

Scanning Patterns

Taking into account the types of scanning and the type of prototype that we generate. According to the article it is mentioned that people read the page according to their task, their assumptions based on previous experiences with the Internet, the design of the page and the type of content on the page. With this in mind, I analyzed the generated prototypes and I consider that of the 4 patterns it is possible that 2 of these are present:

Spotted pattern: Users scan content in several separate areas, usually starting in the center and then moving to other areas. As it is a page that shows the most relevant information about scholarships and benefits, in our prototype they are shown in the center:

Layer-Cake Pattern: Users scan content in horizontal layers, starting at the top of the page and working down. This taking into account the way in which the page information will be organized according to our prototypes.

Finally, it is important to consider a specific scan pattern for a UI/mockup based on non-functional usability requirements, as this can help improve the effectiveness and efficiency of user interaction with the interface. By designing the interface with a specific scanning pattern in mind, designers can ensure that the most important information is located in the areas where users tend to look first, making it easier to find and understand relevant information. Ultimately, this can lead to a better user experience and a higher degree of satisfaction with the interface.