Discussion on Two Key Concepts:

**1. People Imagine Objects Tilted and at a Slight Angle Above**

The reading discusses how our brains naturally visualize objects from a slightly tilted angle rather than head-on. This cognitive bias is rooted in how we perceive the world in three dimensions, helping us better understand the depth and spatial relationships of objects. To embellish this point, consider how this concept is utilized in product photography and advertising. Often, products are shown at an angle to create a sense of depth and dynamism, making them appear more tangible and desirable. This technique can be extended to web design, where images of products or interface elements are slightly tilted or shadowed to create a more engaging and realistic user experience.

**2. People Scan Screens Based on Past Experience and Expectations**

This principle emphasizes the importance of familiarity in design. Users come to a website or app with pre-existing mental models based on their prior experiences with similar interfaces. Therefore, deviating too much from these established patterns can lead to confusion and frustration. An embellishment on this idea is the importance of consistency across different platforms. When users encounter consistent design patterns across websites or apps, they can transfer their knowledge from one platform to another, leading to a smoother user experience.

Visual Example:

A common example is the use of the "hamburger" menu icon in mobile apps. This icon has become a universally recognized symbol for navigation menus, and its consistent use across different apps helps users quickly identify and interact with it, regardless of the specific app they are using.

