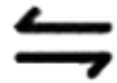
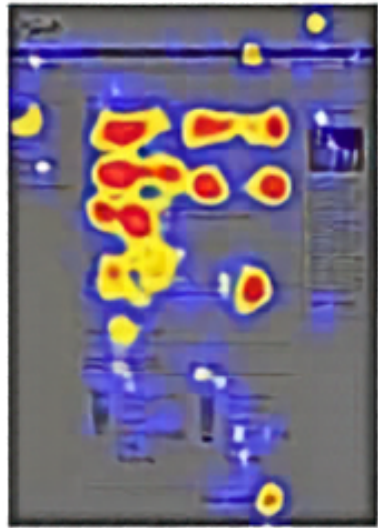


Web page scanning patterns

Heat Map Version



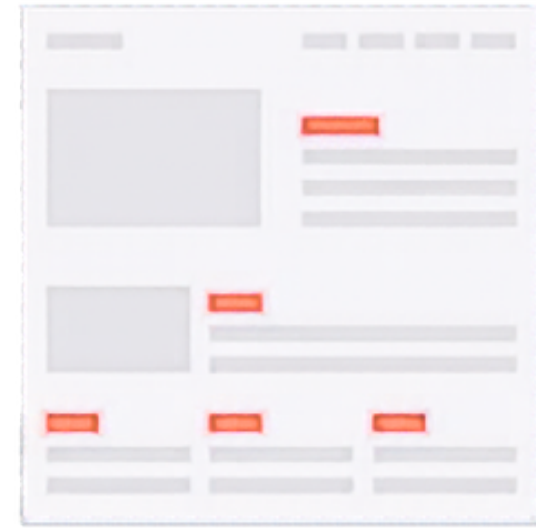
F Pattern



Z Pattern



Layer-Cake Pattern



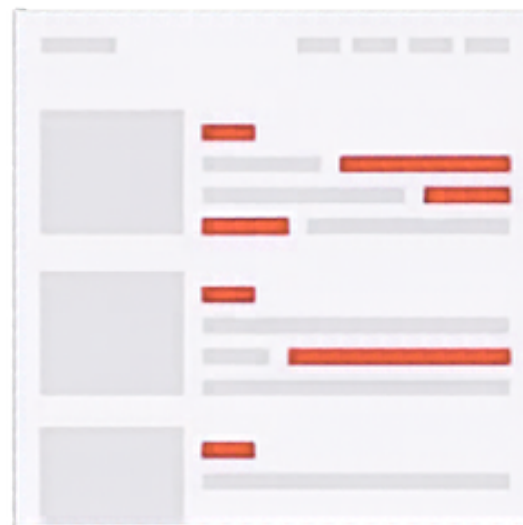
Spotted Pattern



Marking Pattern



Bypassing Pattern



Commitment Pattern



Very rare!



EXPECTED WEB USER BEHAVIOR

Very  rare!

Deliberate browsing

Visitors willing to invest time to explore and evaluate options.

Example scenario:
preparing a meal



1

Drawn to navigation headings (e.g. "Dinner")

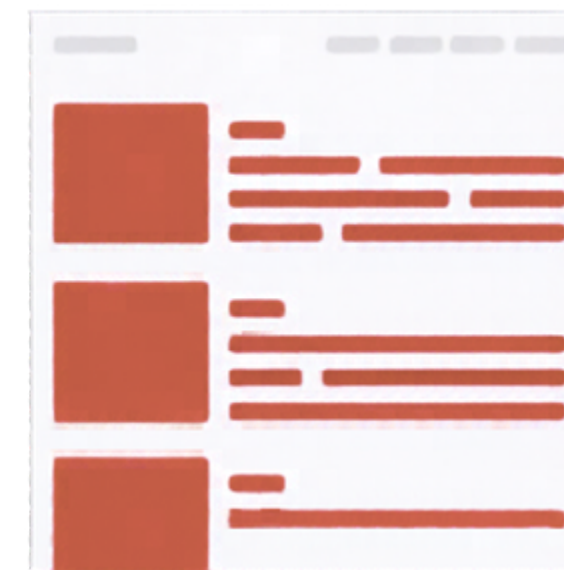
2

Looking for labels they recognize (e.g. "Chicken recipes")

3

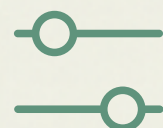
Willing to invest time to explore menus, topic structures and filters (e.g. "Quick and easy")

COMMITMENT PATTERN



SLOW, INTENTIONAL
EXPLORATION

HELP THEM BY



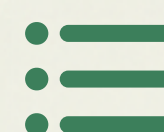
LIMITING OPTIONS

Reduce choices so they can focus and decide with confidence.



USING SIMPLE LANGUAGE

Use words your audience already understands.



ARRANGING MENU OPTIONS IN LOGICAL ORDER/FLOW

Help them move step-by-step without confusion.



COMMON WEB USER BEHAVIOR

Quick browsing

Most people **scan**, **skim**, and **move quickly** — looking for **clues** that help them decide what to click next.



WHAT THIS LOOKS LIKE



Clicks and scrolls through pages rapidly
Moving fast to see what looks visually interesting.



Scans page headings and callouts for phrases that catch their eye
(e.g. **“Easy slow cooker meals”**)



Often overlooks details
Details can get missed in dense content, branded titles, unfamiliar language or jargon.



May not read instructions carefully
Users skip or skim instead of reading thoroughly.



Tends to consume small portions
People take in content in short bursts.



May read the first paragraph of several relevant looking pages to “get the gist”

HELP THEM BY



Keeping titles short and unique
Make it easy to skim and decide quickly.



Use headers and formatting
Break up text so key information jumps out.



Shorten copy into bullets where possible
Make content easy to scan and digest.



Arrange page content in an inverted pyramid
Lead with the most important summary at the top of the page.