

TRAVEL PLANNER

Planning literary is stressful.
High Cognitive Load

Aim: Reduce Cognitive load
Make Planning intuitive
Produce itinerary for user



Intrinsic load: Chunk trip details

Extrinsic load: Remove clutter

Germane load: Guide focus

Progressive disclosure: Filters and selections reveal extra information

Visual Mapping: Statistics are mapped visually and intuitively on the globe for the user to comprehend

MOBILE RECIPE APP

Elderly and visually impaired
Difficulty navigating mobile devices

Aim: Create customisable settings
Fonts and Themes



Intrinsic load: break recipes into clear, step-by-step screens.

Extraneous load: remove distractions; use simple icons.

Germane load: highlight key actions ("Next Step," "Done").

Custom fonts: adjustable text size for maximum readability.

Custom themes: WCAG-compliant palettes informed by colour theory.

ART GALLERY

E-commerce can be boring

Aim: Let the user explore
Keep them engaged on the website



Intrinsic load: group artworks into small, thematic clusters.

Extraneous load: hide secondary controls until hover.

Germane load: emphasize core actions ("Explore," "Buy").

Visual hierarchy: frame sizes and spacing guide attention.

Colour palettes: artist-specific hues evoke mood and identity.