

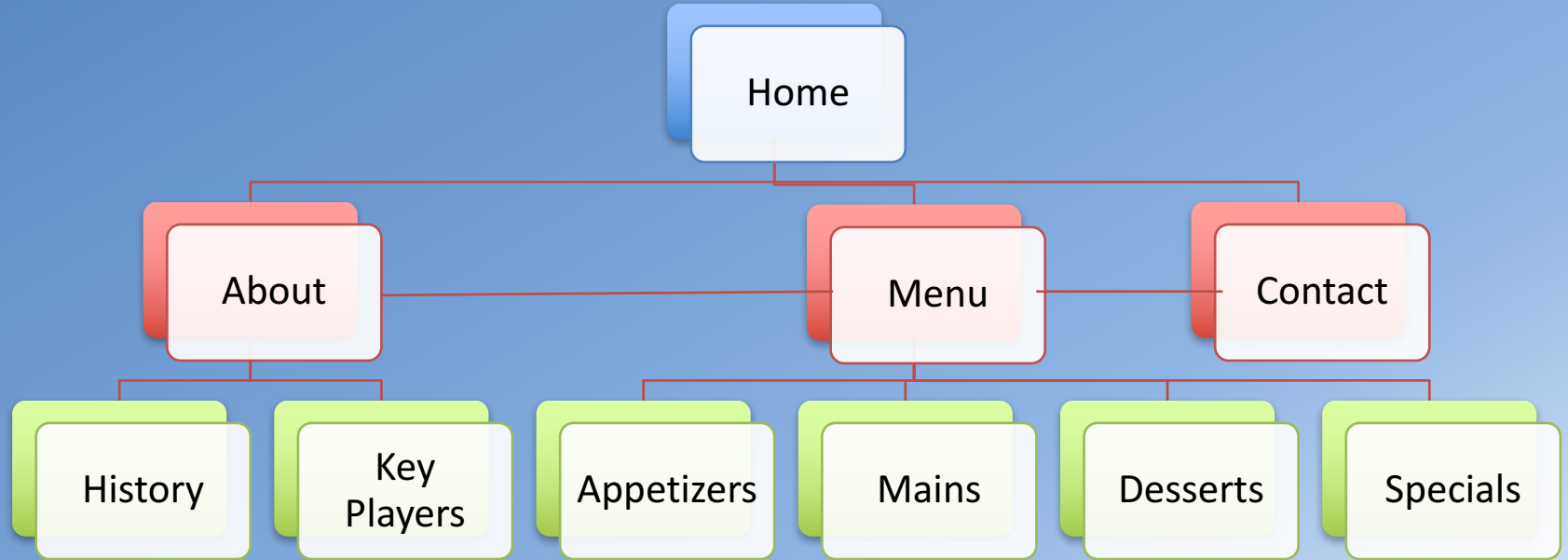
Why Website Navigation?

- Websites are rarely single pages
- Need to provide visitors an intuitive means of getting around your website
- Several commonly used navigation patterns used on websites

Information Architecture

- Structure of a system with respect to the way the information is:
 - Organized,
 - Labeled, and
 - Navigation methods provided to access the information
- Need to consider when designing websites
- Dictates the provisioning of navigation on websites

Website Hierarchy



Navigation Bars

- Users often expect it at the top of the website
- Contains links to various pages within your website

Navigation Bar

- Dos and Don'ts:
 - + Use simple, user-friendly terms
 - + Standardize navigation
 - + Provide indication of the location within the navigation hierarchy
 - + Use standard web conventions:
 - Clicking on a logo takes you back to home page
 - Have too many items
 - Use generic labels

Breadcrumbs



- Secondary navigation
 - Usually placed below the primary navigation and above the content
- Indicator of the current page's location within a navigational hierarchy
 - Path based: set of steps
 - Location based: hierarchy
 - Attribute based: set of choices