I decided to talk about section 29, *minds wander 30 percent of the time.* It’s an interesting observation and I find it to be very accurate when I’m not consciously focused on a task I would rather not do. I think the 30 percent might even be on the low end for me. I also find that I can prevent my mind from wandering if I focus and if I give my mind time to sort through ideas and tasks later in the day.This theory seems to be supported by Golchert, a PhD student of Max Planck Institute, “Mind wandering should not just be considered as something disturbing. If you’re able to control it to some extent, that is to say, suppress it when necessary and to let it run free when possible, then you can make the most of it.” To try to relate it to software development, I think it’s important for designers of websites to make it as easy as possible to focus on the website’s content by keeping things short and useful. If mind wandering does occur, it should occur after the user is done utilizing the website.

Section 35 was also very interesting to read. I think the key take away for designers of websites is that it may be worthwhile to categorize data yourself so that you can ensure that the data is well organized which was the main factor that determined people’s retention of that data. Although we can leave categorization to the users of the websites, it means that we need to leave whether or not the data ends up being organized well by the user up to chance.