

Web Navigation Design



Lessons from Usability Week 2012

Purpose of navigation?

Testing:

- ask users to perform a task - don't ask for an opinion!
- always in context
- use full pages, full content

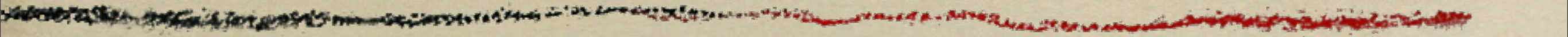
Purpose of navigation?

- *Enable task completion*

Testing:

- ask users to perform a task - don't ask for an opinion!
- always in context
- use full pages, full content

When to define?



It's part of a system; it needs to be considered within the context of the goals of the site, the content, etc.

When to define?

It's part of a system; it needs to be considered within the context of the goals of the site, the content, etc.

- *After* information architecture is defined

Which components to use?

the info
architecture
design will
identify expected
ways of using the
site

Which components to use?

- *Depends on the content and features*

the info
architecture
design will
identify expected
ways of using the
site

Which components to use?

- *Depends on the content and features*
- *Only five primary sections?*
 - *consider **Tabs***
- *Will users be exploring?*
 - *consider **Related Links***
- *Lots of content on a single page?*
 - *consider **Accordion***

the info
architecture
design will
identify expected
ways of using the
site

Wayfinding

- *Where am I?*

Orientation

- *How do I get where I'm going?*

Route selection

- *Can I tell when I get there?*

Arrival

Wayfinding

- *Landmark*
sectional titles, highlighted tabs...
- *District*
colour coded backgrounds...
- *Node*
the links on the page, sections...

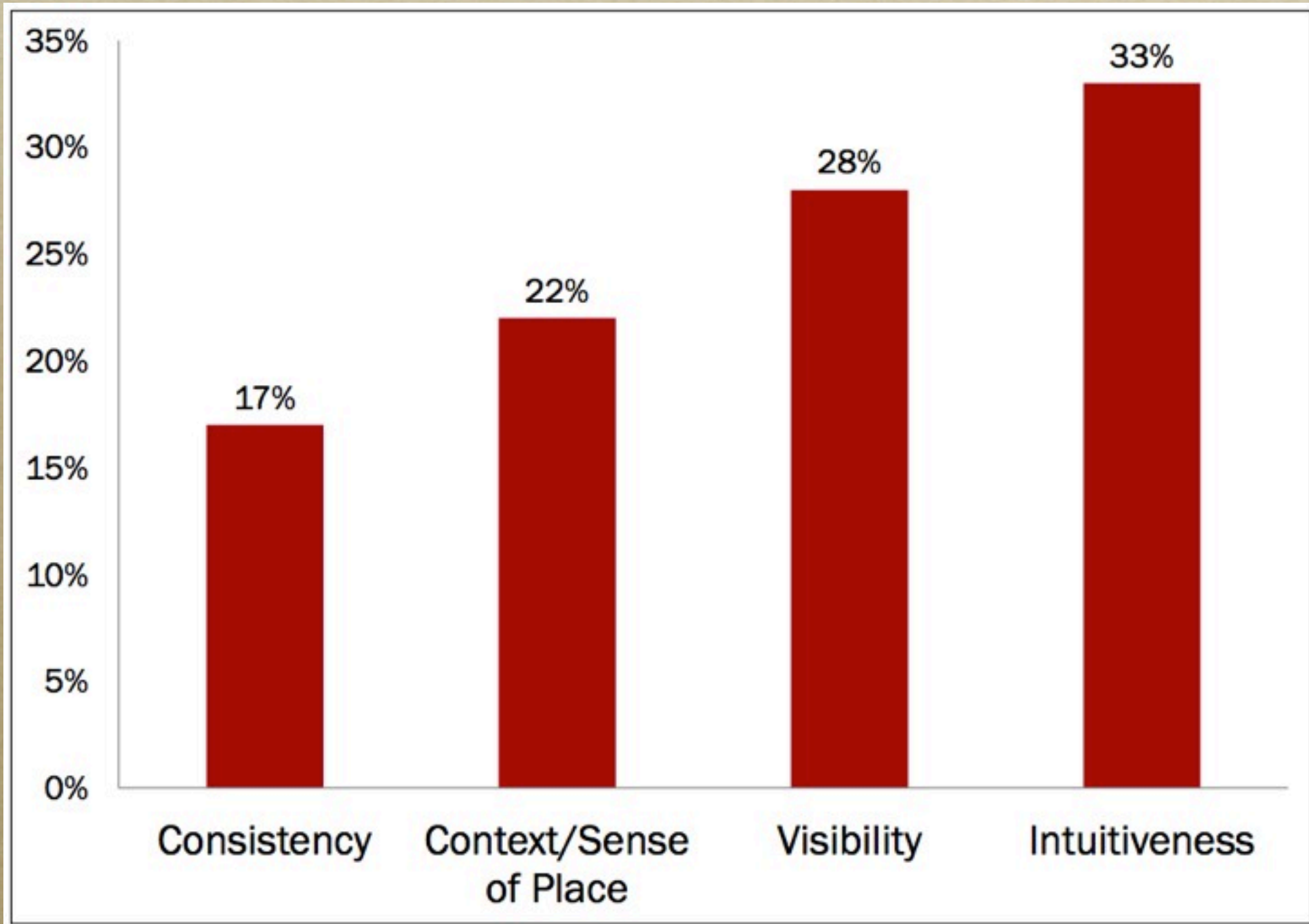
Districts: make sure you can tell when you pass an important boundary, i.e. from one region to another

