

NAVIGATION DESIGN



What is navigation?

- The “navigation” term can be interpreted in a different way. Generally, it is a focal part of the website on your website that lets your users find what they are looking for without needless clicks. It is a way to lead the user to the most important information on your website.

What is navigation design?

- Navigation design is the discipline of creating, analyzing and implementing ways for users to navigate through a website or app.
- Navigation plays an integral role in how users interact with and use your products. It is how your user can get from point A to point B and even point C in the least frustrating way possible.

Good navigation design can:

- Enhance a user's understanding
- Give them confidence using your product
- Provide credibility to a product

Cont....

- The best kind of navigation design is one which promotes usability.
- Poor navigation will result in fewer users for your product and this is why navigation design is central to user experience design.
- No one pattern is necessarily better than the other. Each pattern that you use in your product will have to be carefully considered and tested before implementation.

Cont.....

- This ensures that the navigation pattern you have chosen is right for your product but more importantly that it is right for your users.
- Ideally, you want to approach navigation from a user-centered design perspective.

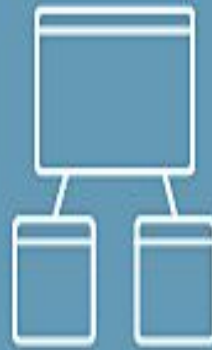
why you shouldn't overlook the importance of navigation design are:

- It reflects your brand
- It tells users their location
- It provides access to information

Navigation planning



Content



Structure



Features



What's the best way to organize content? How should the elements to be named and positioned?

- You have to fundamentally brainstorm the hierarchy in which information should be displayed.
- From the very beginning Work with the content. It could be card sorting which always helps designers answer all questions even before the design phase begins.
- Then work with the structure. Create a sitemap or a list with different levels of information. Navigation should be as easy as possible. Overloaded web page with difficult menu titles is a bad idea because it seriously hampers your website's overall usability. Speak user-friendly language while labeling a navigation menu.

Cont.....

- Figure out the features of the navigation menu, type, and design.

Common navigation design patterns in UX design

- There exist many mechanisms to help users navigate. Many products will use a combination of these mechanisms in their designs because some patterns work better depending on the circumstances at hand.

Questions to help prepare a navigation scheme

- What is your targeted audience and what is their aim on your website?
- What kind of information and functional modules will be on the website?
- How do I group together the information in the order of importance for users?
- How are you going to organize the functional or information modules in the tree-view structure?

Most common navigation design patterns for desktop and mobile.

- BREADCRUMB MENU
- TAGCLOUD MENU
- Hamburger menu
- Tabs
- Vertical navigation
- Call-to-action button



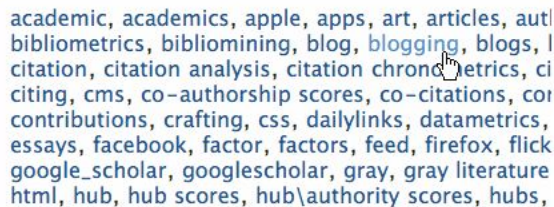
[See all webdesign and design books](#)

