Navigational Design

User Focus

- know your users
- Who are they?(age group, expert or novice)
- Probably not like you
- Talk to them(People may also be able to tell you about how things really happen)
- Watch them.
- Use your imagination(issue is not what you would do in the user's shoes but what they would do)

Navigation Design

- You need to be able to understand what will happen when a button is pressed, to understand where you are in the interaction.

- main screens or modes within a system and how they inter-connect.

- Structure of an application is to think about actual use:
  - who is going to use the application?
  - how do they think about it?
  - what will they do with it?
  - special care has to be taken if the same command or button press means something different in different contexts. These different contexts that change the interpretation of commands are called modes.

Example

Modes

Alan's mobile phone has a lock feature to prevent accidental use. To remove the lock he has to press the 'C' (cancel) button which then asks for an additional 'yes' to confirm removing the lock. So, in 'locked' mode, 'C' followed by 'yes' means 'turn off lock' and these are the most frequent actions when Alan takes the phone from his pocket.

However, Alan is forgetful and sometimes puts the phone in his pocket unlocked. This leads to occasional embarrassing phone calls and also to another problem.

The 'yes' button is quite big and so this is often pressed while in his pocket. This puts the phone into 'dial recent numbers' mode with a list of recent calls on screen. In this mode, pressing 'C' gives a prompt 'delete number' and pressing 'yes' then deletes the number from the phone's address book. Unhappily, this often means he takes the phone from his pocket, automatically presses 'C', 'yes' only to see as he looks down to the handset the fatal words 'number deleted'. Of course there is no undo!

Navigation Design

- The feeling of disorientation when you do not have sufficient means to know where you are and where you have been has been called 'lost in hyperspace'

Navigation Design
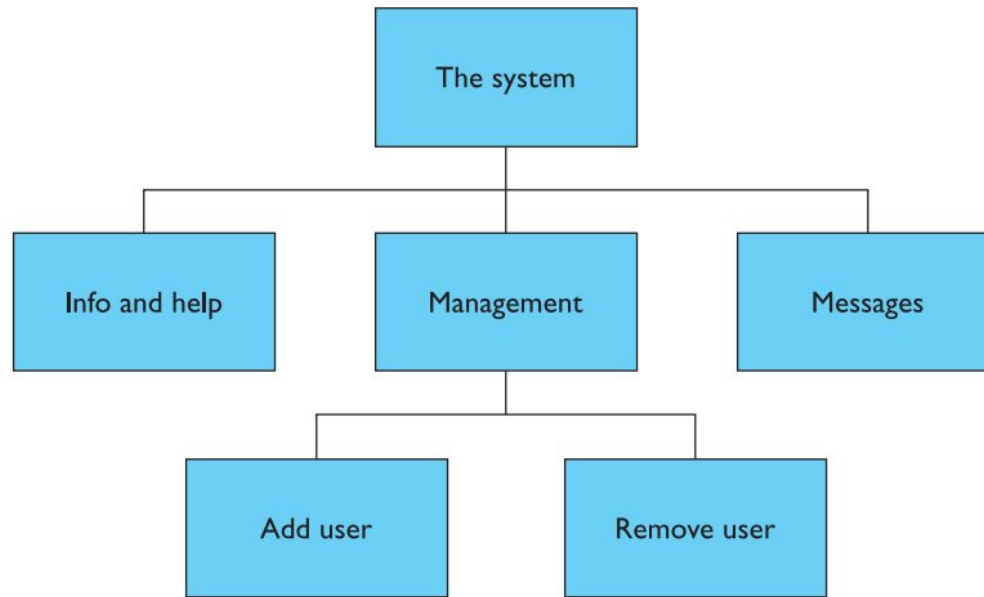
- breakdown of some sort of messaging system

Figure 5.6 Application functional hierarchy
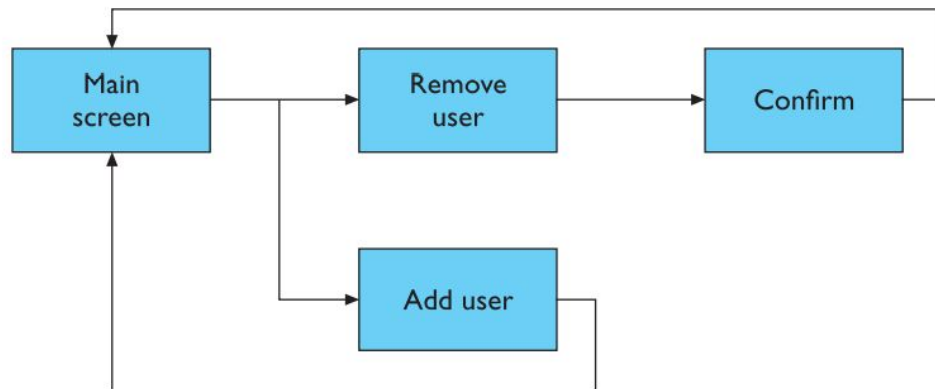
Navigation Design