Nodes are choices; paradox of choice

Effective Navigation Systems

- *Intuitive*
- *Visible*
- *Provides Context*
- *Consistent*
- *Persistent*
- *Appropriate*
- *Extensible*
- *Cooperative*
- *Coordinated*
- *Accessible*

Task Failure



Intuitive

- *Interface elements are familiar:*
 - *Language*
 - *Grouping*
 - *Presentation*

Intuitive

Arkansas
Secretary of State
Presents

Vote Naturally
Are you ready to be heard?

Search 

**Are you ready to be heard?
Voting is easy and natural IF you are ready!**

Welcome to VoteNaturally, Arkansas's one-stop online guide to voting in the Natural State!

Are you registered? Have you moved? – the Deadline is October 6, 2008!
You may need to update your voter information. Use our easy online voter registration search to find out, www.voterview.org. Need to update? [Contact your county clerk](#) (PDF)

Know what you'll be voting on?
Find out who is on the ballot and what the issues are by [visiting 2008 Ballot!](#)

Are you sure where and how to vote? Election Day is November 4, 2008!
You can check that out, too, by visiting "[Where, When and How to Vote!](#)"
All you need to know about voting in the Natural State!

This year, be heard! Vote!

Arkansas and HAVA ★
Arkansas Secretary of State ★
ARElections.org ★

Intuitive

Arkansas
Secretary of State
Presents

Vote Naturally
Are you ready to be heard?

Search

**Are you ready to be heard?
Voting is easy and natural IF you are ready!**

Welcome to VoteNaturally, Arkansas's one-stop online guide to voting in the Natural State!

Are you registered? Have you moved? – the Deadline is October 6, 2008!
You may need to update your voter information. Use our easy online voter registration search to find out, www.voterview.org. Need to update? [Contact your county clerk](#) (PDF)

Know what you'll be voting on?
Find out who is on the ballot and what the issues are by [visiting 2008 Ballot!](#)


Are you sure where and how to vote? Election Day is November 4, 2008!
You can check that out, too, by visiting "[Where, When and How to Vote!](#)"
All you need to know about voting in the Natural State!

This year, be heard! Vote!

Arkansas and HAVA ★
Arkansas Secretary of State ★
ARElections.org ★



Visible



Novell.


+ MENU


And all the math you need to prove it.


YOUR LINUX IS READY.