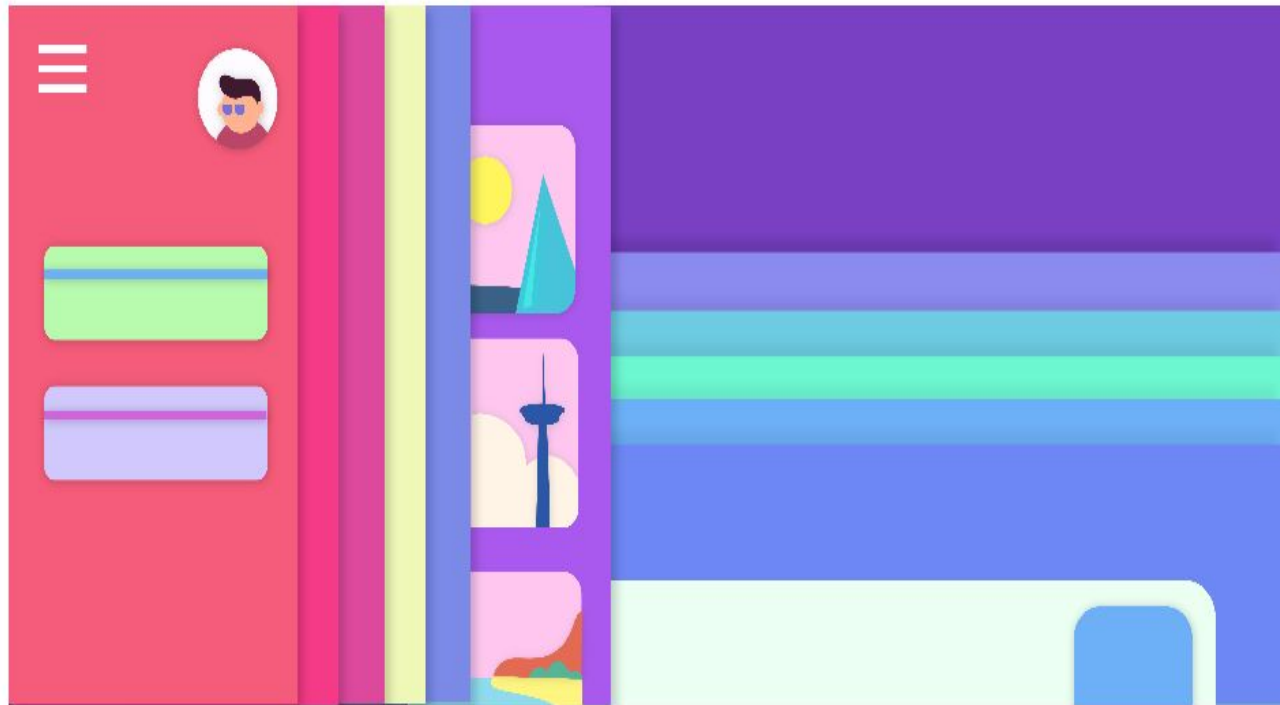
webdesign ✕

design ✕



Tags A-Z

[illegible][illegible]



When browsing websites, you've likely noticed the triple bar icon located at the top left or right corner of a

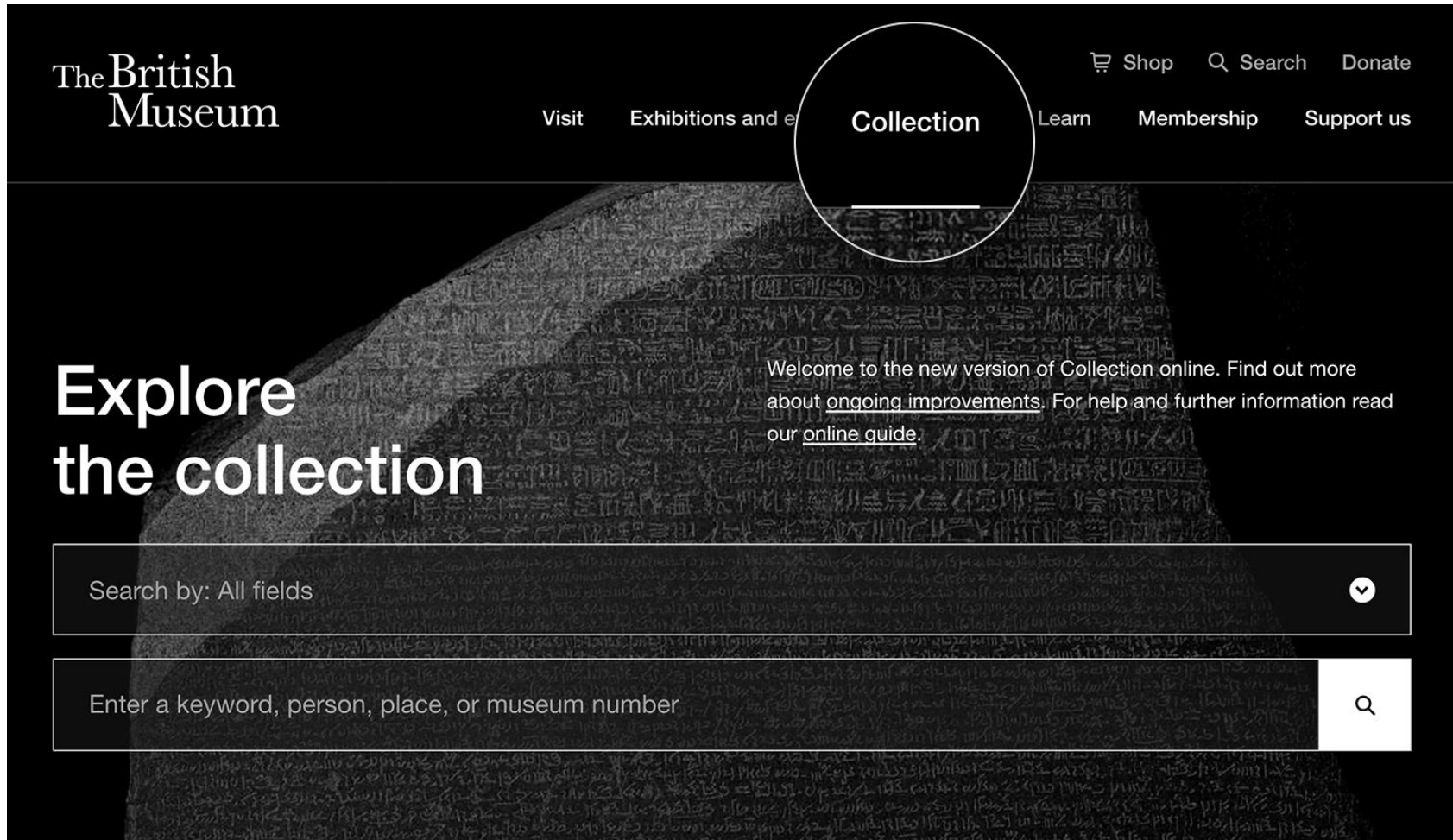
Illustration by Avirup Basu

What makes successful navigation design?

- **Create and maintain clarity**

Navigation should be clearly labeled and signposted so that users understand where they are and where they can go to.