- it is no good creating a hierarchy that the designers understand, but not the users

- deep hierarchies are difficult to navigate

- the number of choices available at each level in the menu, should be around seven

Example

- For example, in a stock control system there may be a way of going from a stock item to all orders outstanding on that item and then from an order to the purchase record for the customer who placed the order. These would each be in a very different part of a hierarchical view of the application, yet directly accessible from one another

Navigation Design

- network diagram showing the principal states or screens linked together with arrows
  - show what leads to what
  - show what happens when
  - include branches and loops
  - be more task oriented than a hierarchy.

Navigation Design

- Each sits amongst other devices and applications and this in turn has to be reflected within our design

- **Style issues** :We should normally conform to platform standards, such as positions for menus on a PC application, to ensure consistency between applications. For example, on our proposed personal movie player we should make use of standard fast-forward, play and pause icons.

- **Functional issues** On a PC application we need to be able to interact with files, read standard formats and be able to handle cut and paste.

- **Navigation issues** We may need to support linkages between applications

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.

What is good Navigation Design

- 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.
- Good navigation design can:
  - Enhance a user's understanding
  - Give them confidence using your product
  - Provide credibility to a product
- Ideally, you want to approach navigation from a user-centered design (focusing on gaining a deep understanding of who will be using the product)perspective

Navigation 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

HAMBURGER MENU

often found on mobile, although it is increasingly becoming popular with desktop. The hamburger menu icon is 3 lines and can be clicked or tapped to reveal more navigation options.
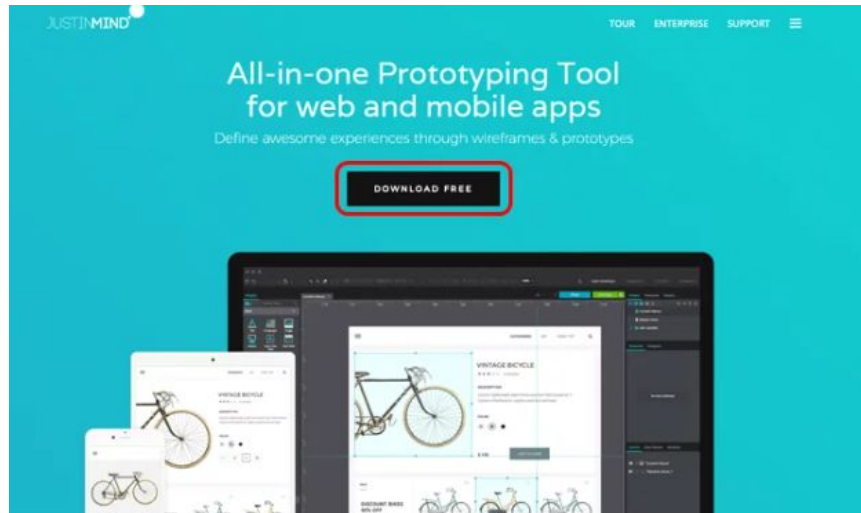
Vertical navigation menu

- the most important screens in a tabbed navigation.

