**Julio Pochet Edmead – Module 4 Discussion Post**

**#33 – People Process Information Best in Story Form**  
I really enjoyed this one because it explains why we connect so quickly to stories, even in unexpected situations. The author’s experience with a boring classroom that instantly woke up at the word “story” made it clear that people are wired to pay attention to storytelling.

**Embellishment 1:** In web design, I’ve seen storytelling work well on “About” pages. Instead of just listing facts about the company, successful websites introduce the team with personal stories—how they started, what drives them, or a challenge they overcame. It makes the content feel alive and helps users trust the brand more.

**Embellishment 2:** Stories also create a strong structure for explaining user journeys in UX case studies. Designers who say, “Here’s the problem, here’s what we tried, and here’s the outcome,” hold attention way better than a flat list of tasks. Plus, it makes the case studies more memorable for hiring managers or clients.

**#36 – Time Is Relative**  
This one hit home because I’ve felt time drag when I didn’t know how long a site or app would take to load. That waiting experience depends much more on how the process *feels* than how long it is.

**Embellishment 1:** I noticed how some apps, like Spotify or Instagram, use subtle animations to smooth the wait time between screens. Even sliding transitions or blur effects make the app faster because your brain focuses on movement instead of waiting.

**Embellishment 2:** In web forms, breaking tasks into short steps (like one question per screen) feels way faster than seeing a huge form simultaneously. It’s the same total time, but the smaller mental load makes users more willing to complete it. This design trick plays right into our warped sense of time.