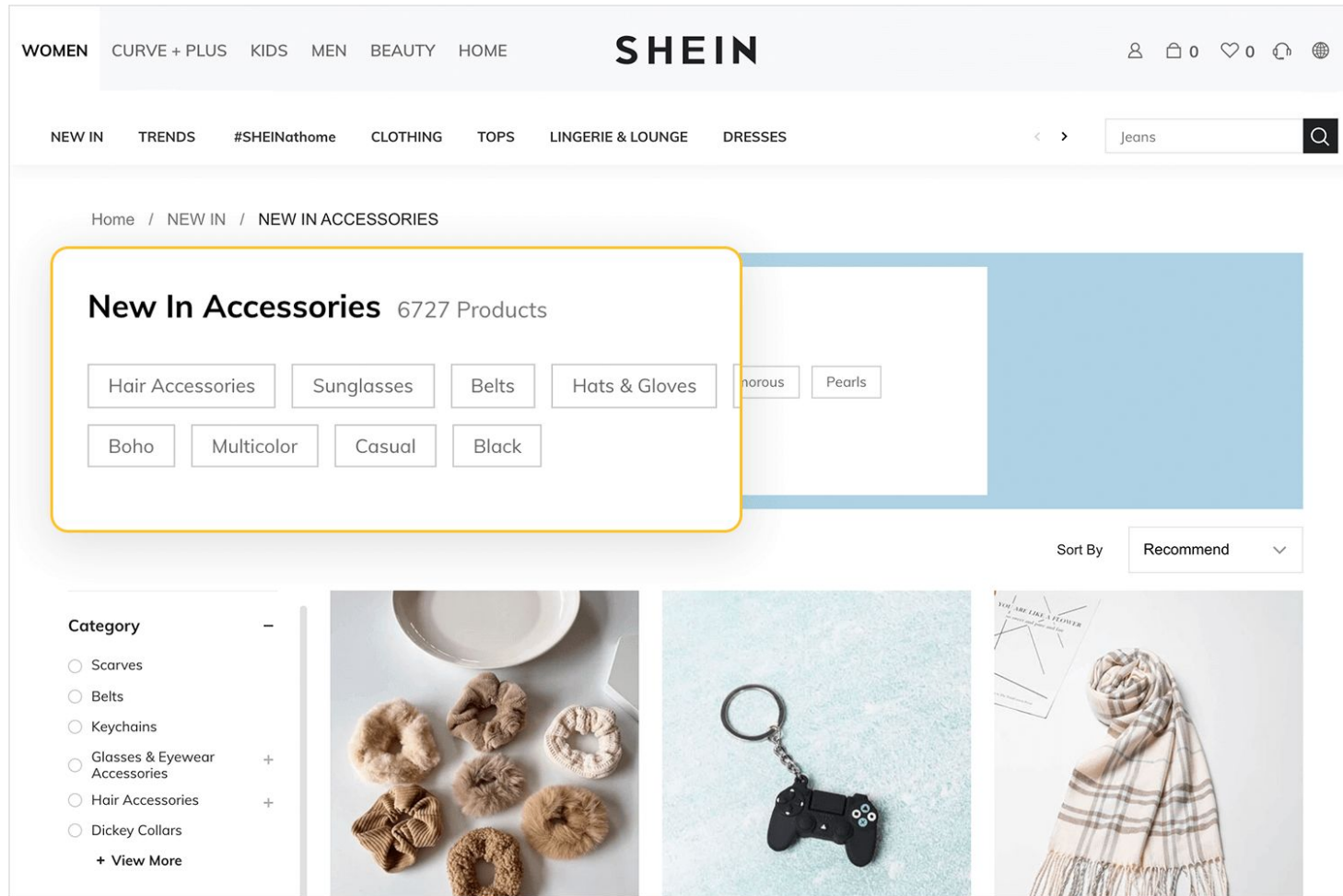
Clearly labeled navigation items bring clarity



Use meaningful labels, not formats

- Your navigation bar is an opportunity to boost SEO and provide more relevant information to your users.
- If you navigate to a website that sells watches and their navigation menu has ‘products’ written in it, is that telling you anything? Not really. People don’t tend to search for ‘products’. It’s a broad, catch-all term.

Meaningful labels help users understand better



Use mega menus not dropdown menus

- Drop down menus can be difficult for search engines to crawl.
- Drop down menus encourage users to skip important pages.

CONT...

- Mega menus, on the other hand, are more user-friendly because they are:
- Bigger
- Divided into contextual groups
- Visible at once

*Mega menus offer context and Mega menus offer context and links to extra content

Stoxx 600 466.43 0.21% ▲

Nikkei 28029.57 1.00% ▲

U.S. 10 Yr 0/32 Yield 1.441% ▲

Crude Oil 68.55 3.08% ▲

Euro 1.1293 0.09% ▼

THE WALL STREET JOURNAL.

