# Julio Pochet – Module 1 Discussion Board Post

## #1 – People Scan Screens Based on Past Experience

This principle explains how users typically scan a page rather than read every word, especially on text-heavy websites. Studies show that people follow an F-shaped pattern—focusing on the screen's top and left sides.

Embellishment: The reading didn’t mention that this pattern is mainly observed in desktop users. Users scroll and scan vertically more than horizontally on mobile devices, which calls for a mobile-first design strategy.

**Article Source:**  
**F-Shaped Pattern of Reading on the Web**: https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/  
  
**Image of F-Shaped Pattern:**

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## #7 – People Can Only Remember 4 Items Plus or Minus 1

This principle refers to the limits of short-term memory. Users get overwhelmed or confused when a design includes too many options (menus, buttons, steps). A clean, limited navigation menu helps improve focus and decision-making.

**Visual Example: Look at Dropbox’s homepage. It only shows a few top navigation items:**  
https://www.dropbox.com/

A screenshot of a web page

AI-generated content may be incorrect.

**Article Source:**  
**The Magical Number Seven, Plus or Minus Two: Some Limits on our Capacity for Processing Information:**  
https://labs.la.utexas.edu/gilden/files/2016/04/MagicNumberSeven-Miller1956.pdf