



# **SNS COLLEGE OF TECHNOLOGY**



**Coimbatore-36.**

**An Autonomous Institution**

**Accredited by NBA – AICTE and Accredited by NAAC – UGC with ‘A+’ Grade  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**

**COURSE NAME : 19CSE315 – UI/UX DESIGN**

**III YEAR/ VI SEMESTER**

**UNIT – III UX & ITS ELEMENTS OF DESIGN**

**Topic: Cognitive model**

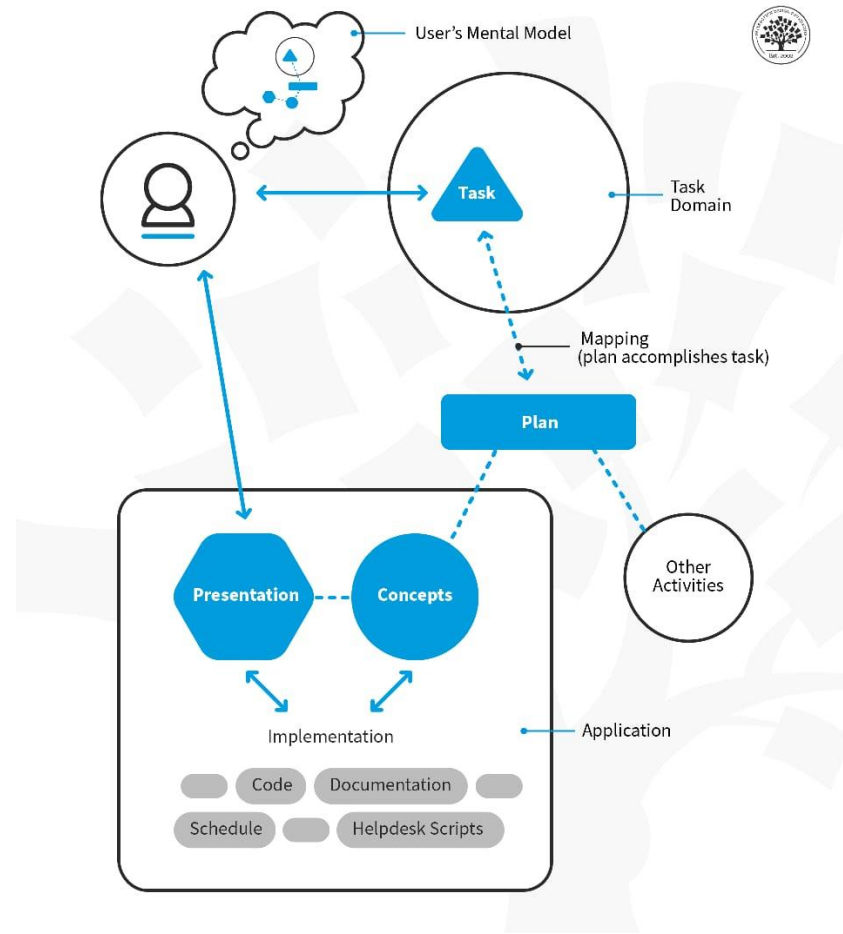
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# Cognitive model





## *Cognitive models*

UI/UX design, the integration of cognitive models plays a crucial role in creating interfaces that align with human cognition and behavior. Cognitive models are frameworks that emulate the mental processes users employ when interacting with a product. Understanding these models allows designers to craft user interfaces that are intuitive, efficient, and satisfying



## *Cognitive models*

*One key aspect is the incorporation of mental models, which are users' internal representations of how a system works based on their past experiences. Designers should align the UI elements and interactions with users' existing mental models to reduce cognitive load and enhance usability. For example, using familiar symbols for actions or organizing information in a way that mirrors users' expectations.*



## *Cognitive models*

*Moreover, applying principles from cognitive psychology, such as Hick's Law, can guide designers in optimizing the number of choices presented to users. Minimizing cognitive load is essential, and presenting too many options can overwhelm users. Hick's Law suggests that the time it takes for a person to make a decision increases with the number of choices available*



Thank  
you