

IT351 Assignment 1 - Report

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January 31, 2024

1 Design 1

The designs were created assuming they are to be displayed on a smartphone. Design 1 is attached in Figure 1 and Figure 2. The top 2 icons on the left and right are buttons to go back to the previous page and the logo of the company respectively. Then the design welcomes back the customer by specifying their name. This is the first thing that the customer's eye will fall on and it has been made sure that it lies on the starting of the page itself in accordance to the Serial Position Effect. Since the customer's name is mentioned, they will feel good as calling them by their name creates a personalized and welcoming experience. A randomised food quote is also generated below the welcome message, adding a delightful touch to the personalized greeting. This engaging food quote serves not only as a playful introduction but also contributes to a positive emotional connection with the user.

Moving down, it has been made sure to put the most well rated items at the first few items and the last few items. This is again because of the Serial Position Effect. Placing the most well-rated items at the beginning and end of the list takes advantage of both the primacy and recency effects.

The primacy effect suggests that items at the beginning of a list are more likely to be remembered, and by placing top-rated items there, it ensures that customers are immediately introduced to high-quality offerings. This initial positive impression can influence their overall perception of the selection.

Similarly, by featuring well-rated items towards the end, the recency effect comes into play. Items encountered towards the end of a list are more likely to be remembered as well. This strategic placement helps leave a lasting positive impression on the customer as they reach the conclusion of their browsing experience.

Also, an offer for the day or a coupon code is listed at the end, providing a compelling incentive for the customer to take immediate action. Placing the offer or coupon code at the end of the design serves a dual purpose in line with the Serial Position Effect.

By applying these principles of cognitive psychology, the design maximizes the impact of showcasing the most well-rated items, increasing the likelihood of customers engaging with and selecting these products. It not only enhances the overall user experience but also positively influences purchasing decisions.



Figure 1: Food items portal

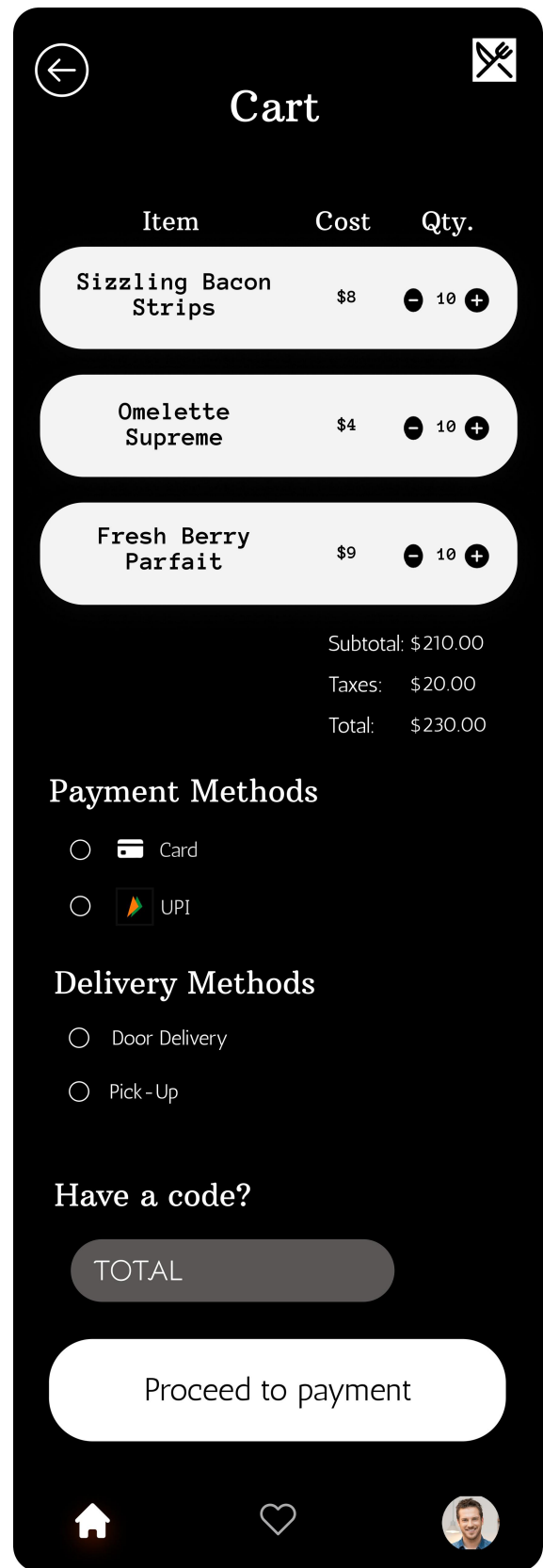


Figure 2: Bill and payment portal

2 Design 2

Design 2 is attached in Figure 3, and it incorporates the serial position effect with colours and colour psychology in designing food menus. The background colour of the page is designed using a light orange colour. The choice of the colour orange is deliberate, as it is widely acknowledged for its connections with enthusiasm, creativity, and warmth. Additionally, orange is renowned for its ability to stimulate the appetite and evoke a sense of excitement. Introducing orange into a restaurant menu aims to cultivate a dynamic and lively ambiance, appealing to customers.

