

# Memorability Vs. Speed Of Comprehension



Position



Length



Angle/Slope



Area



Volume



Difference



Color hue



Color Saturation

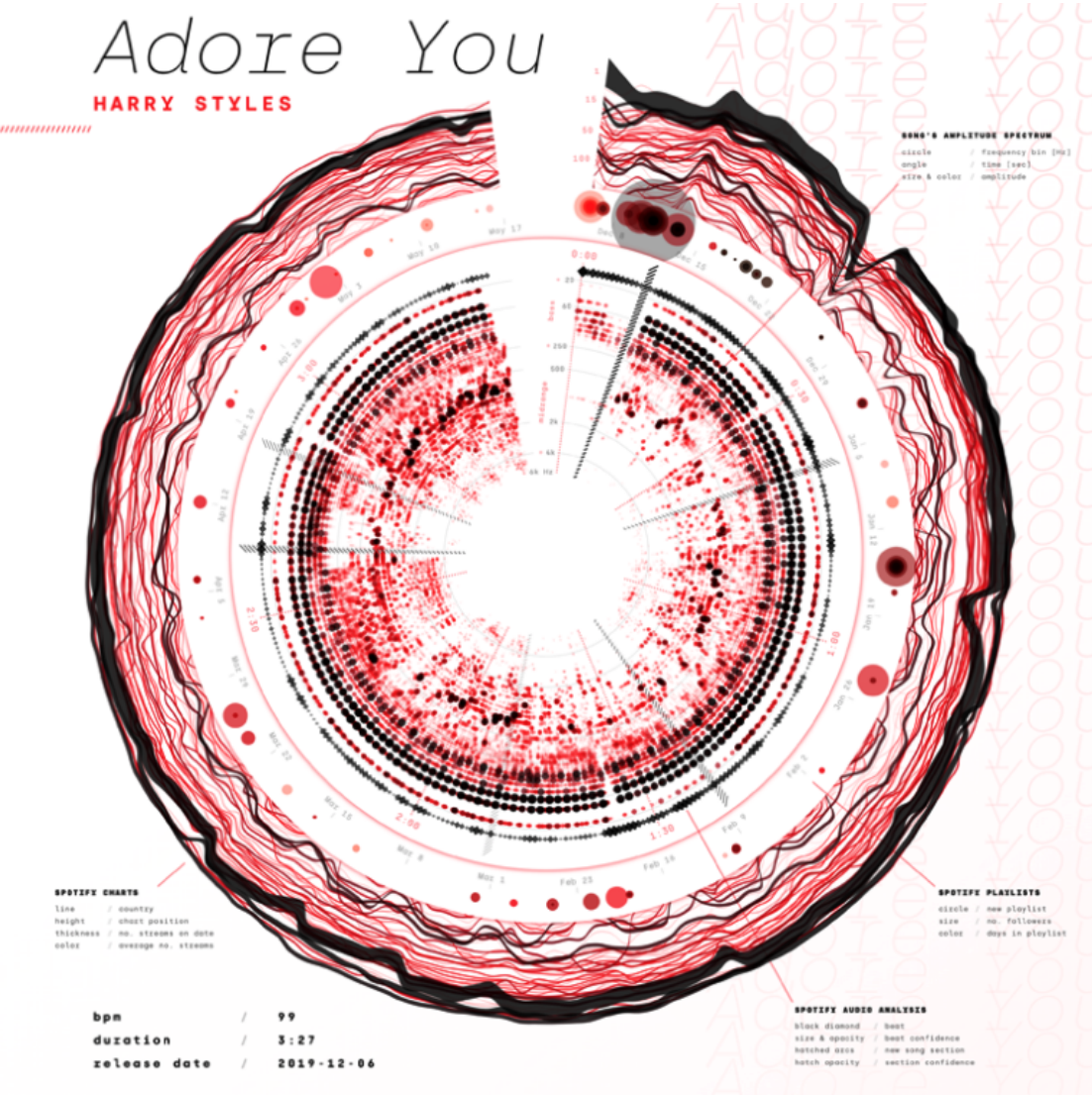
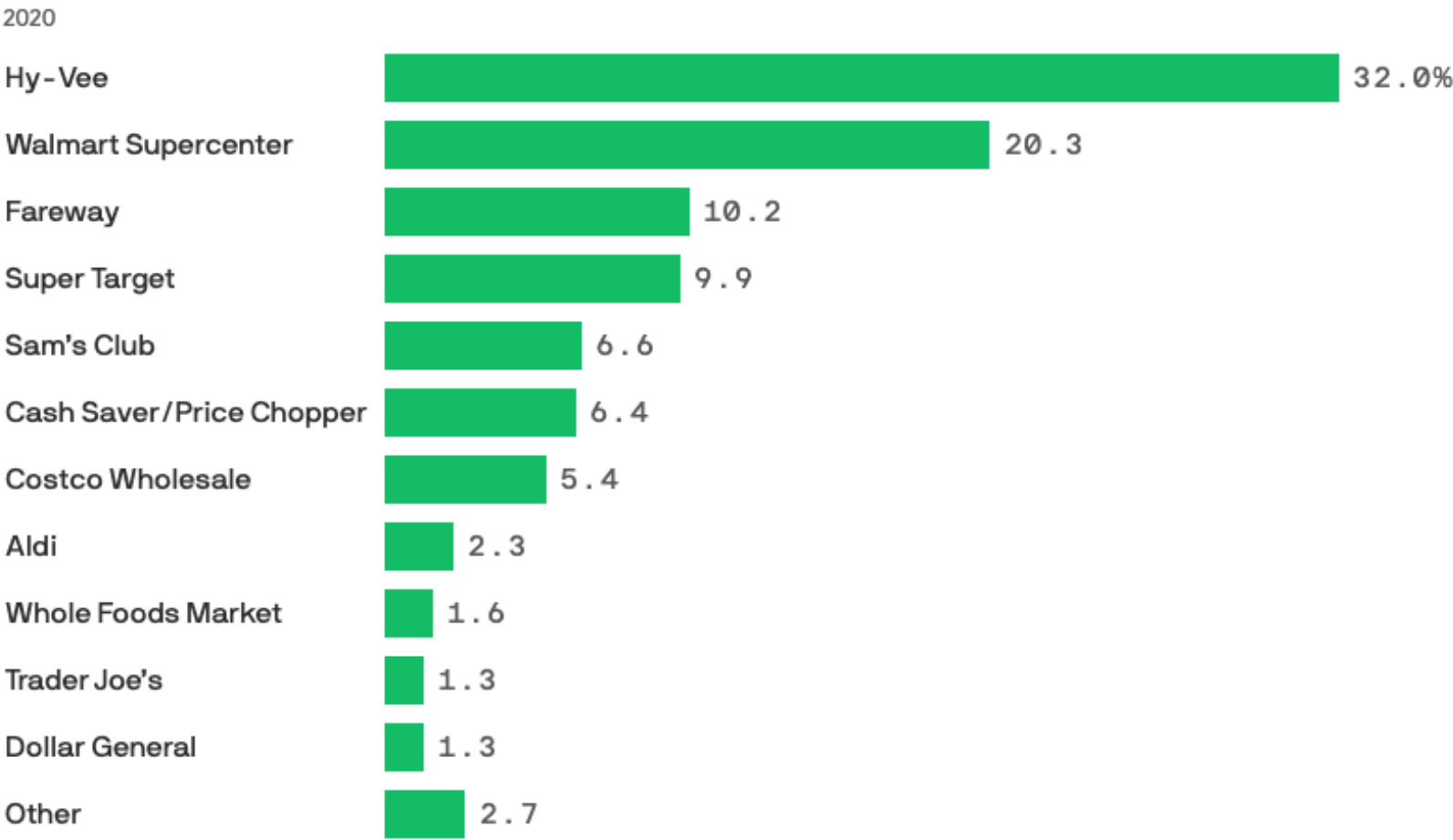


