**The Human Factor**

For this exercise, we will see why so many of the guiding principles of interface design state that it is necessary to reduce the cognitive load on the human. Whether it’s done through recognition as opposed to recall, incorporating consistent design, using metaphors, or any of the other rules we discussed in class, it is important to take as much of the processing load off the human as possible, and this activity will illustrate that.

To begin, bring up the site humanbenchmark.com. There, you will see six tests, however for this exercise we will only be using the first four: Number memory, Reaction time, Verbal memory, and Visual memory. Each of these tests will provide evidence of the cognitive constraints in which humans operate.

Then, FOR EACH TEST: Indicate the name of the test you are taking, and, when you have finished each test, record: 1) your score 2) the average score 3) whether you performed above or below the average, and 4) whether you performed better or worse than expected. When the tests are complete, note the test on which you scored the best, and which test gave you the most difficulty. Finally, indicate which score surprised you the most and why.

|  |  |
| --- | --- |
| Test name:Your score / level: Average score (as best you can tell):Above or below the average: Better or worse than expected:Test name:Your score / level: Average score (as best you can tell):Above or below the average: Better or worse than expected: |  Test name: Your score / level:  Average score (as best you can tell): Above or below the average:  Better or worse than expected: Test name: Your score / level:  Average score (as best you can tell): Above or below the average:  Better or worse than expected: |

Which test gave you the most trouble, and why do you think that is (One sentence)?

Which score surprised you the most, and why (One sentence)?