Scanning Patterns

The way we consume information has changed, from newspapers that we needed to keep ourselves informed to radio to the TV, to now the internet, the way that we keep updated with the rest of the world is truly a wonder to marvel about. Yet, there's a way to bring information to people that is needed for the purpose of creating a better User Experience and bring the relevant points to the readers eyes, that being the study of scanning patterns, which are the way we, as humans, consume information, or more accurately, what, and where do our eyes focus to consume that information.

Scanning patterns, have been studied as long as the press has existed, from putting words in bold letters to making them bigger to appeal to the reader, these studies only evolved, sometimes with hurdles along the way.

Around the early 2000, there was a wave of believers, that thought we could bring the information consumption to an all time high, by just relaxing the eyes and leaving our brain do the rest, that technique was called "photoreading" and was ultimately debunked but it shows the demand for a way to experience and consume the information we need faster, since people are becoming busier and busier by the day, a way to bring the information faster and keep the reader for the longest amount of time is important.

There're 4 main patters that people might fall into the while scanning textual information, at least in webpages, and most of them (except for the commitment pattern which resemble regular reading habits) present a different but still dependent style of possible attention grabbing, links, bold text and bigger fonts are still a prevalent way to be able to better convey information to a better way to keep people updated in the most efficient way possible.

Our project may need the use a spotted patter for the reports, if we decide to send or have any sort of non-audio way of possibly reviewing the results, of which, we need the reader to be able to easily and efficiently identify the aspect that they want to look at, creating a better experience for the user, while the argument could be

made against an audio transcription of the results, it could be or feasible to skip this implementation due to possible difficulty.

References:

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