

# Scanning Patterns

The scanning pattern of a web page can have a great impact on the user experience and their ability to efficiently find the information they're looking for. In this case, two common scanning patterns are presented: the layer cake pattern and the spotted pattern.

The layer cake pattern is characterized by focusing attention on the headers and subheaders of the page, followed by fixations on the text in the middle until the user finds the header, they're interested in. This pattern is seen in an eye-tracking heatmap as horizontal stripes and white spaces between them. It's the most effective way for users to scan pages, according to studies.

On the other hand, the spotted pattern adheres more to the organizational structure of the information, where students will read the event/group header/title and decide whether to get involved or not. This pattern is more crucial to work on to attract them and make them participate.

Both scanning patterns are useful for finding information in the application, but it's important to keep in mind that design and structure can affect the effectiveness of each pattern. Therefore, designers should consider these patterns when designing and work to create a design and structure that allows users to find information efficiently and satisfactorily.