Introduction to Psychology
Week 10 Assignment : 3

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ASSISGNMENT ON PERCEPTION & LEARNING

Question – 1 - How has "Amazon" used knowledge of consumer behavior related to perception, learning and memory in designing the site?

Answer - According to me, Amazon has used the principle of grouping of stimuli to design and improve user experience of the site.
This principle involves –

- Proximity: The objects, which are nearer to each other, can be perceived meaningfully by grouping them. for example amazon puts the things we recently buy along with the items related to it in its recommendation section.

- Similarity: If there is similarity in these objects, they are grouped together and perceived, even if they are away. For example, sometimes amazon takes note of the brand of the products you buy often, and then recommends some other products of that brand.

- Continuity: Any stimulus which extends in the same direction or shape will be perceived as a whole. for example, amazon puts before us, the products of other brands which look like the bought product.
- Closure: When a stimulus is presented with gaps, the human tendency is to perceive that figure as complete one by filling the gaps psychologically. For example, amazon may display a mobile and charger separated by space so that it is perceived as one.
- Symmetry: Objects, which are having symmetrical shape, are perceived as groups. Amazon groups items based on their shape or symmetry in its categories bar.