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User Interface II
Final Project Proposal

For my final project, I plan to design a website that promotes Poppi soda, a healthier alternative to sugary drinks. While Poppi already has an existing website, its user interface feels cluttered and inefficient. My goal is to create a streamlined, user-friendly site that presents content in a way that is easy to navigate, ensuring users have a more enjoyable and accessible experience.

Miller's Law is a principle that a person can only obtain about 7, plus or minus 2 items in their **working memory** at once. Taking Millier's Law into consideration, I have decided to have three to four items on the navigation bar to ensure users can easily manage and recall content.

The Law of Proximity states that objects or elements close to each other are recognized as a unified group. Considering the law of proximity, I decided to place certain headings, body text, and images next to each other to show users to perceive them as a group.

Tesler's Law states that within any system, there is a certain level of complexity that is inherent and cannot be reduced any further. Taking Tesler's law into consideration, I will be making sure that the information add is all important but keeping it minimal to not overwhelm the user.

The Multimedia Principle states that people learn better through text and images than words alone. I will apply this principle by incorporating images and text of flavors/ingredients found in each Poppi can and having an arrow and text pointing to the can. To adhere to the **Germane Cognitive Load**, the mental effort required for the working memory to process non-essential but useful information. The images are unnecessary, but they allow the users to comprehend and retain the information provided efficiently.

The Signaling Principle states that people learn better when cues are added to highlight the organization of essential materials. By applying this principle, I will be including large headings to indicate what page the user is on.

The Von Restorff Effect predicts that when multiple similar items are presented, the one different from the rest is more likely to be remembered. I will be bolding text that is important for the viewer to remember.

Chucking refers to the practice of breaking down information or tasks into smaller, manageable chunks to improve usability and cognitive processing for users. Taking Chucking into consideration, I will have about three different pages/tabs in the navigation bar, which will allow the user to manage their **Intrinsic Cognitive Load**. Intrinsic Cognitive Load is the mental effort required to understand and process information.

The Zeigarnick Effect is where people are more likely to remember unfinished or interrupted tasks better than completed ones. Taking the Zeigarnick Effect into consideration, when implanting the cards of different flavors, I will be adding a carousel to help indicate where the user is at and how much they have left.

The Serial Position Effect refers to the tendency for users to remember the first and last elements in a sequence. Taking advantage of The Serial Position Effect, I will be making sure the first page and the last page of the website has information that is memorable. The navigation bar will aid users in memorizing the information or tabs on the website efficiently, which facilitates retention for **long-term memory.**

Fitts's Law states that the time required to move to and select a target is a function of the distance and size of the target. Taking advantage of Fitts's law, I want to create buttons that are big enough for the user to click on and do not need to be precise.

Hick's Law states that the time it takes to decide is due to the increase in numbers and complexity of choices. Considering Hick's law, I have decided to decrease the number of choices the website has and just focus on a few pages and have minimal buttons for users to click.

Jakob's Law states users prefer sites that are like other sites they already know. Adhering to Jakob's Law, I want to have the navigation bar on the right side of the page while the logo is on the left. Also, I will be adding a landing page that is more like other e-commerce sites. With **schema** markup applied to enhance data organization and improve search engine understanding.

The Spatial Contiguity Principle states that related information, such as text and corresponding visuals, should be placed close together to improve user comprehension and reduce cognitive load. Following the Spatial Contiguity Principle, I will be adding buttons with images and text the represents what the user will be viewing once clicked.

The Coherence Principle states that people learn better when extraneous materials are removed. To adhere to the Coherence Principle, I will only include valuable information about Poppi and remove any extra materials. Unnecessary information that does not support the key content on the website will be removed to reduce **the Extraneous Cognitive Load**. Extraneous Cognitive Load refers to the mental effort expended on processing irrelevant or unnecessary information.