English Edition ▼ | Print Edition | Video | Podcasts | Latest Headlines

Home World U.S. Politics Economy **Business** Tech Markets Opinion Books & Arts Real Estate Life & Work WSJ. Magazine Sports 🔍

Sections

Management

The Future of Everything

Obituaries

Tech/WSJ.D

Industries

Aerospace & Defense

Autos & Transportation

Commercial Real Estate

Consumer Products

Energy

Entrepreneurship

Financial Services

Food & Services

Health Care

Hospitality

Law

Manufacturing

Media & Marketing

Natural Resources

Retail

C-Suite

CFO Journal

CIO Journal

CMO Today

Logistics Report

Risk & Compliance

The Experience Report

Columns

Heard on the Street

WSJ Pro

Artificial Intelligence

Bankruptcy

Central Banking

Cybersecurity

Private Equity

Strategic Intelligence

Sustainable Business

Venture Capital

More

Business Video

Journal Report

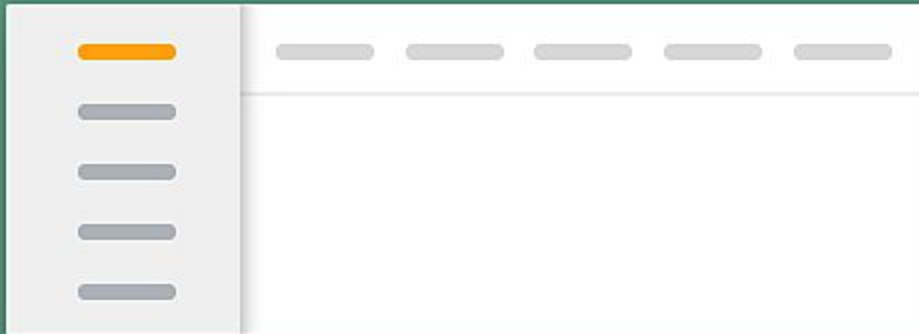
Business Podcast

Space & Science

Trends in navigation bar design.

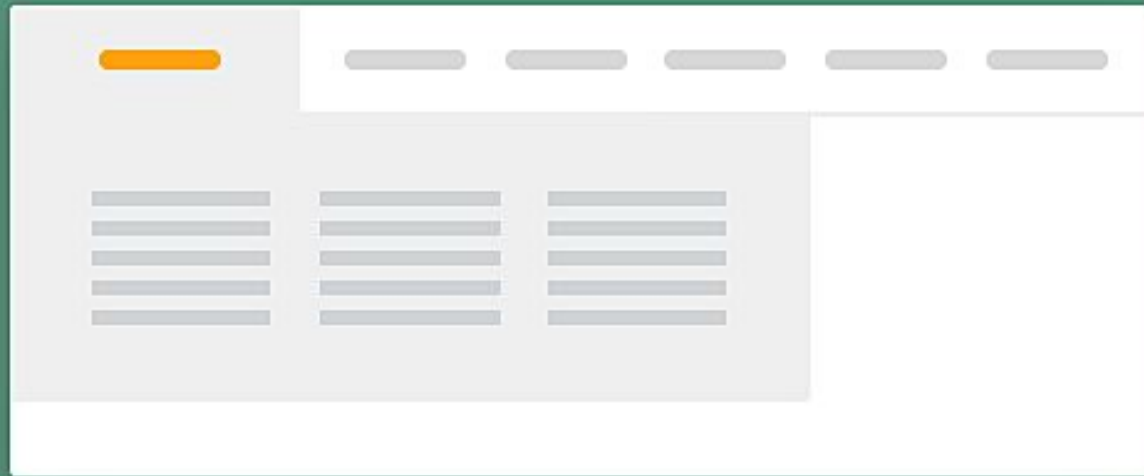
- There are some popular web design navigation types you can always use on your website. Which one do you prefer is up to you