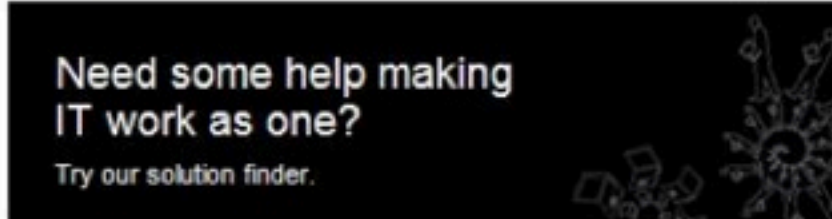
01 02 03 04 05 - +



News: MICROSOFT AND NOVELL DELIVER JOINT VIRTUALIZATION SOLUTION THROUGH PARTNERS

 Go Virtual.

 Try Novell Teaming

 Secure? Prove It!

 Need some help making IT work as one?
Try our solution finder.

 + Request a Sales Call
+  - 800-529-3400
(toll free)

Visible

Novell.

Search

- + Downloads
- + Support
- + Login
- Create an Account
- Change Language

Solutions

- Linux
- Virtualization
- Identity & Security
- Systems Management
- Collaboration
- Products A-Z
- Shop Novell

Services

- Support
- Training
- Consulting
- Downloads
- Customer Center

Communities

- Cool Solutions
- Users
- Partners
- Developers
- Blogs

About Novell

- Contact Us
- Our Customers
- Events Center
- Connection Magazine
- Press Room
- 800-529-3400
- Request a Sales Call

- CLOSE MENU

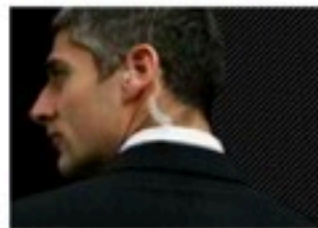
News: NOVELL SHIPS INDUSTRY'S MOST ADVANCED COMPLIANCE MANAGEMENT SOLUTION



Go Virtual.



Try Novell Teaming



Secure? Prove It!

Systems Management
Including IT & software asset management.



+ Request a Sales Call
+ 800-529-3400
(toll free)

Visible

Novell.

Search

- + Downloads
- + Support
- + Login
- Create an Account
- Change Language

Solutions

- Linux
- Virtualization
- Identity & Security
- Systems Management
- Collaboration
- Products A-Z
- Shop Novell

Services

- Support
- Training
- Consulting
- Downloads
- Customer Center

Communities

- Cool Solutions
- Users
- Partners
- Developers
- Blogs

ell

- Our Customers
- Events Center
- Connection Magazine
- Press Room

80...

Request a Sales Call

- CLOSE MENU

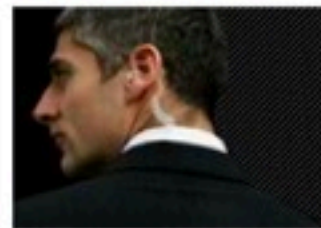
News: NOVELL SHIPS INDUSTRY'S MOST ADVANCED COMPLIANCE MANAGEMENT SOLUTION



Go Virtual.



Try Novell Teaming



Secure? Prove It!

Systems Management
Including IT & software asset management.



+ Request a Sales Call
+ 800-529-3400
(toll free)

Visible

Your Friendly Neighborhood Webslinger [Portal Settings](#) | [Portal Tour](#) | [Administration](#) | [Logoff](#) Thursday, August 22, 2002 [HELP](#)

MYMILLENNIUM COMMUNITIES MLNM TODAY Search MyMillennium Search Options: [Advanced](#) | [Saved](#)

MY PAGES COMMUNITIES DOCUMENTS **MLNM TODAY** HUMAN RESOURCE... HELP DESK COMPASS

MLNM Today

PeopleQuest
Person:
Emergency hotline: **617-123-1234**
- [Reception #'s](#)
- [Fax #'s](#)
- [Nextel #'s](#)

MLNM Links
Millennium Corporate
[2002 Goals](#)
[Core Values](#)
[Focused Execution](#)
[MMAD](#)
Sites / Locations
[Millennium San Francisco \(MSF\)](#)
[Millennium UK \(MLNM-UK\)](#)
Applications & Tools
[Help Desk](#)
[Internal Opportunities@Millennium](#)
[MINDS / Cognos](#)
[MPower](#)
[New Employee Requisition](#)
[Outlook Calendaring and Email](#)
[Portfolio Tracker](#)
Transportation
[Shuttle Schedule \(MLNM-NE\)](#)
[Shuttle Schedule \(MSF\)](#)
Departments

Latest Headlines

MILLENNIUMTODAY

What is eEmploy? (August 19, 2002)

Millennium New England Goes Wireless (August 15, 2002)
What new technology will improve efficiency, provide real-time access to information from anywhere...

