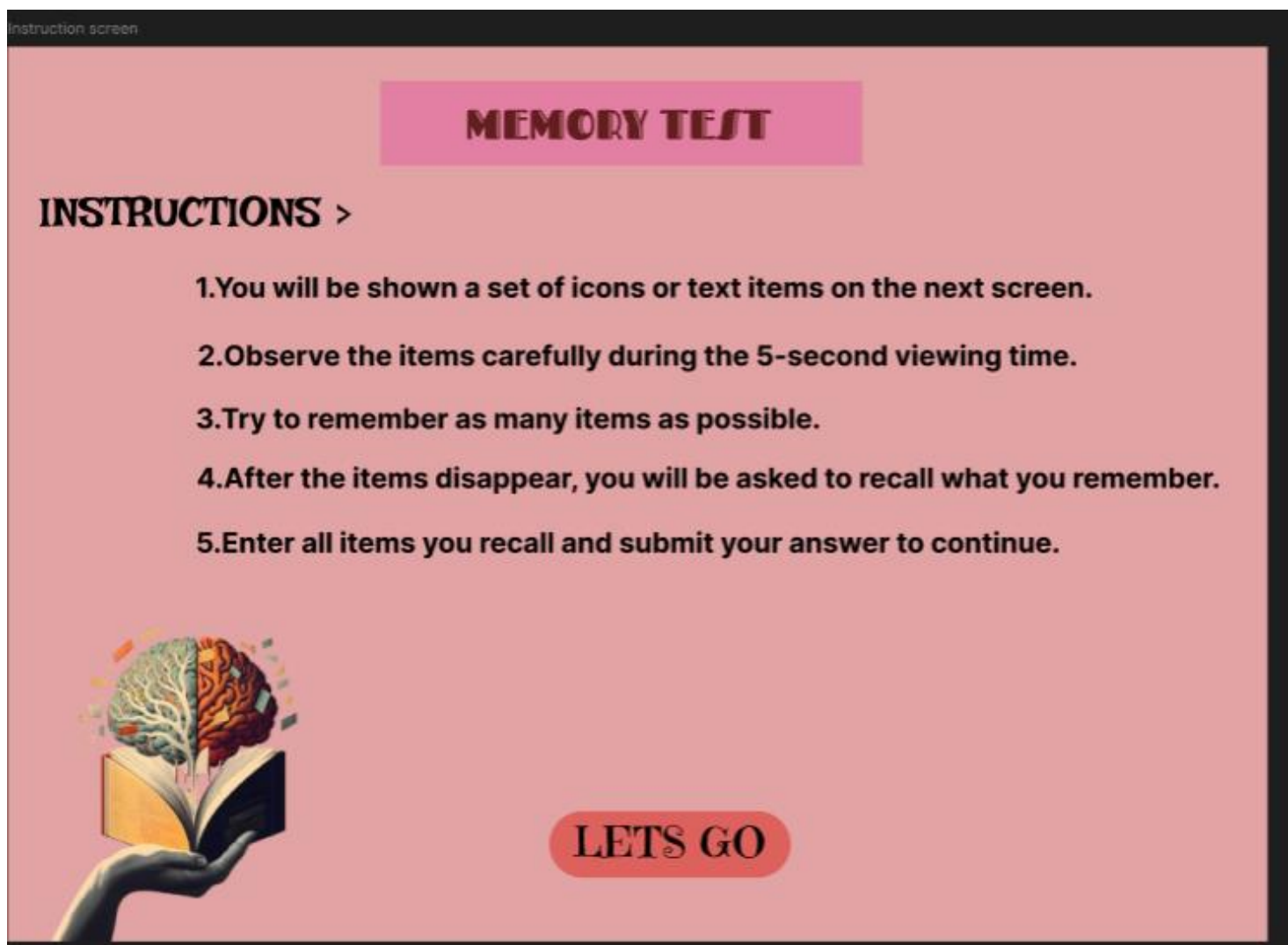
EXPERIMENT-2

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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



Chunking Analysis of the Instruction Screen (Memory Test UI)

Chunking is a cognitive strategy that improves user understanding and memory by organizing information into small, meaningful groups. The Memory Test instruction screen applies chunking effectively to guide users and prepare them mentally for the task.

