

memory exerciser



first a test...

Blue

Yellow

Green

Orange

Purple

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what?

A way to use a digital reminder to help you exercise your memory by using your minds own process of transferring short-term memory into long-term memory.

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wait, what?

Human Memory Process:

Sensation > Short-Term > Long-Term



go on...

Sensation > Short-Term > Long-Term

- Perception
- Brief
- Visual
- Audio
- Touch
- Lingers after the stimulation

- Approx. 7 different things.
- Lasts about 30 seconds

- Lasts from a few days to decades
- Semi-permanent to Permanent
- It's Long-term...

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Ok, and?

How can we make this work for us?

Short -term

Long-term

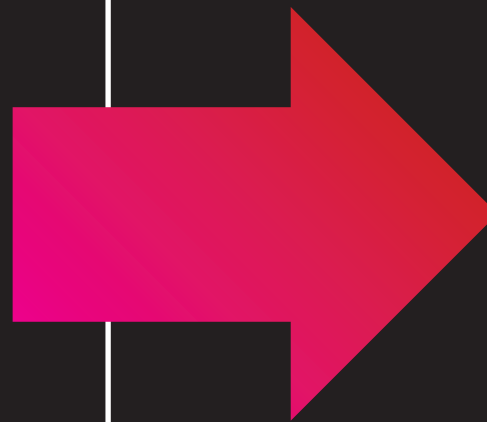
Repetition

Notes

Self- interpretation

Associations

Context



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this relates to?

For example:



Persona 2:

Dr. Peter Stromberg

- Computer literate to a degree
- Work-oriented organizer
- Relies on his wife for social reminders

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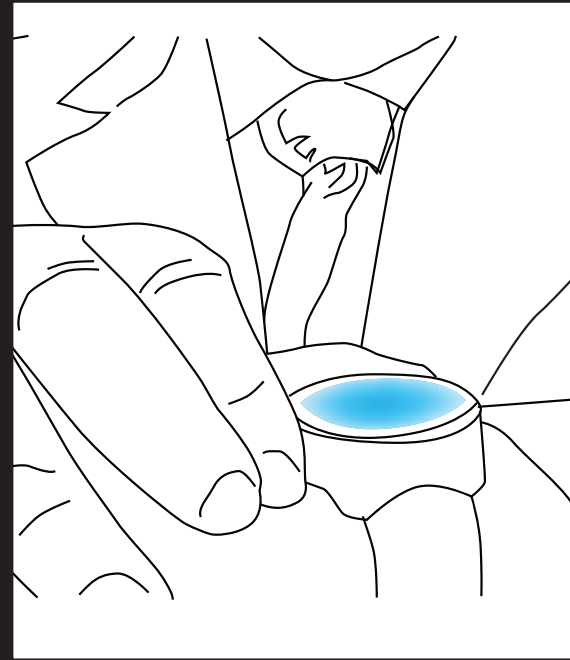
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Focused on work



Not thinking about
the birthday party
and the bottle of wine
he needs to buy.



Works done.
His reminder goes off.

- He focuses
- He Recalls
- He buys the wine

conclusion:

What is it?

A digital stimulus

What does it do?

Uses the processes of human memory to recall information

What's the value?

- Develops your own natural ability to store and recall information.
- Flexible, you choose how & what your stimulus is.
- Non-intrusive.

answer?

How many colors
did I list before?

What were they?

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