Messenger

- [What is eEmploy? \(August 19, 2002\)](#)
- [Millennium New England Goes Wireless \(August 15, 2002\)](#)
- [Take the Work-Life Management and Dependent Care Survey \(August 8, 2002\)](#)
- [Get eEmployed! \(August 7, 2002\)](#)
- [Clinical Development Takes Center Stage in Speaker Series \(July 26, 2002\)](#)
- [Mpower Makes its Way to San Francisco \(July 24, 2002\)](#)
- [Name that Location: New Guidelines for Referencing MLNM Sites \(July 23, 2002\)](#)
- [New Portal Community Offers Information Sharing Solutions \(July 17, 2002\)](#)
- [Goals 2002: A Midyear Update \(July 17, 2002\)](#)
- [Facilities Launches New Help Desk \(July 15, 2002\)](#)

Archives:

- [May 2002](#)
- [June 2002](#)
- [July 2002](#)
- [August 2002](#)

Community Publications
[Recent Millennium Press Releases](#)

Visible

Your Friendly Neighborhood Webslinger [Portal Settings](#) | [Portal Tour](#) | [Administration](#) | [Logoff](#) Thursday, August 22, 2002 [HELP](#)

MYMILLENNIUM COMMUNITIES MLNM TODAY Search MyMillennium Search Options: [Advanced](#) | [Saved](#)

MY PAGES COMMUNITIES DOCUMENTS **MLNM TODAY** HUMAN RESOURCE... HELP DESK

MLNM Today

PeopleQuest
Person:
Emergency hotline: **617-123-1234**
- [Reception #'s](#)
- [Fax #'s](#)
- [Nextel #'s](#)


MLNM Links
Millennium Corporate
[2002 Goals](#)
[Core Values](#)
[Focused Execution](#)
[MMAD](#)
Sites / Locations
[Millennium San Francisco \(MSF\)](#)
[Millennium UK \(MLNM-UK\)](#)
Applications & Tools
[Help Desk](#)
[Internal Opportunities@Millennium](#)
[MINDS / Cognos](#)
[MPower](#)
[New Employee Requisition](#)
[Outlook Calendaring and Email](#)
[Portfolio Tracker](#)
Transportation
[Shuttle Schedule \(MLNM-NE\)](#)
[Shuttle Schedule \(MSF\)](#)
Departments

Latest Headlines
MILLENNIUMTODAY
What is eEmploy? (August 19, 2002)
Millennium New England Goes Wireless (August 15, 2002)
What new technology will improve efficiency, provide real-time access to information from anywhere...

Messenger
 [What is eEmploy? \(August 19, 2002\)](#)
 [Millennium New England Goes Wireless \(August 15, 2002\)](#)
 [Take the Work-Life Management and Dependent Care Survey \(August 8, 2002\)](#)
 [Get eEmployed! \(August 7, 2002\)](#)
 [Clinical Development Takes Center Stage in Speaker Series \(July 26, 2002\)](#)
 [Mpower Makes its Way to San Francisco \(July 24, 2002\)](#)
 [Name that Location: New Guidelines for Referencing MLNM Sites \(July 23, 2002\)](#)
 [New Portal Community Offers Information Sharing Solutions \(July 17, 2002\)](#)
 [Goals 2002: A Midyear Update \(July 17, 2002\)](#)
 [Facilities Launches New Help Desk \(July 15, 2002\)](#)

Archives:
 [May 2002](#) [July 2002](#)
 [June 2002](#) [August 2002](#)

Community Publications
[Recent Millennium Press Releases](#)