Contrast



Texture

Des Moines area grocery stores by market share



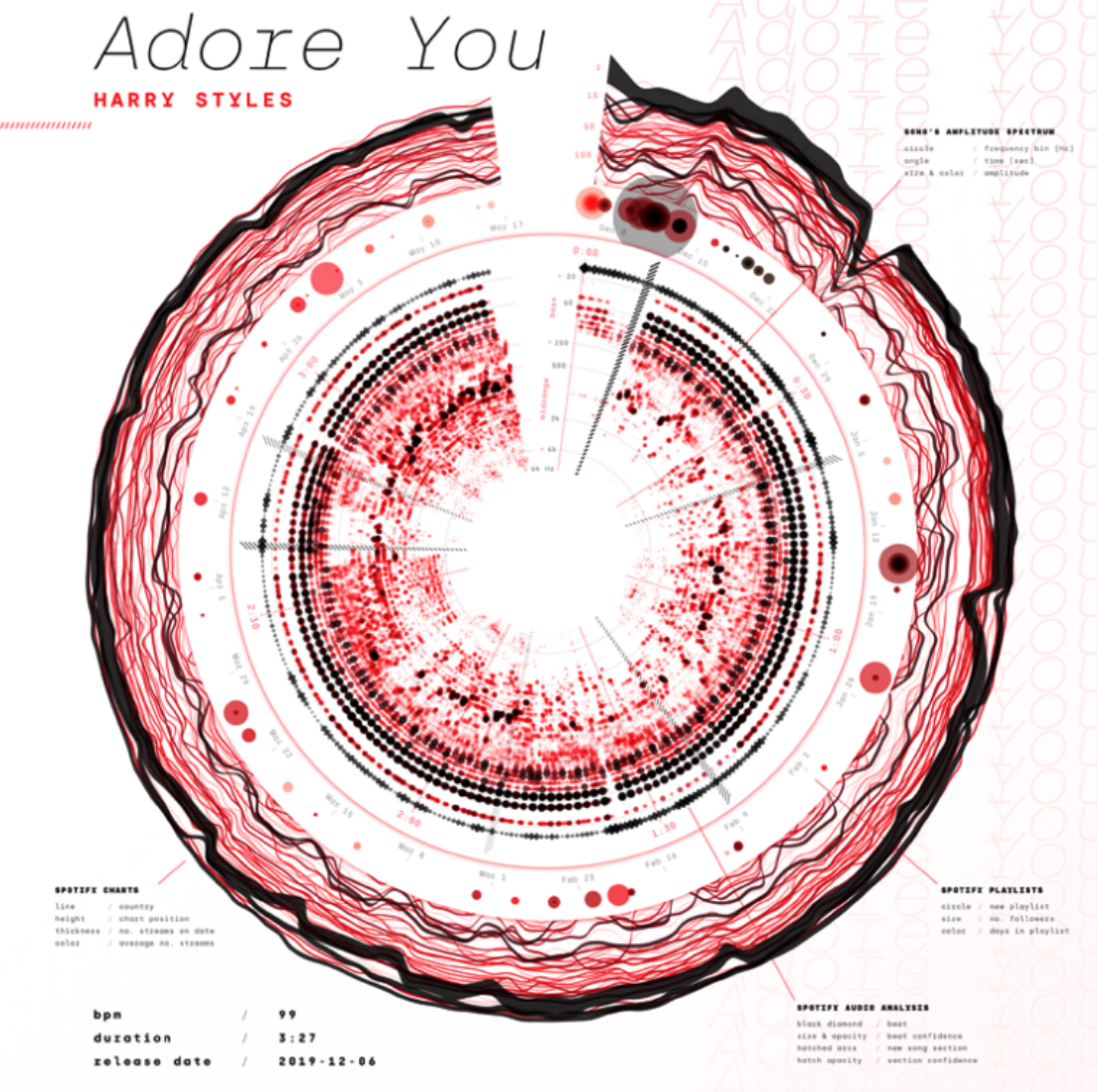
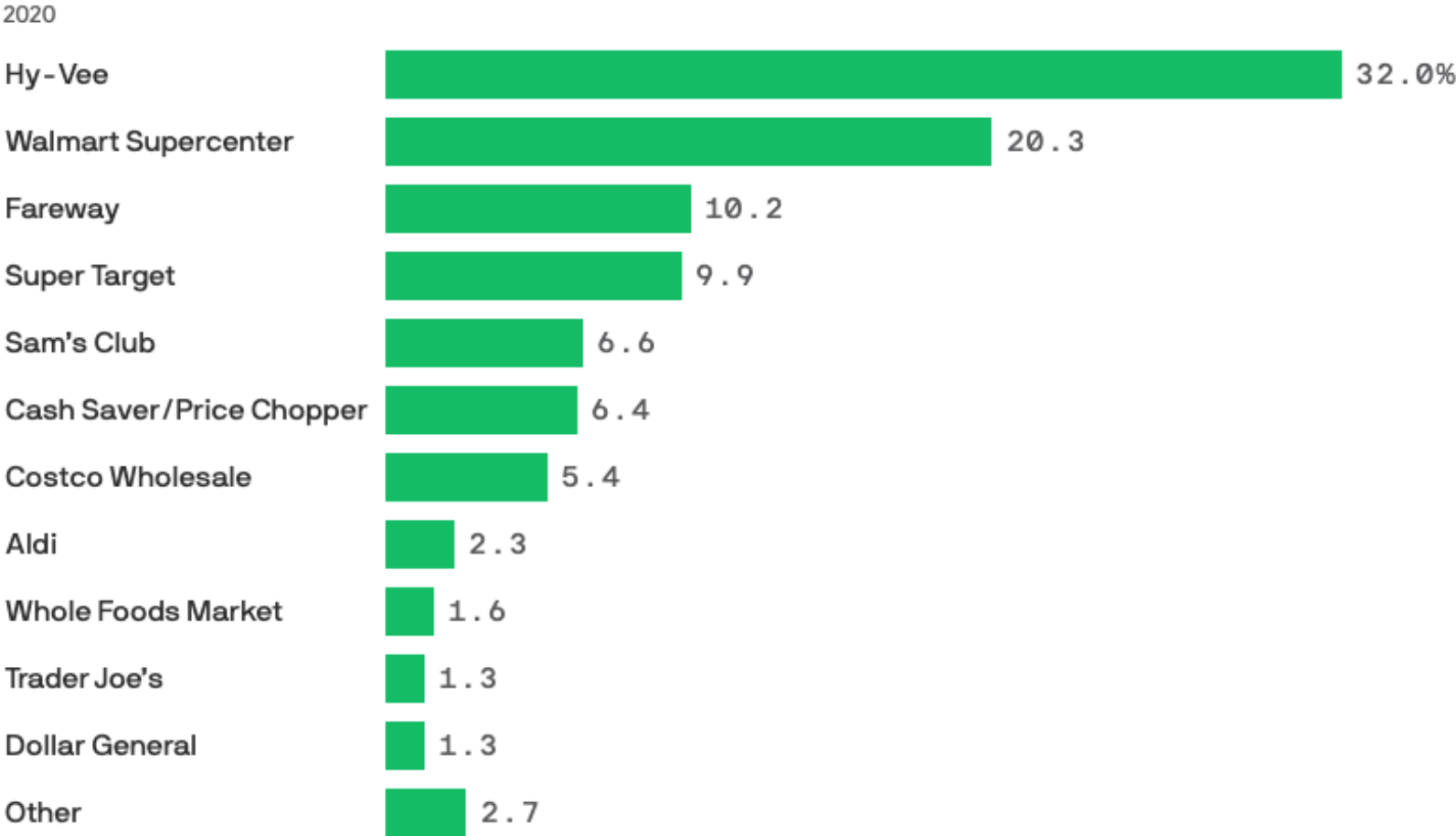
Familiar

