**Julio Pochet Edmead – Module 5 Discussion Post**

For this week’s discussion, I chose **#40 – Attention is Selective** and **#44 – Sustained Attention Lasts About Ten Minutes** from *100 Things Every Designer Should Know About People*. Both are super relevant for me as someone learning to become a software developer.

**#40 – Attention is Selective**

The reading discusses how people only notice what stands out or what they’re told to focus on. One thing it didn’t really touch on is how **selective attention is shaped by device context**. For example, mobile app users focus on one thing at a time — like a single button or section — while desktop users might scan the whole screen. As a developer, this makes me think about how important it is to prioritize **responsive layouts and adaptive interfaces**. If the main action or message isn’t obvious, users will miss it completely, especially on smaller screens.

**#44 – Sustained Attention Lasts About Ten Minutes**

This one hit home. It reminds me of working on user flows — whether onboarding, tutorials, or forms — people will check out mentally if it takes too long. One thing not covered in the reading is how **micro-interactions and progress indicators** refresh attention and give users a sense of control. Adding small animations or a “step 1 of 3” message helps reset their mental timer and keep them engaged. As a future dev, I want to build apps that respect the user’s time and attention span.