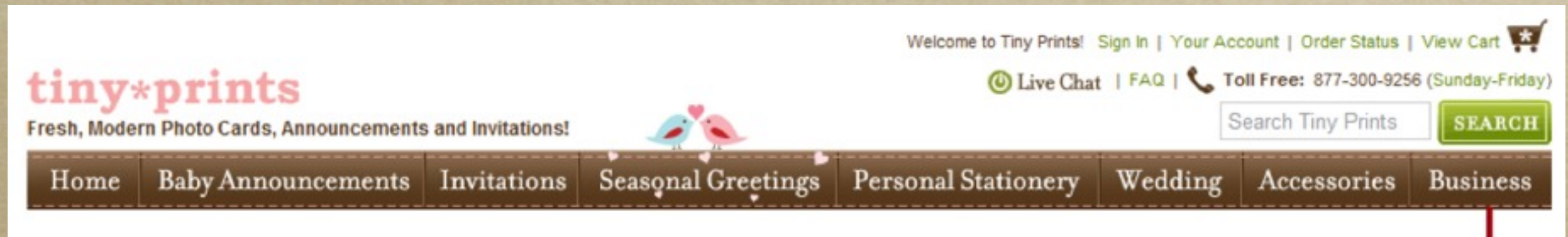


Visible

- *Change Blindness*

Visible

- *Change Blindness*



Visible

- *Change Blindness*

The screenshot shows the top navigation bar of the tiny*prints CORPORATE website. The navigation bar is a dark brown horizontal strip with white text for the following categories: Home, Business Greeting Cards, Invitations & Announcements, Notes & Stationery, Business Holiday Cards, and Accessories & Favors. Two red callout boxes with white text and red borders are overlaid on the image. The first callout box points to the 'Home' link and contains the text: 'Goes to homepage of "business" site, instead of parent site.' The second callout box points to the 'Accessories & Favors' link and contains the text: 'Small link back to parent site'. Above the navigation bar, the website's logo 'tiny*prints CORPORATE' is visible on the left, and a search bar with the text 'enter your keyword here' and a 'SEARCH' button is on the right. In the top right corner, there are links for 'Shop All of Tiny Prints', 'Your Account | Order Status | View Cart', 'Live Chat | FAQ | Toll Free: 877-300-9256 (Sunday-Friday)', and a shopping cart icon.

Context

People are going to arrive at a site via Google more often than directly to the home page

Context

- *Should be at-a-glance*
- *Always consider deep-links*
 - *75% of the time, the first page a user sees at your site is an interior page*

People are going to arrive at a site via Google more often than directly to the home page

Context



Context

The screenshot shows the Vermont Law School website with the 'ACADEMICS' menu item highlighted. The navigation bar includes 'EXPERIENCE VLS', 'ACADEMICS', 'OUR FACULTY', 'CAREER PATHS', and 'ADM'. The left sidebar menu lists: 'DEGREES', 'ENVIRONMENTAL LAW CENTER', 'Degree Programs', 'Courses', 'Faculty and Administration', 'Institutes and Initiatives', 'News and Research', 'Colloquium on Environmental Scholarship', 'Conference on Agriculture and Food Systems', 'Takings Conference', 'INTERNATIONAL AND COMPARATIVE LAW PROGRAMS', and 'CLINICAL AND EXTERNSHIP'. The main content area is blurred, and a red 'X' is overlaid on the right side of the page.



Persistent

The screenshot shows the Berkeley Lab website homepage. At the top is a dark blue header with the Berkeley Lab logo and the text "BERKELEY LAB LAWRENCE BERKELEY NATIONAL LABORATORY". To the right of the logo are links for "A-Z INDEX", "PHONE BOOK", and "CAREERS". Below the header is a navigation bar with several menu items: "About The Director" (highlighted in orange), "About The Lab", "Recovery Act", "Visitor's Guide", "For Staff and Guests", "Calendar", and "Lab Breakthrough and more". Below the navigation bar is a horizontal bar with four sections: "Bringing Science Solutions to the World", "Carbon Cycle 2.0", "\$ Ways to Save Money on Energy", and "Global". The main content area features two articles. The first article is titled "International Prize for Water to Berkeley Lab's Ashok Gadgil" and includes a photograph of Ashok Gadgil holding a small white object. Below the photo is a short paragraph of text. The second article is titled "Parking Lot Science: Is Black Best?" and includes a photograph of a parking lot with many orange and blue water bottles lined up on a concrete surface next to a body of water.

