**Evan Marchesani**

**User Interface Design II**

**Final Project Proposal**

For my final project, I will be designing a promotional website for the video game "Risk of Rain 2". This website will target an average user that doesn't have knowledge of the game yet. This design will focus on informing the user about core gameplay mechanics, all 17 playable characters, and what sets Risk of Rain 2 apart from competing games in the genre, and where to purchase. The website will consist of 4 pages: Main Home Page, Game Play Page, Characters Page, and the Play Now Page.

The **Signalling Principle** states that users learn better when cues that highlight the organization of key information are applied. I will apply this to my design by adding visual cues. These will consist of headings with larger, bolder font and text that is aligned differently depending on the section it resides in. Accordingly, the users are guided to learning about the game in an organized flow of information.

The **Von Restorff Effect** is a psychological principle that states when three or more similar objects are present, the one that is different from the rest is likely to be the one that's remembered. I will consider this by bolding, and highlighting key text in bodies of information with appropriate colors that stand out.

The **Serial Position Effect** is a principle that states, in a series of items, users tend to remember the first and last items best. I will take advantage of this principle by making my “Home page” and “Play Now page” the first and last pages in the website order respectively. This is so the user remembers a good overview of game information and remembers where to purchase the game from.

The **Law of Proximity** is a psychological principle that states objects that are close to each other are typically perceived as a group. The game is purchasable from these 4 platforms: Steam, Xbox, Switch, and PlayStation. I will take advantage of this principle by placing these icons in close proximity to each other, so the user perceives them as part of a group.

**Hick’s Law** is a design principle that tells us as the number and complexity of choices increases, users' time to make a decision increases as well. I will take advantage of this by giving the user simple, but helpful navigation options throughout the website, such as arrows to go to the next page, so as to not overload their decision making process.

**Jakob's Law** states that users prefer a website to work the same way as websites they are already familiar with. To help me apply this principle I will use the user's **Schema.** Schema is our mental framework for organizing concepts and items in our heads. Users already have a schema of how video game websites should operate. I can follow conventions by utilizing an Overview Page and a page telling the user where to purchase the game for example.

**Miller's Law** tells us that the average person can only keep seven, plus or minus two items, in their **working memory** at one time. Working Memory is a cognitive system that temporarily holds information to perform complex tasks. I will adhere to Miller's Law by having only 4 main buttons on the navigation bar for the website.

**The Coherence Principle** states that users learn better when extraneous material is excluded rather than included. I will apply this principle by not including every achievement the game has to offer because these are not essential to learning about the game. Including these would increase the user's **extraneous cognitive load.** This is the mental effort necessary to deal with non-essential and meaningless content by your working memory.

**The Multimedia Principle** tells us that users learn better through pictures and words rather than words alone. I will make use of this principle by showcasing pictures of the game along with text that explains the image further on all pages.

**The Spatial Contiguity Principle** says that users learn better when text and images are close in proximity to one another, rather than far apart, in relation to a page or screen. I will apply this by placing text and images in close proximity. The images act as non-essential content, but still helpful to the user. This will help reduce the user's **germane cognitive load** which is the mental effort necessary to deal with non-essential, but helpful content by your working memory.

**Tesler's Law** states that every application has an inherent complexity that cannot be reduced but must be dealt with. My website will have complexity relating to the video game. When dealing with this I will use a plethora of User Interface Design principles that will help the user remember as much information as possible.

**Chunking** is when people group information into smaller, more manageable units. This is especially helpful for storing items in working memory. When users are able to store items in their working memory it allows them to easier transfer those items to **long-term memory**. It also allows for the reduction of a user's **intrinsic cognitive load.** This is the mental effort necessary to deal with essential content within your working memory. I will consider this when categorizing my character information page.

**The Zeigarnik Effect** is a principle that states that people tend to remember incomplete tasks better than completed tasks. I will consider this principle by making the user's last step to go to the store fronts to purchase the game. This is so the user will remember they have not purchased the game yet.

**Fitt's Law** states that the size and distance of a target relates to how long it takes for the user to interact with the target. I will consider this principle by making clickable buttons a large size and often close to the end of text or images. This is so the user will have buttons close in proximity to where their cursors will likely be and save time when interacting.