Horizontal vs. Vertical

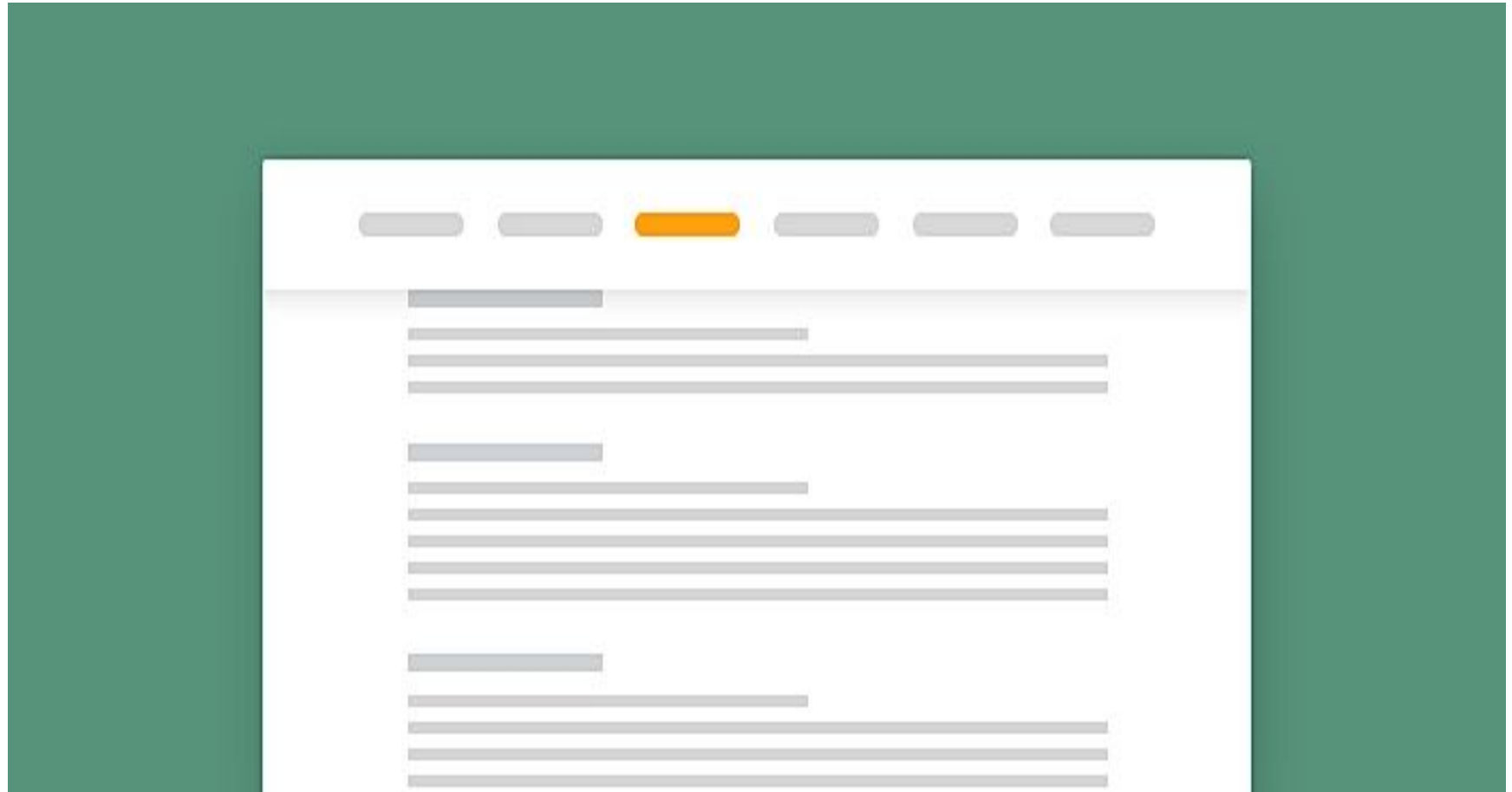


Trends in navigation bar design.