Then the design welcomes back the customer by specifying their name using the maroon colour. The maroon colour is used because it evokes a sense of sophistication and warmth. By employing maroon for the personalized greeting, the name stands out prominently against the background, ensuring immediate attention. This intentional use of colour aligns with the Serial Position Effect, as the customer's name in maroon becomes the focal point, falling within the primacy effect by being among the first elements noticed.

The menu cards are shown in a combination of light pink and bright red. The colour red is associated with passion, excitement, and appetite. It can stimulate the senses, increase heart rate and blood pressure, and boost appetite. Specifically, using red in a restaurant menu can create a sense of urgency and encourage customers to order quickly. The choice of light pink contributes a delicate and soothing touch, creating a visually appealing contrast with the vibrant red. This combination is intentional, as it aims to strike a balance between passion and subtlety, offering customers a diverse visual experience. Leveraging the Serial Position Effect, the red elements strategically placed in the menu capture the customer's focus, enhancing the memorability of featured items. This means that the customers eyes are always feeded with constant bright elements, such that they don't take their eyes off from the screen.

As displaying 20 items at once is difficult on phone, an innovative solution is devised, where if a button is available for previous page and next page. A single page at a time shows only 10 items and the next few items are designed to show in the next page when the user clicks on next. The next page will also have a different food quote on the top and a different offer at the end, so that the user does not feel the application is repetitive.

Towards the end, the offer/coupon codes are displayed in bright red colour. This again uses the serial position effect as items towards the end are better retained and using a brighter colour helps the cause even more.



Figure 3: Food items portal

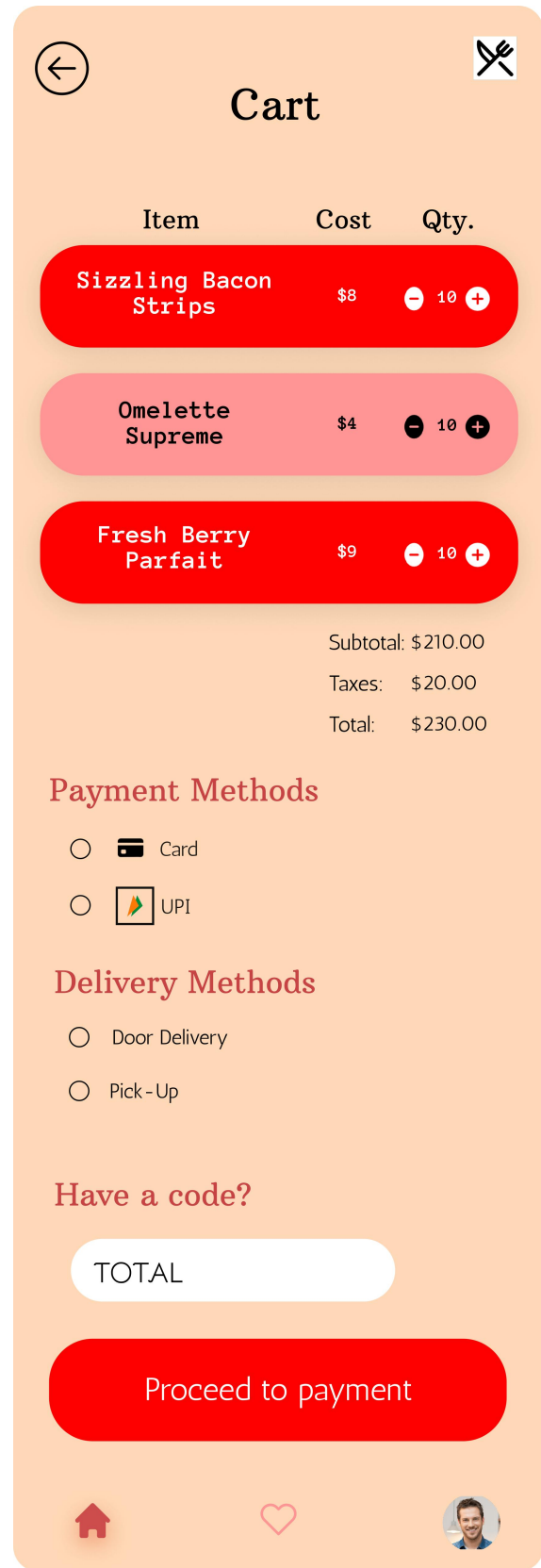


Figure 4: Bill and payment portal