

UX MYTHS

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uxmyths.com

UX Myths collects the most frequent user experience misconceptions and explains why they don't hold true.

And you don't have to take our word for it, we'll show you a lot of research findings and articles by design and usability gurus.

PEOPLE READ ON THE WEB

People only read word-by-word on the web when they are really interested in the content. They usually skim the pages looking for highlighted keywords, meaningful headings, short paragraphs and scannable list. Since they're in a hurry to find the very piece of information they're looking for, they'll skip what's irrelevant for them.

So don't expect people to read content that seems neither easily scannable nor relevant for them, therefore long text blocks, unnecessary instructions, promotional writing and "smalltalk" should be avoided on the web.

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