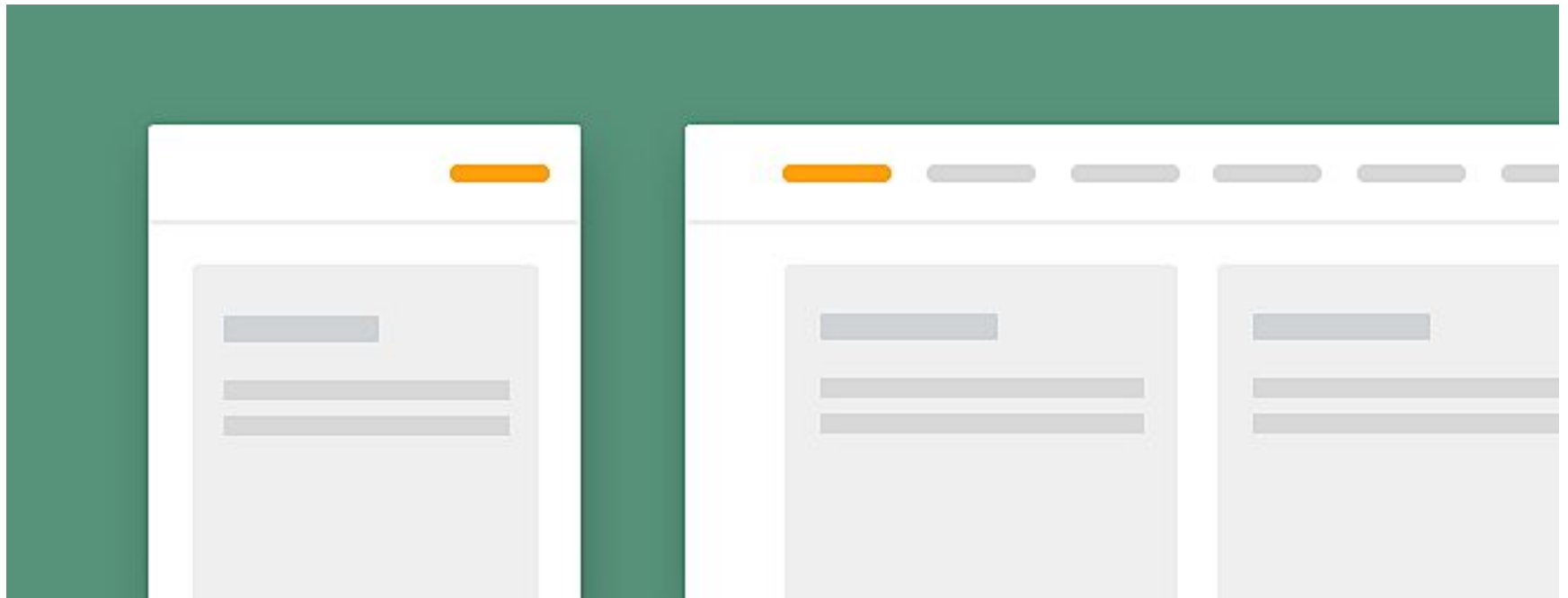
Mega Drop-Downs



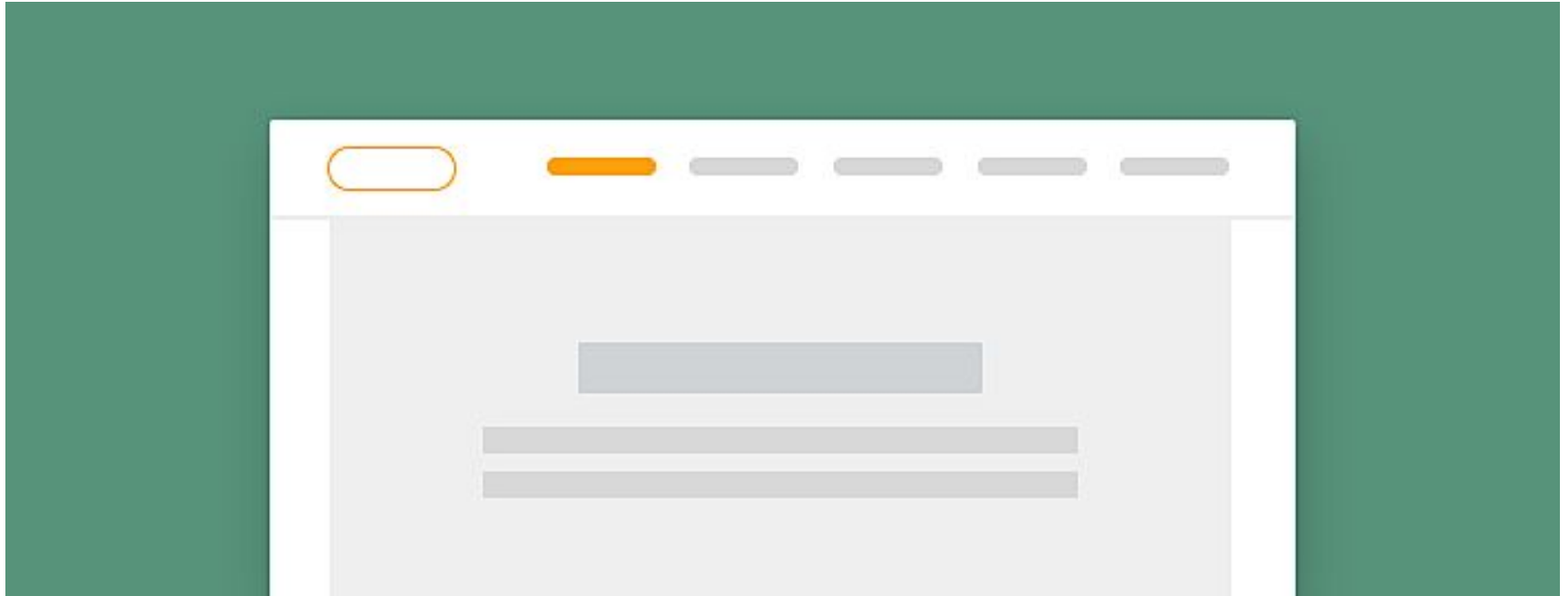
Sticky/ Fixed



Responsive design navigation



Link the logo to the home page



Primary / secondary



Sticky, responsive, horizontal

PERFECT YOUR SUMMER STYLE WITH A NEW SEASON UPDATE

SHIPPING AND RETURNS

£ GBP / ENGLISH

MEN

WOMEN

Search



Atterley
a world of boutique style



SIGN IN



WISHLIST



BAG (0)

NEW IN

CLOTHING

SHOES

ACCESSORIES

GIFTS

SALE

BRANDS

BOUTIQUES

THE EDIT

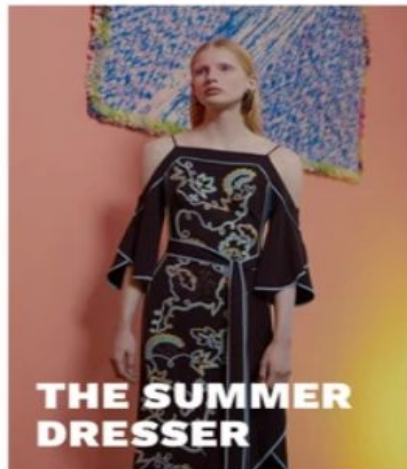
ALL CATEGORIES

SPRING/SUMMER 2018



TALKING POINT: MODERN EVENT-DRESSING

Comics! Cowboys! Playing cards! Decoding the SS18 shows



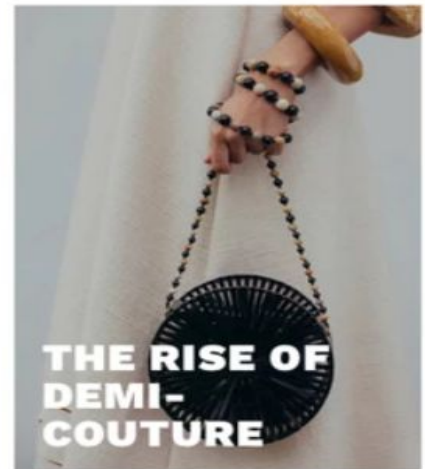
THE SUMMER DRESSER

In an era when your event style can make a statement about your political and social stance (see the Golden Globes black dress movement), it's safe to say that occasion dressing has changed



READ MORE

It's time to re-evaluate old notions of what's acceptable. Neon, bold prints and shorter lengths are now worth considering. When in doubt, think: 'What would Andre Agassi have worn to the beach in the eighties?'



