

DEPARTMENT OF INFORMATION TECHNOLOGY NITK SURATHKAL
IT351 HUMAN COMPUTER INTERACTION
LAB : Assignment 1
25th January 2024

Assignment : Individual

Submission and Demo: Individual

Objective: To understand the Human and Computer and design the applications based on understanding the limitations.

Serial Position Effect: The design of menus in lists in a GUI is governed by the principle of serial position effect. Serial Position effect was coined by Hermann Ebbinghaus which refers to the finding that recall accuracy of an item from a list varies as a function of its position within the list. People tend to recall items at the first few positions more frequently and recall items at the end more reliably (the recency effect), compared to the middle items (the primacy effect).

This effect can be used while designing menus in GUI for applications. More important and more frequently used items or controls should be placed in the beginning or end of the list. A list of written words may be more easy to recall than a set of colors or symbols. When colors are also used in the list, then, recall depends on various properties of color such as brightness, hue and saturation too. Thus a brighter color regardless of its position in the list is more likely to be recalled. This can be used to over-rule the serial position effect whenever the context demands.

Assignment 1: Assume that you are developing a menu for ordering food items online. The menu bar should contain a list of food items for breakfast, Lunch, Dinner, and snacks. The options for breakfast should be listed when the menu breakfast is clicked. Option for add to cart and payment modes also need to be provided. Consider 20+ items for breakfast, Lunch, Dinner and Snacks each. Design a menubar for the application by considering serial position Effect as follows.

1. Considering serial position Effect only with text
2. Considering serial position Effect with colors

Considering the profit gain for the owner while designing the menu. Justify your choices and design an explain the same. Explore more on color psychology in designing food menus.

Evaluation: [20 Marks]

Design 1: 5 Marks

Design 2: 5 Marks

Presentation: 5 Marks

Report with justification: 5 Marks [Number of pages :2-4]