try clicking on any one of the links at the top

<http://www.lbl.gov/>

Persistent

The screenshot shows the Berkeley Lab website homepage. At the top is a dark blue header with the Berkeley Lab logo and the text "BERKELEY LAB LAWRENCE BERKELEY NATIONAL LABORATORY". To the right of the header are links for "A-Z INDEX", "PHONE BOOK", and "CAREERS". Below the header is a navigation bar with several menu items: "About The Director" (highlighted in orange), "About The Lab", "Recovery Act", "Visitor's Guide", "For Staff and Guests", "Calendar", and "Lab Breakthrough and more". Below the navigation bar is a secondary bar with links: "Bringing Science Solutions to the World", "Carbon Cycle 2.0", "\$ Ways to Save Money on Energy", and "Globo". The main content area features two articles. The first article is titled "International Prize for Water to Berkeley Lab's Ashok Gadgil" and includes a photograph of Ashok Gadgil holding a small white object. The second article is titled "Parking Lot Science: Is Black Best?" and includes a photograph of a parking lot with many orange and blue water bottles lined up on a concrete surface next to a body of water.



try clicking on any one of the links at the top

<http://www.lbl.gov/>

Navigation
component and/or
style is appropriate
to the purpose of
the site.

Appropriate

Navigation component and/or style is appropriate to the purpose of the site.

Appropriate

The screenshot displays the Panasonic website's product showcase. At the top left, the text "Panasonic ideas for life" is visible. To the right, navigation links for "CONSUMER", "BUSINESS", and "INDUSTRIAL" are present. Below the navigation, a "Living in High Definition" section features a large central image of a television displaying a parrot. A mouse cursor is positioned over the parrot image. To the left of the TV is a white HD camcorder, and to the right is a silver Blu-Ray Disc Player. Below the TV, a text label reads "bringing you new ia". At the bottom, a complete home theater system is shown, including a central console, two tall speakers, and a subwoofer. A "sound off" icon is located in the top right corner of the product area.

Navigation component and/or style is appropriate to the purpose of the site.

Appropriate

The screenshot shows the Panasonic website interface. At the top left, the text "Panasonic ideas for life" is displayed. To the right, a navigation menu includes "CONSUMER", "BUSINESS", and "INDUSTRIAL". Below the navigation, there are several product categories and images:

- Living in High Definition:** A large central image of a television displaying a parrot. A mouse cursor is visible over the parrot. A blue line connects the text "bringing you new ia" below the TV to the parrot.
- HD Camcorder:** An image of a camcorder wrapped in a protective plastic bag with a yellow sticker.
- Blu-Ray Disc Player:** An image of a Blu-Ray Disc Player on a white shelf.
- Other products:** A small white camera on a shelf, a silver device on a shelf, and a large red 'X' mark with a small red '20' next to it.

Additional UI elements include a "sound off" button with a speaker icon and a small red '20' next to the red 'X'.

Extensible

Extensible

March 2000

 | [YOUR ACCOUNT](#) | [HELP](#) | [SELL ITEMS](#)

WELCOME	BOOKS	MUSIC	DVD & VIDEO	ELECTRONICS & SOFTWARE	TOYS & VIDEO GAMES	HOME IMPROVEMENT	AUCTIONS	zSHOPS
HOW TO ORDER	GIFT IDEAS		DEALS OF THE DAY		COMMUNITY		FREE E-CARDS	

Extensible

July 2000

amazon.com.