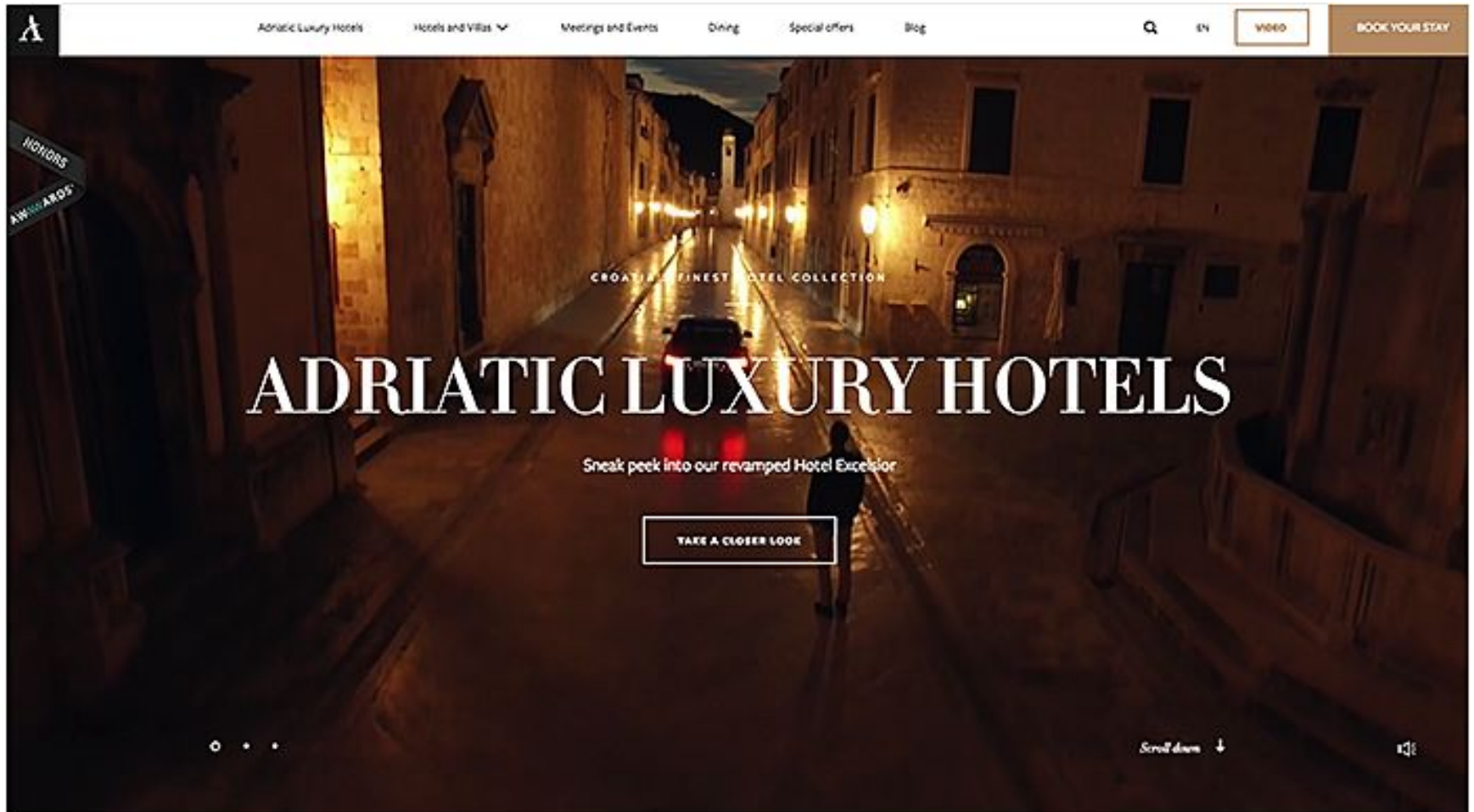
THE RISE OF DEMI-COUTURE

This season, swimwear comes with a side of eighties attitude. We went to Miami to put SS18's best styles through their paces.

vertical, responsive



sticky, horizontal, mega drop-down,
fat footer.



5 Steps for Designing Modern Website Navigation

*****A strong navigation system*****

- **Enhances the time users spend on our site** to browse content. This experience meets the needs of users who may not be searching for specific details, but rather for an overall picture of information.
- **Effectively communicates** where users are on your website and where they can go. This guidance allows them to move freely between sections of content and find their way to previous pages.
- **Reduces time to complete specific tasks**, e.g. finding necessary information to apply to a department, school, or program.