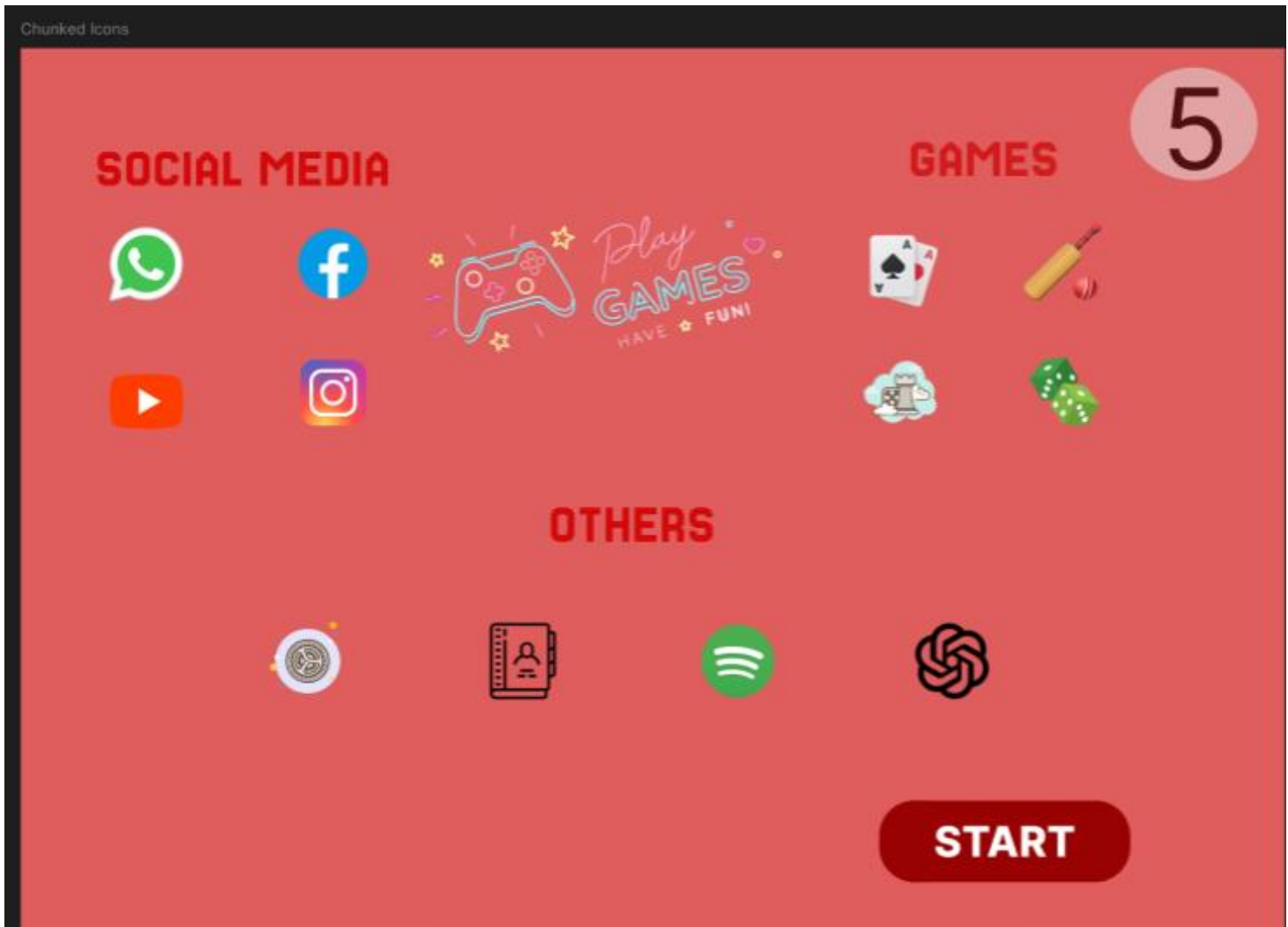
1.Sequential Task Flow

- Step 1 introduces the content type (icons or text items).
- Step 2 focuses on observation and viewing time.
- Step 3 emphasizes the memorization process.
- Step 4 explains the recall phase.
- Step 5 explains the submission process.
- This logical order creates a smooth mental flow from learning → remembering → recalling → responding.

2.Visual Chunking Structure

- The “MEMORY TEST” title is visually separated at the top, creating a strong identity block.
- The instruction section is grouped together in a central area.
- The illustration (brain + book) forms a separate visual chunk, reinforcing the learning concept.
- The “LETS GO” button is isolated at the bottom, forming a clear action chunk.
- This separation helps users visually scan and understand sections quickly.

FRAME 2: CATEGORY SELECTION PAGE



1. Organized Grouping

- Icons are grouped into clear categories:

Social Media, Games, and Others.

- This helps users remember information in chunks instead of random items.

2. Clear Visual Structure

- Each group has a heading label.
- Icons are placed with proper spacing.
- Visual separation makes scanning easy.

3. Better Recall Support

- Users can recall items using associations:
- “Social media apps”

- “Games”
- “Other apps”
- This improves memory performance in the test.

FRAME 3: REMEMBER ITEMS IN ORDER PAGE



1. Organized Grouping

- Icons are grouped into clear categories: Social Media, Games, and Others.
- This helps users remember information in chunks instead of random items.

2. Clear Visual Structure

- Each group has a heading label.
- Icons are placed with proper spacing.
- Visual separation makes scanning easy.

3. Reduced Cognitive Load

- Users remember 3 groups instead of many icons.
- Memory becomes category-based, not item-based.

