

The text discusses the importance of considering scanning patterns when designing websites. The F-pattern design is suggested as the optimal pattern, with the most important information placed at the top of the page and users allowed to scan down and to the right. However, the optimal pattern may vary depending on the type of site. The spotted pattern is recommended for news sites, while the commitment pattern is recommended for product pages. The author notes that it is essential to ensure that the UI/prototype works well with scanning patterns by testing it with real users.

I think that we are related to the F-pattern design, which involves placing the most important information at the top of the page and allowing users to scan down and to the right. This approach helps users find what they need without having to search too hard. It's essential to consider scanning patterns when designing websites because the optimal pattern can vary depending on the type of site. For example, a news site would benefit from using the spotted pattern to enable users to jump around and find information quickly, while a product page would benefit from using the commitment pattern and placing all the critical information in a single column.