1. Make a list of all webpages

- To get started, you can use a spreadsheet, sticky notes, index cards, or anything that helps you make and organize lists. Here are some templates to help you get started:
- [Template using Google Sheets](#) // [Example](#)
- [Template using MURAL board](#) // [Example](#)

what is
Stanford
Sites

requesting a
site

how to use
Stanford
Sites

How to
login

changing
site name
and logo

adding
analytics

tool and
features //
how to build
a site

Paragraphs

Content
Type

Taxonomy
Terms

Glossary

Resources

best
practices

SWS
support

Known
issues

Report Bug

2. Group content items into logical buckets

Group 1

Home

Group 2

requesting a site

how to use Stanford Sites

How to login

changing site name and logo

adding analytics

Group 3

Paragraphs

Content Type

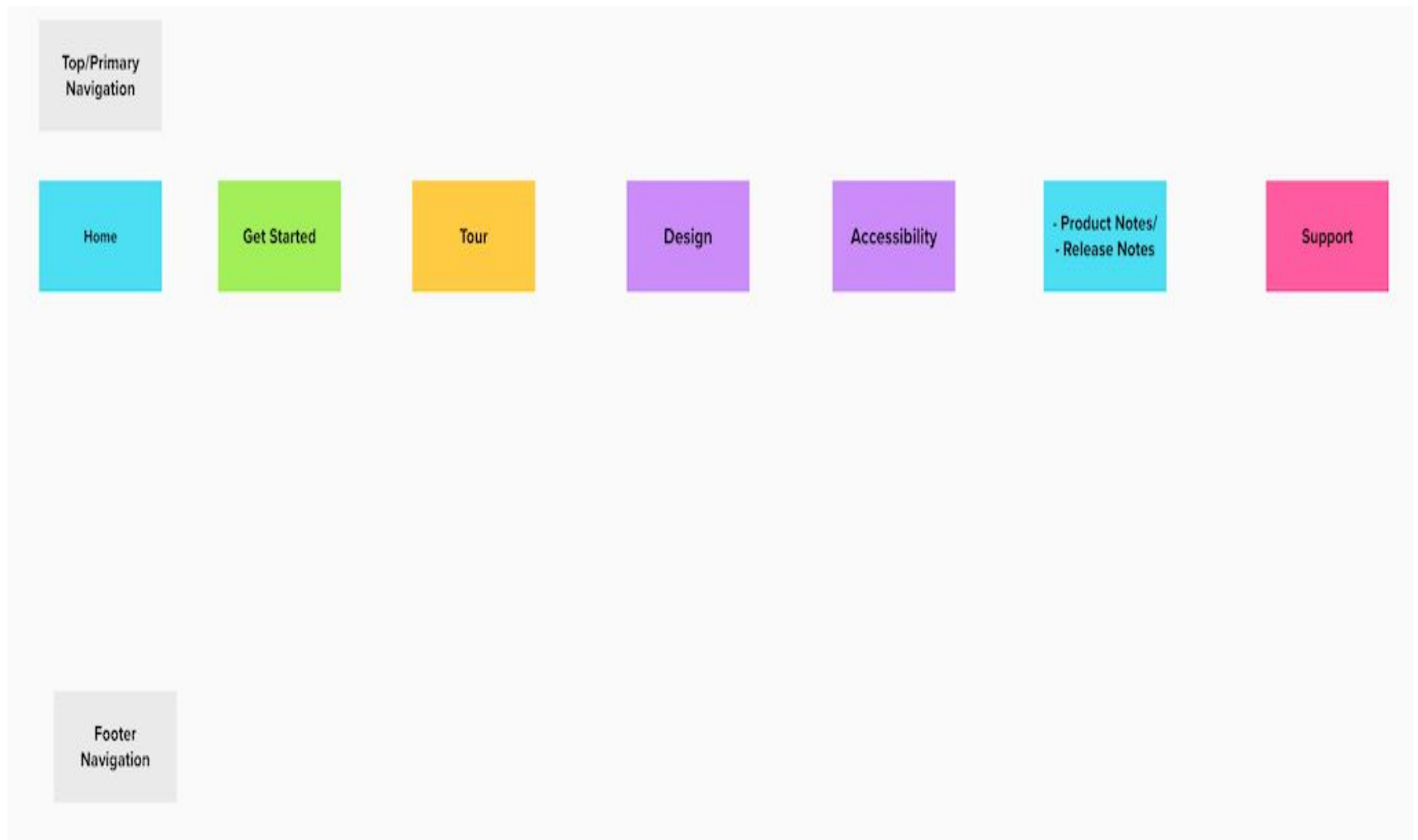
Taxonomy Terms

Glossary

Group 4

Group 5

3. Create practical labels for the content buckets



The Four S's of link labels

- In their [better link labels how-to](#), the Nielsen Norman group recommends four guidelines for creating user-centered link labels. Links should be:
 - specific
 - sincere
 - substantial
 - succinct

4. Prioritize content buckets

- Prioritizing content buckets is like creating a table of contents for users. You're establishing a hierarchy that funnels down from general overview (primary navigation,) to sub-menus, to specific content pages. You're establishing a roadmap that is logical for the user to follow.

5. Test it!

- Intuitive navigation doesn't happen by chance!" It requires thoughtful planning on your end, but more importantly it requires validation from your users.
- The absolute most critical part of successful navigation is testing it. That doesn't mean you have to embark on a lengthy, complex process. In fact, this should be one of the easiest parts of creating navigation.

ASSIGNMENT

- FIND OUT THE TOOLS TO TEST THE WEBSITE USABILITY
- <https://www.crazyegg.com/blog/web-usability-tools/>

THANK
YOU!