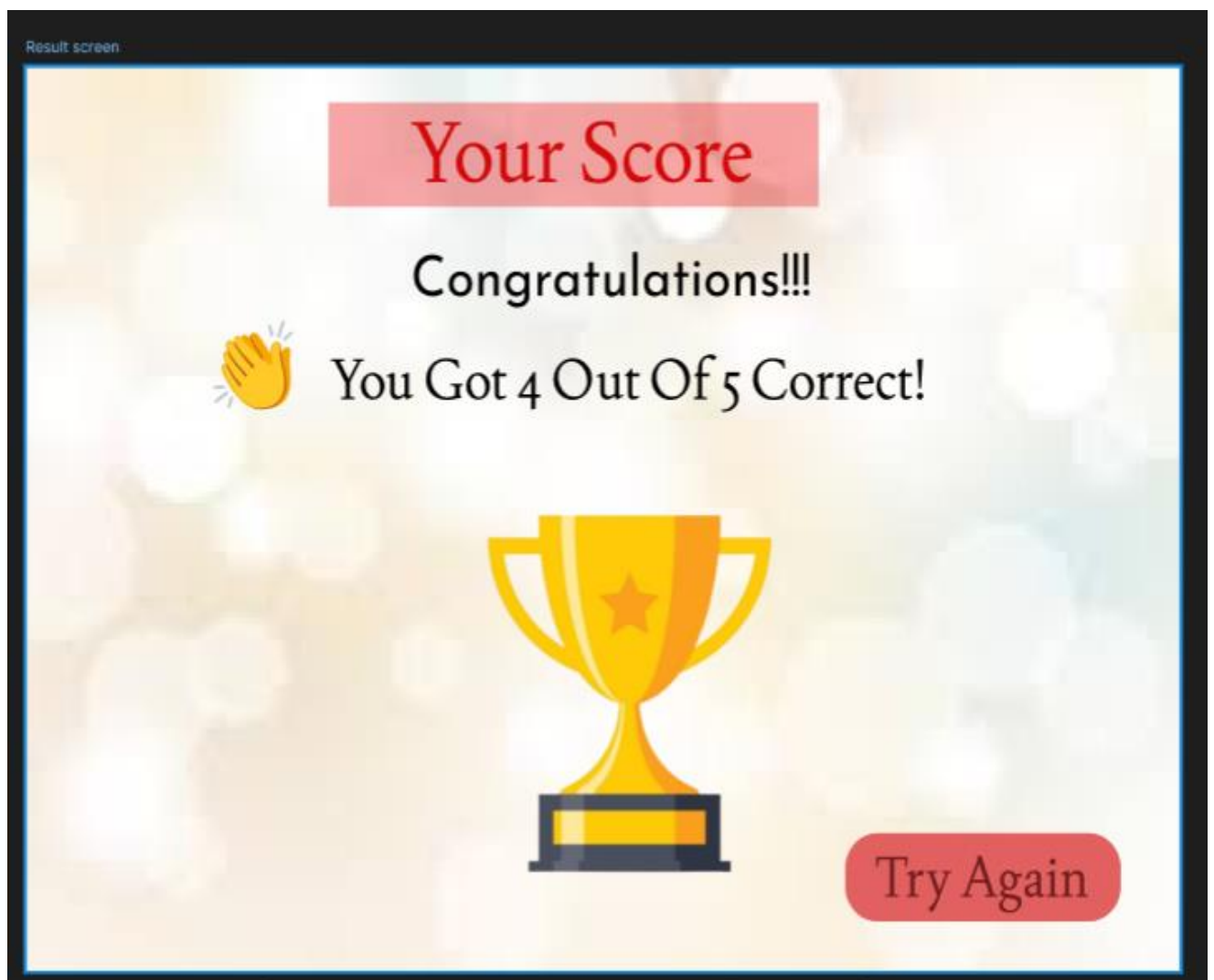
4. Better Recall Support

- Users can recall items using associations:
- “Social media apps”
- “Games”
- “Other apps”
- This improves memory performance in the test.

5. Clear User Flow

- Observe icons → Memorize → Click START
- The action is clear and simple.

FRAME 4: SCORE PAGE



Chunking Analysis of the Result Page

The score page summarizes performance in a simple and motivating manner.

1. Simplified Feedback

- The result is shown as **“You got X out of Y correct”**, converting performance into a single chunk.

2. Visual Reinforcement

- Emojis and trophy icons provide positive feedback.
- This enhances user motivation.

3. Minimal Information Load

- Only essential information is displayed, avoiding clutter.

4. Encouragement for Reattempt

- The **“Try Again”** button allows users to repeat the task and improve memory.

PROTOTYPE LINK:

<https://www.figma.com/design/jVQKhO40cYWXQJdz3eESg6/Untitled?node-id=1-3&p=f&t=xN50FyU94MDUpXL5-0>