Call to action buttons

- Call to action buttons are used to persuade, motivate and move your audience into an action whether it's a sign up, a purchase or a download. They are usually given prime of place on websites and must be noticeable
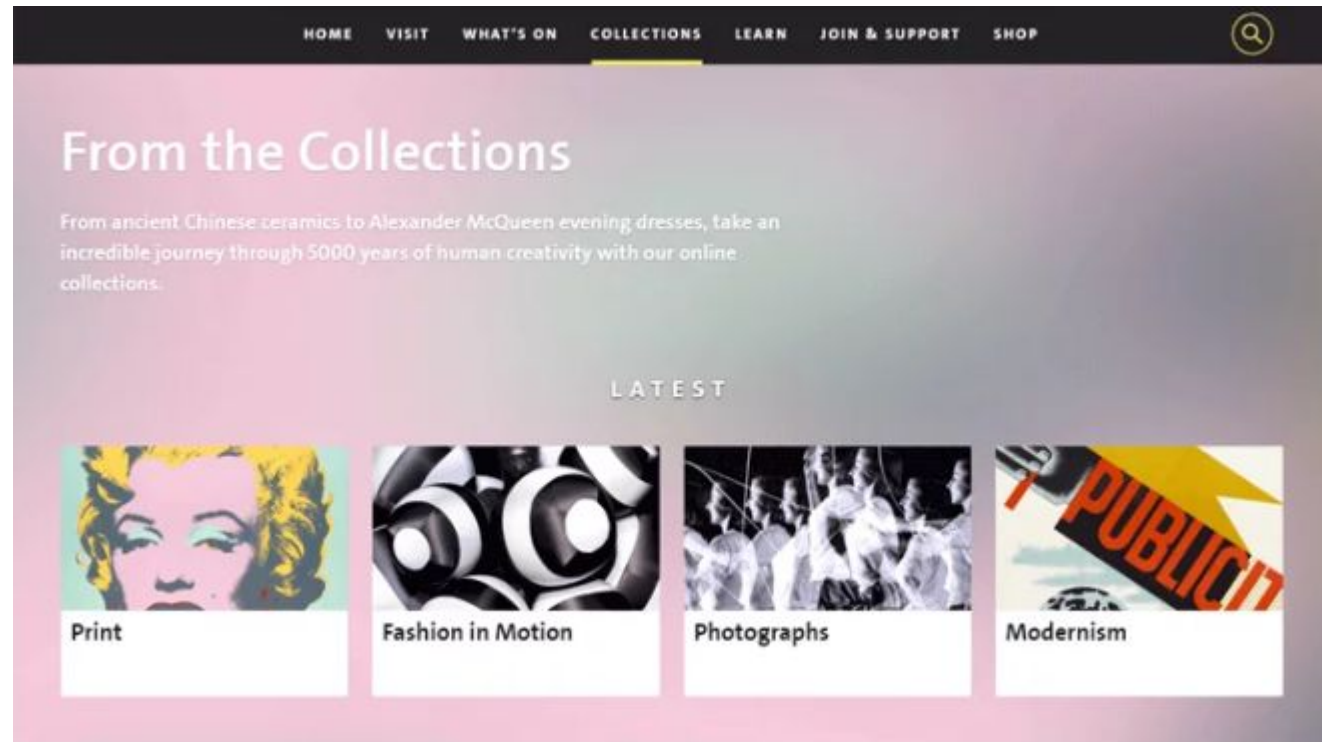
Breadcrumbs

- navigation system that shows the user where they are in the system •

Clarity

- For example, a navigation bar will usually link to designated landing pages which are labelled with the right text that makes the most sense.

Meaningful Labels

- 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
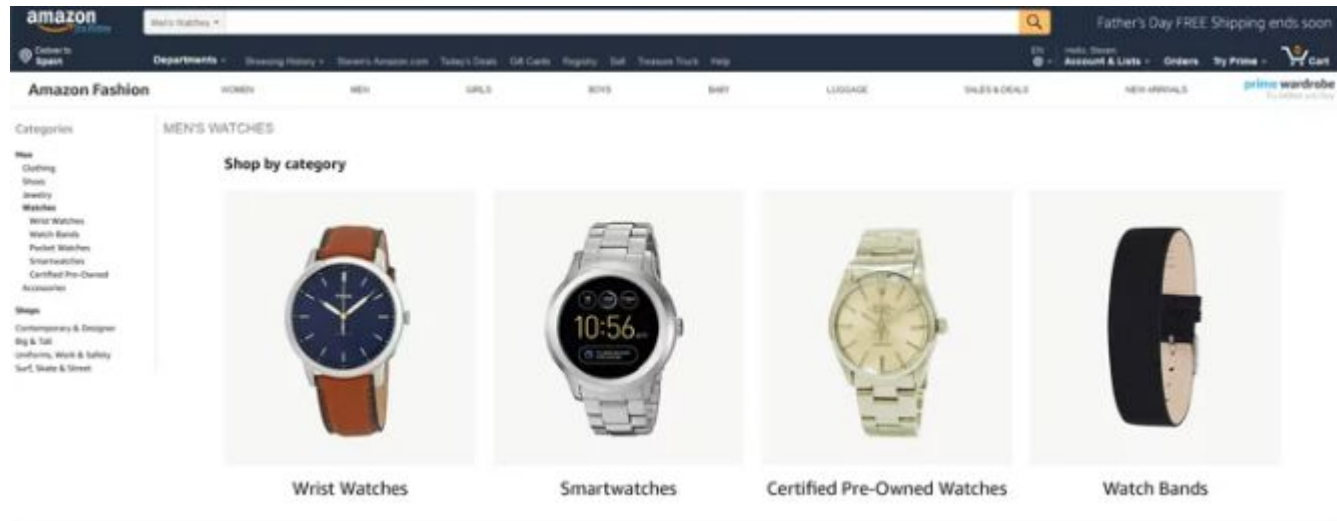
Use Mega Menus

Better to use mega menus instead of dropdown menus