Extensible

June 2007

amazon.com

Your
Amazon.com

See all 41
Product Categories

Your Account |



Cart |

Your Lists |

Help |



Gift Certificates | International | New Releases | Top Sellers | Today's Deals | Sell Your Stuff

Extensible



June 2007

amazon.com

Your Amazon.com

See all 41 Product Categories

Your Account |



Cart |

Your Lists |

Help |



Gift Certificates | International | New Releases | Top Sellers | Today's Deals | Sell Your Stuff

Extensible

- *Better choice: vertical sidebar, flyout menus*

as product line expands, new entries can be added, categories can be adjusted much more easily

Extensible

The screenshot shows the Amazon.com homepage. At the top left is the Amazon logo. To its right is a personalized greeting: "Hello, Jennifer Cardello. We have [recommendations](#) for you. ([Not Jennifer?](#))". Below this are links for "Jennifer's Amazon.com", "Today's Deals", "Gifts & Wish Lists", and "Gift Cards". A search bar is present with "All Departments" selected and a "GO" button. On the left is a vertical department menu with items like Books, Movies, Music & Games, Digital Downloads, Kindle, Computers & Office, Electronics, Home & Garden, Grocery, Health & Beauty, Toys, Kids & Baby, Clothing, Shoes & Jewelry, Sports & Outdoors, and Tools, Auto & Industrial. In the center is a large advertisement for the Kindle, featuring an image of the device displaying "Chapter 1" and the text "Kindle Bring Your Library with You". On the right is a smaller version of the department menu, with a sub-menu open for "Kindle" showing "Kindle Books", "Textbooks", and "Magazines".

amazon.com Hello, Jennifer Cardello. We have [recommendations](#) for you. ([Not Jennifer?](#))
Jennifer's Amazon.com | Today's Deals | Gifts & Wish Lists | Gift Cards

Shop All Departments Search All Departments GO

Books >
Movies, Music & Games >
Digital Downloads >
Kindle >
Computers & Office >
Electronics >
Home & Garden >
Grocery, Health & Beauty >
Toys, Kids & Baby >
Clothing, Shoes & Jewelry >
Sports & Outdoors >
Tools, Auto & Industrial >

Kindle
Bring Your Library with You

Shop All Departments Search All Dep

Books > Books
Movies, Music & Games > Kindle Books
Digital Downloads > Textbooks
Kindle > Magazines
Computers & Office >
Electronics >
Home & Garden >
Grocery, Health & Beauty >
Toys, Kids & Baby >
Clothing, Shoes & Jewelry >
Sports & Outdoors >
Tools, Auto & Industrial >

as product line expands, new entries can be added, categories can be adjusted much more easily

the various
navigation
components on a
site should work
together

Coordinated

the various navigation components on a site should work together

Coordinated



the various navigation components on a site should work together

Coordinated

The screenshot shows the City of Somerville website. At the top, a green navigation bar contains links for Home, About Somerville, Calendar, What's New, Employment Opportunities, and Search. Below this is a banner with the City of Somerville logo and Mayor Joseph A. Curtatone's name. A horizontal menu includes Online Transactions, Mayor, Government, City Departments, Businesses, and My Somerville. A dropdown menu under Mayor is open, showing Residents and Community, Somerville Business Development Initiative, and Visitors to Somerville. A 'Quick Links' dropdown is also visible. A 'Calendar of Events' link is circled in red. Below the menu, there is a 'Printer-Friendly Version' link and a 'My Somerville' section with a logo and three payment options: real estate taxes, excise tax, and parking tickets. Each option includes details about transaction fees and surcharges.

the various navigation components on a site should work together

Coordinated

The screenshot shows the City of Somerville website. At the top, there is a green navigation bar with links for Home, About Somerville, Calendar, What's New, Employment Opportunities, and Search. Below this is a banner with the City of Somerville logo and Mayor Joseph A. Curtatone's name. A row of navigation tabs includes Online Transactions, Mayor, Government, City Departments, Businesses, and My Somerville. A dropdown menu under Mayor is open, showing links for Residents and Community, Somerville Business Development Initiative, and Visitors to Somerville. A 'Quick Links' dropdown is also visible. A 'Calendar of Events' link is circled in red. A large red 'X' is placed over a photo of a building. At the bottom, there is a 'Printer-Friendly Version' link and a 'My Somerville' section with a logo and text about paying taxes and tickets.

Group Exercise



Group Exercise

- *Analyze the Stanford Law School website against the important attributes of navigation*

<http://www.law.stanford.edu/>

Evaluate against...

- *Intuitive*
- *Visible*
- *Provides Context*
- *Consistent*
- *Persistent*
- *Appropriate*
- *Extensible*
- *Cooperative*
- *Coordinated*
- *Accessible*