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**User Interface Design II**  
**Final Project Proposal**

For my final project, I plan to design an informational website about Sony's A7 camera models. The website will promote the A7 models, provide information about them, and link customers to where they can purchase them. The website will have five pages: a home page, a features page, a models page, a lenses page, and a where-to-buy page.

**Tesler's Law** states that every application will contain essential information that cannot be removed and has to be addressed. In order to consider Tesler's Law, I will chunk my project into sections to effectively present the essential information. Chunking essential information will help users process the load of information more easily.

**Chunking** involves breaking down information into smaller sections, or chunks, to make it easier to digest. Chunking is the only way to manage Intrinsic Cognitive Load. **Intrinsic Cognitive Load** refers to the effort required to process essential or required content. In my project, I will divide information across four pages, with each page further divided into subsections. These subsections will be designed considering user's existing **schema** or prior knowledge of how traditional camera websites are designed. Chunking information into familiar categories such as model type, features, and price will help the user move information into their **long-term memory**.

**Miller's Law** says that the typical user can keep 7 plus or minus 2 items in working memory at a time. **Working memory**, also referred to as short-term memory, has a limited capacity and is used to process the information the user is currently thinking about. To consider Miller's Law, I plan to limit each website page to 5-7 key pieces of information for the topic. By doing so, these 5-7 items fall within Miller's Law range and allow for the user to process all the information in working memory.

**The Zeigarnik Effect** states that people tend to remember tasks that have been interrupted or left incomplete. I will take advantage of this principle by incorporating a carousel indicator on my features page to guide users through the features. This will help remind the user of what hasn't been completed, as the carousel indicates what they have viewed and what still needs to be viewed.

**The Serial Position Effect** states that users often remember the first and last items in a series better than items in the middle. I will take advantage of the Serial Position Effect by ensuring my first page, the home page, will open with an important product description. My last page, the "Where to Buy" page, will close with information on where to buy the Sony product. With these placements, the user will be able to easily remember the most important information. Because this info was on the first and last page, the user will be more likely to remember the key information that enhances the purpose.

**Hick's Law** states that as the number and/or complexity of choices increases, the time it takes to make a decision increases. Considering Hick's Law, my project will have a small number of simple navigation options. These options will include navigating between pages (models page, features page, lenses page, and where-to-buy page) and returning home. With a small number of simple navigation options, it will take the user less time to make a decision.

**The Law of Proximity** says items that are close in distance are perceived as a group in the user's mind. In order to consider The Law Of Proximity, I will place the headings and body text on each page close together so the user will be more likely to perceive them as a group. Additionally, on the Models page, the title (camera type), description, image, and price will all be in their respective groups. The titles for the different camera types will appear directly above the description and image for each camera; therefore, the different camera models will be clearly visible as separate groups/different model types.

**The Von Restorff Effect** states that when multiple objects are similar, the one that is visually different tends to be remembered more. Taking advantage of the Von Restorff Effect, on the Features page, I will highlight key camera information by bolding it and changing its font color. By doing so, the user will be able to remember it more easily, as highlighting it makes it more memorable.

**Jakob's Law** says that users tend to prefer websites that work similarly to websites they have used previously. I plan to adhere to Jakob's Law by having the navigation bar at the top of my website. Including the top navigation follows a convention that other websites use, making it easier for users to navigate the website.

The **Coherence Principle** states that users tend to learn better when meaningless content – like decorative graphics – is removed. I plan to follow the Coherence Principle by only including information that assists the user in learning. Eliminating unhelpful information will help reduce Extraneous Cognitive Load. **Extraneous Cognitive Load** is the mental effort required by working memory to process non-essential and meaningless material.

**The Signaling Principle** says people tend to learn more effectively when there are cues that highlight how necessary information is organized. I plan to follow this principle by using a clear navigation bar at the top of the website with labeled tabs: "Home," "Features," "Models," "Lenses," and "Where to Buy." These labels signal how the website is structured and where specific information about the Sony A7 models can be found. By consistently placing and highlighting the navigation bar across all pages, users can quickly understand the site's organization and locate important information more efficiently.

**The Multimedia Principle** states that people tend to learn better when words and pictures are used together rather than words alone. I plan to adhere to the Multimedia Principle by grouping text and related photos that communicate the same information within all four pages. Pairing these words and pictures will enhance the **Germane Cognitive Load** for the user. Germane cognitive load is the mental effort used in the working memory to process helpful but non-essential material.

The **Spatial Contiguity Principle** says people tend to learn more effectively when pictures have relevant text merged with them. I will follow The Spatial Contiguity Principle by placing an image directly next to or above its description on my "Features" page. This prevents users from having to scan different areas of the page to match text with the correct image.

**Fitts's Law** states that the time needed to click or tap on a clickable object depends on the object's size and distance from the cursor. I will consider Fitts's Law by designing large, clearly visible navigation buttons at the top of the website. The "Where to Buy" buttons and purchase links will be sized appropriately so users can easily click them without excessive cursor movement. Important buttons such as "View Models" or "Where to Buy" will be larger than regular text links, reducing the effort and time required for the user to access the clickable object.