Novel





Des Moines area grocery stores by market share



Familiar

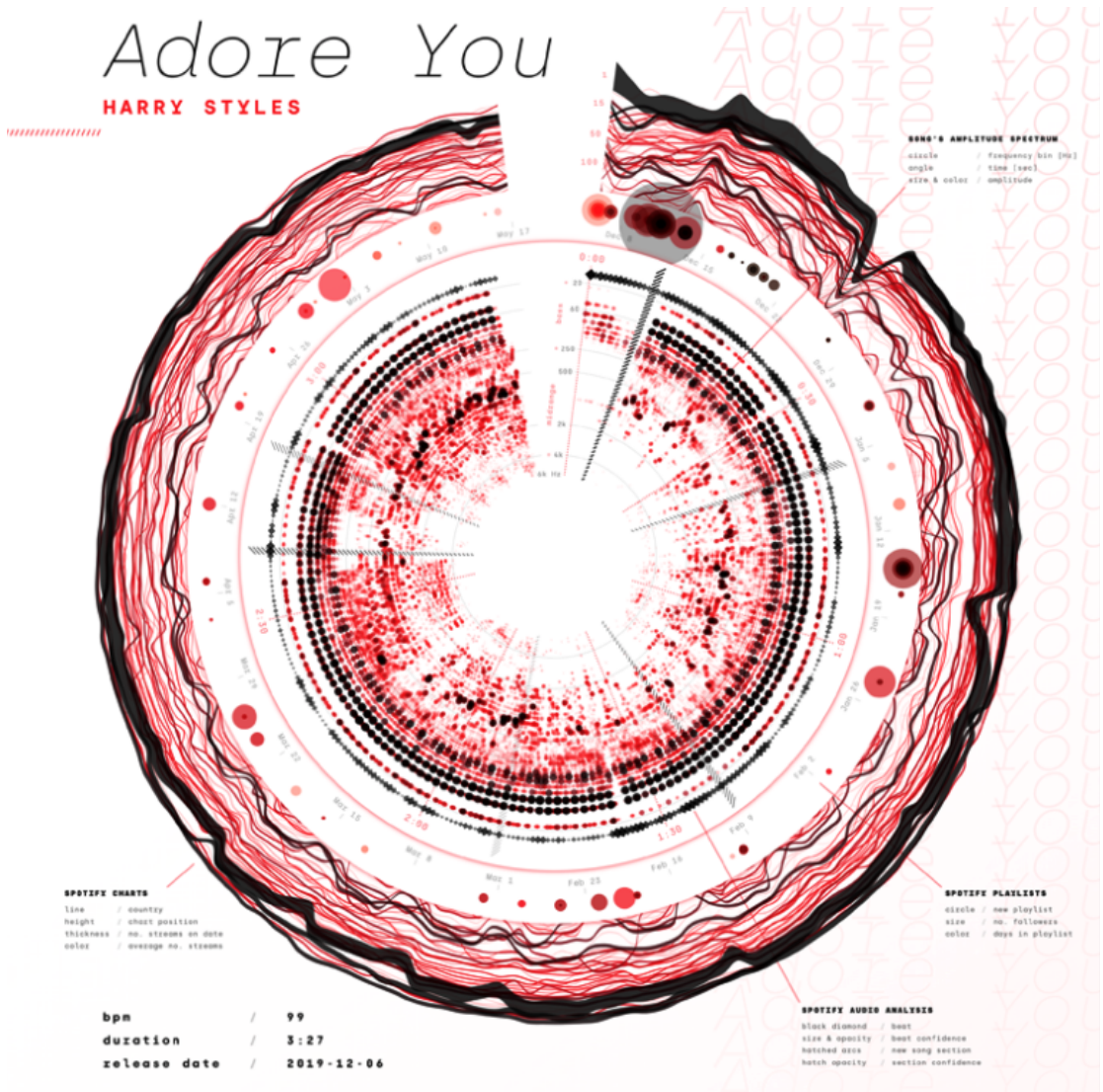
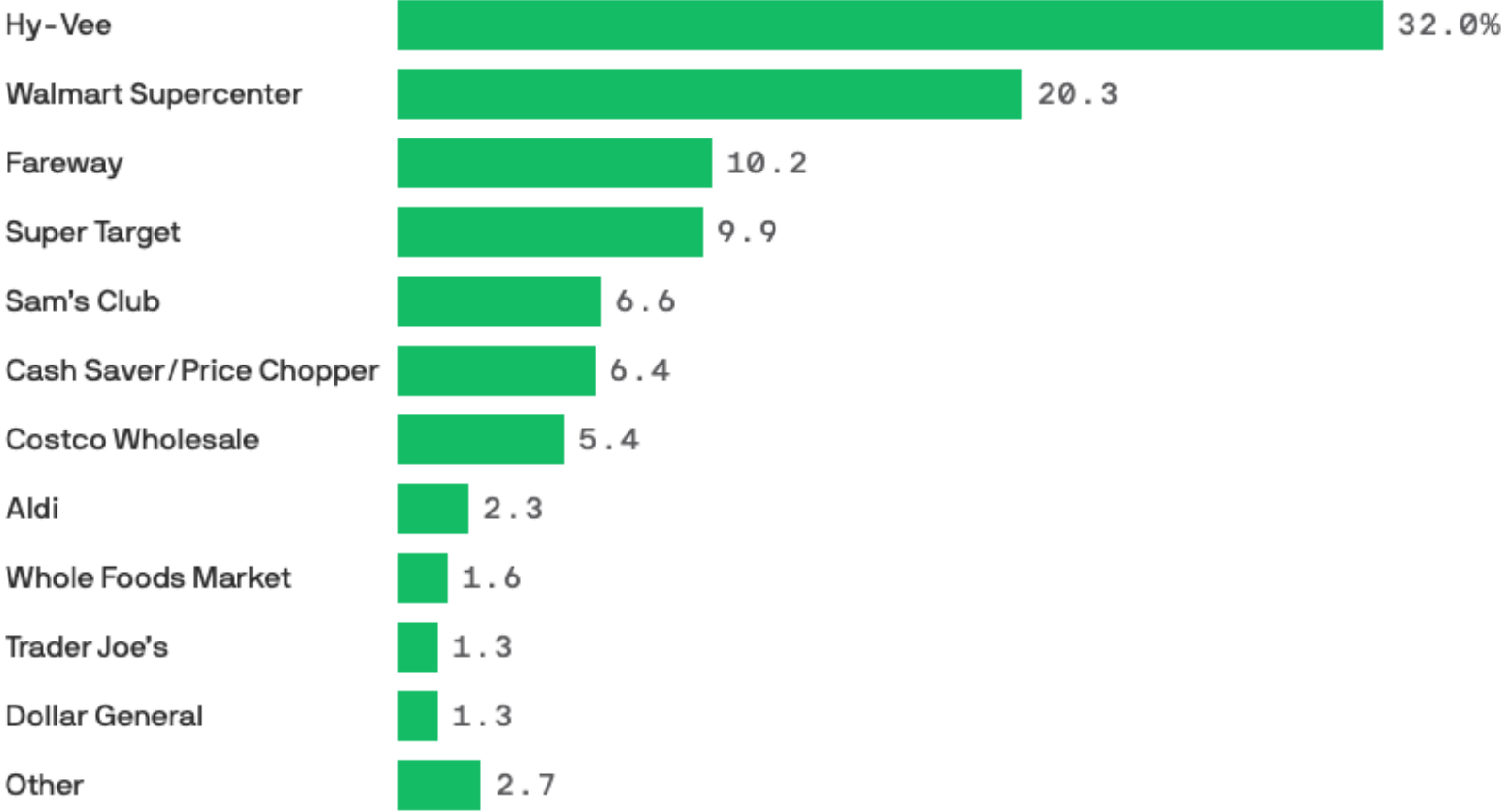
Novel



Quick to read,  
clear

Des Moines area grocery stores by market share

2020



Familiar

Novel



Quick to read,  
clear

Memorable,  
wow factor