PEOPLE DON’T SCROLL

Although people weren’t used to scrolling in the mid-nineties, nowadays it’s absolutely natural to scroll. For a continuous and lengthy content, like an article or a tutorial, scrolling provides even better usability than slicing up the text to several separate screens or pages.

You don’t have to squeeze everything into the top of your homepage or above the fold. To make sure that people will scroll, you need to follow certain design principles and provide content that keeps your visitors interested. Also keep in mind that content above the fold will still get the most attention and is also crucial for users in deciding whether your page is worth reading at all.

MYTH 03

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.