Fieldward gets less failed attempts when the task is the hardest
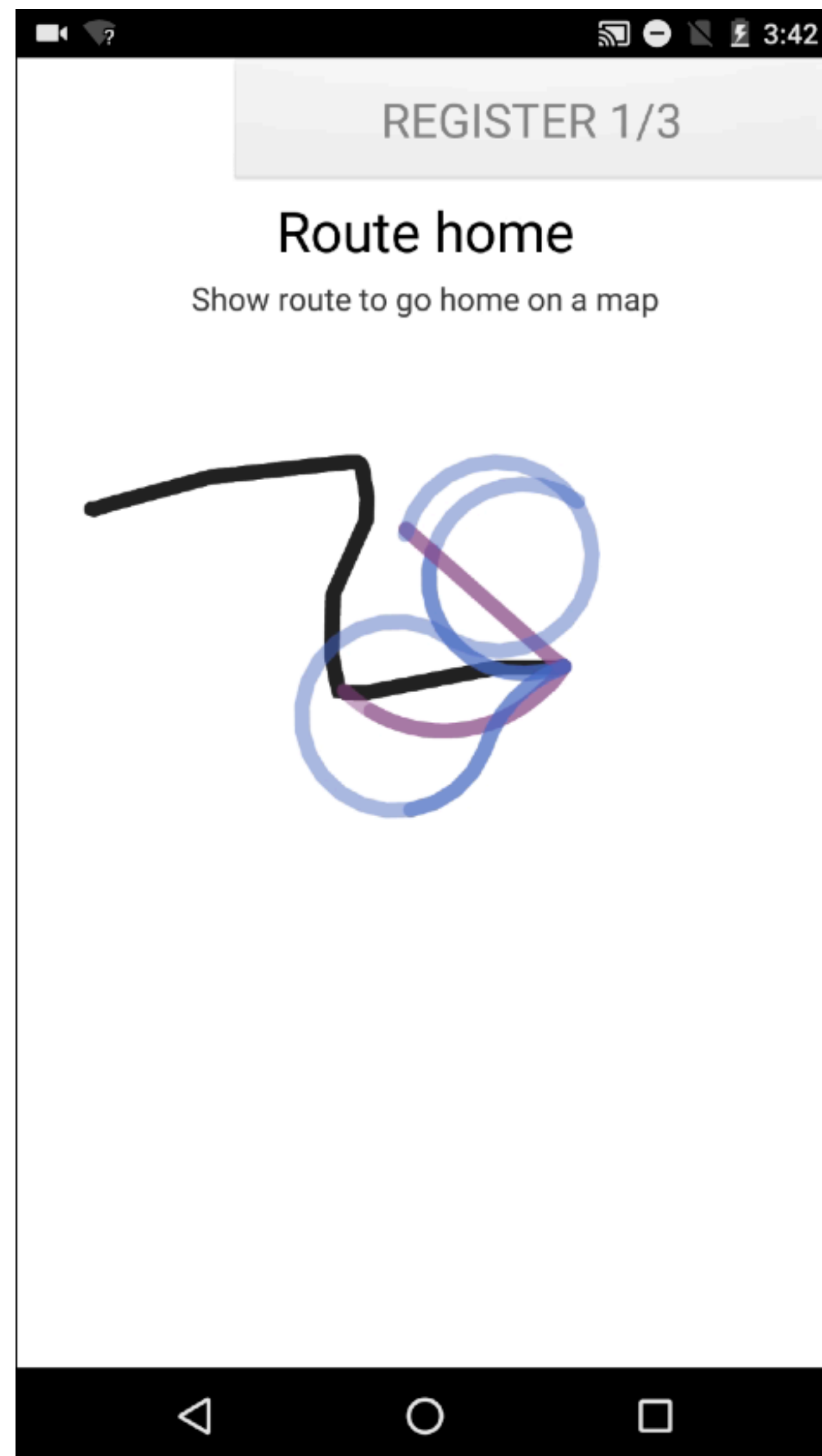
Participants value memorability over recognizability