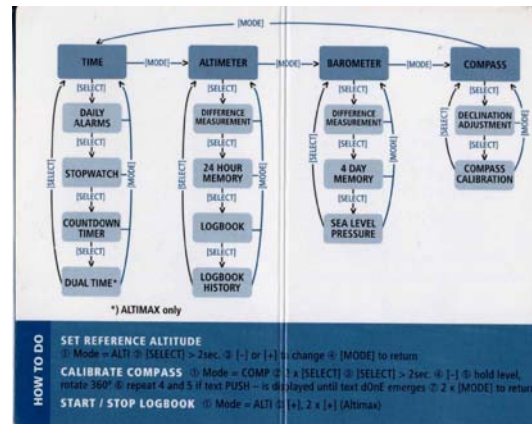**Purpose of the Presentation**
To examine a few cognitive strategies that are used in the pocket guide for a wrist computer and how those strategies are used to meet the needs of the audience

Audience – outdoor enthusiast who know the basics of the wrist computer

Purpose – needs a quick reference for operating the wrist computer

Context – recreating or working in an outdoor environment

Arrangement

Design level - Supra

Spatial coding mode
- Pictures on the outside
- Flow diagrams on the inside
- Small size that fits in a pocket or wallet

Design Level – Inter

Spatial coding mode
- Repeated watch [modes]
  - Time, Altimeter, barometer, compass

Graphic mode
- Lines used to group watch modes
- Bullets create list for functions

Spatial coding mode
- Horizontal spacing
  - time, altimeter, barometer, compass
- Vertical spacing
  - daily alarms, stop watch, etc

Graphic mode
- lines & arrows for menu steps
- lines & arrows for modes

Emphasis

Design level - Supra

Textual coding mode
- Inside contains "How to Do" tab label

Graphic coding mode
- Inside
  - dark turquoise screen for tab label
  - light turquoise for bottom border
- Outside
  - Dark turquoise screen for title

Design level - Inter

Graphic coding mode
- menu use shaded blue/gray scales
  - dark blue for mode
  - light blue for function
- Outside
  - Watch photo showing buttons

Design level - Intra

Graphic coding mode
- brackets our button [   ]
- use of circles & numbers
- use of character + - >

Textual coding mode
- bold headings "HOW TO DO" & procedure
- non-bold text for procedure