

For my Final Project, I will design a product promotion website that compares the NVIDIA RTX 3070, 4070, and 5070 graphics cards. This website will provide detailed information about the GPUs' specifications, such as performance benchmarks, power consumption, and optimal use cases. My goal is to create an engaging, user-friendly experience that helps users make informed decisions.

I will minimize decision-making for the user by considering **Hick's Law**, which states that the more choices a user has and the more complex the choice(s), the longer it takes to make a decision. To address this, I will keep decision-making and choices simple. For example, the homepage will include only three primary options: "Specifications", "Performance", and "Buying Guide," helping users quickly find the information they need. Hick's Law also helps to reduce **Extraneous Cognitive Load**, which refers to the unnecessary mental effort required to process unimportant and non-essential content. By presenting only the most relevant options, users will have an easier time navigating.

I will follow **Jakob's Law** which states that users prefer interfaces that feel familiar and consistent with what they've encountered on other, similar sites. To adhere to this principle, I will design the website using conventions commonly found on tech and product websites, such as a navigation bar at the top, clickable cards for GPUs, and intuitive comparison tables. These elements will give users a sense of familiarity and help them to navigate faster. This design will align with the users' **Schema**, which refers to their preconceived mental models and expectations, making it easier for them to find and process the information they are looking for.

I will consider the **Von Restorff Effect**, which suggests that among similar items, the one(s) that are visually different are more likely to be remembered by highlighting differentiating features of each GPU like performance. I will use high contrast colors and/or bold typography to draw viewers' attention to important information so that they are easily noticed and remembered.

To create an effective learning environment, I will implement the **Coherence Principle**, which states that users learn better when extraneous content is excluded, and only relevant information is presented. I will ensure that each page contains only the necessary details without overwhelming the user with too much text or distracting elements.

I will take **Tesler's Law** into consideration, which states that a system has an inherent level of complexity that cannot be removed but must be managed. Since GPU specifications can be overwhelming, I will streamline the content by **Chunking** technical details into sections with visual aids like icons. This approach will support help users'

**Germane Cognitive Load**, which refers to the mental effort dedicated to understanding meaningful information, while also addressing **Intrinsic Cognitive Load**, the mental effort required to process essential information. By breaking down complex information into smaller, structured parts, users will find it easier to comprehend and retain key details in their **Long-Term Memory**.

I will consider **Miller's Law**, which states that the typical person/user can only keep approximately seven (plus or minus two) items in their **working memory**. I will ensure that the website does not overload users with too much information at once by not having more than seven items present on the screen at a time.

I will apply the **Signaling (or cueing) Principle**, which stresses that people are able to learn better when cues are included to guide users' attention to essential content, by using visual indicators such as highlighted sections for key differences between GPUs and high contrast colors to emphasize heading and buttons. Additionally, content will be structured with clear headings and adequate whitespace to direct users' focus toward the most relevant information.

I will consider the **Serial Position Effect**, which suggests that users are more likely to remember the first and last items they encounter in a sequence. In the context of my website, I will prioritize placing important information like an introduction to the GPUs on the homepage, while the final page will likely be the "Buying Guide." Every page will also include a navigational header with the "Home" and "Buying Guide" being the first and last options to help users recall this information.

**Fitts's Law** states that the time required to move and select a targetable object (a button,) is directly influenced by the object's size and distance from the user. I will consider this by keeping interactive elements like buttons large enough and within reach to make interactions quicker and easier for the user.

I will also consider the **Spatial Contiguity Principle**, which states that related information (images and text) should be presented close together to enhance understanding. I will keep text descriptions of GPU specifications near their corresponding images or charts, to allow users to easily correlate data and reduce cognitive effort.

Similarly, the **Multimedia Principle** will be considered by presenting content through a combination of text and visuals that convey the same message. This principle states that people learn better when information is provided visually and textually rather than one or the other. For example, I will include images that compare the visual difference between the GPUs alongside body text that describes the difference.

I will take the **Law of Proximity** into account, which states that objects placed closely together are perceived as related. To maintain clarity, I will keep related specifications visually grouped in comparison tables, so users can easily understand how each model differs without scanning large amounts of scattered data.

Lastly, I will take into account the **Zeigarnik Effect**, which suggests that users are more likely to remember tasks that are left incomplete better than tasks that are completed, by including expandable sections for advanced specifications to encourage users to explore the website and revisit sections they haven't fully explored.