

Responsive Navigation Patterns

ارائه دهنده
محسن حسینیان

imohsenet



hosseinian

2nd Responsive
Web Design Conference

#RWDCONF94



Responsive Navigation Patterns

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A detailed image of a Mars rover, likely a Curiosity or Perseverance, positioned on the reddish-brown, sandy surface of Mars. The rover is a complex machine with six large, treaded wheels, a central body with various instruments, and a mast with a camera and other sensors. The background shows rolling, hazy hills under a pale, orange-tinted sky, characteristic of the Martian landscape.

**Users have a goal and
are on a mission.**

The vehicle that takes users where they want to go

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Responsive Navigation is more than one Content, Context or Component

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Priority Lists for Content and Functionality

Client's View vs User's View

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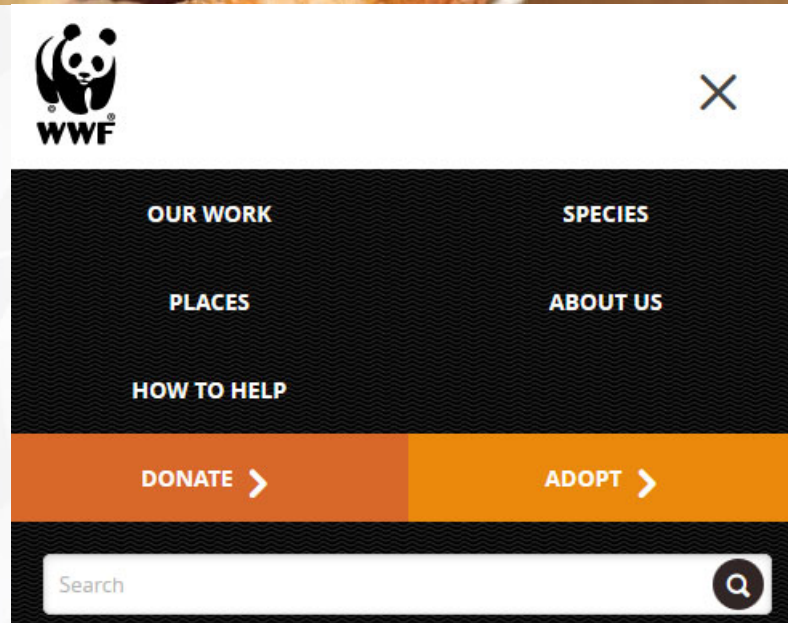
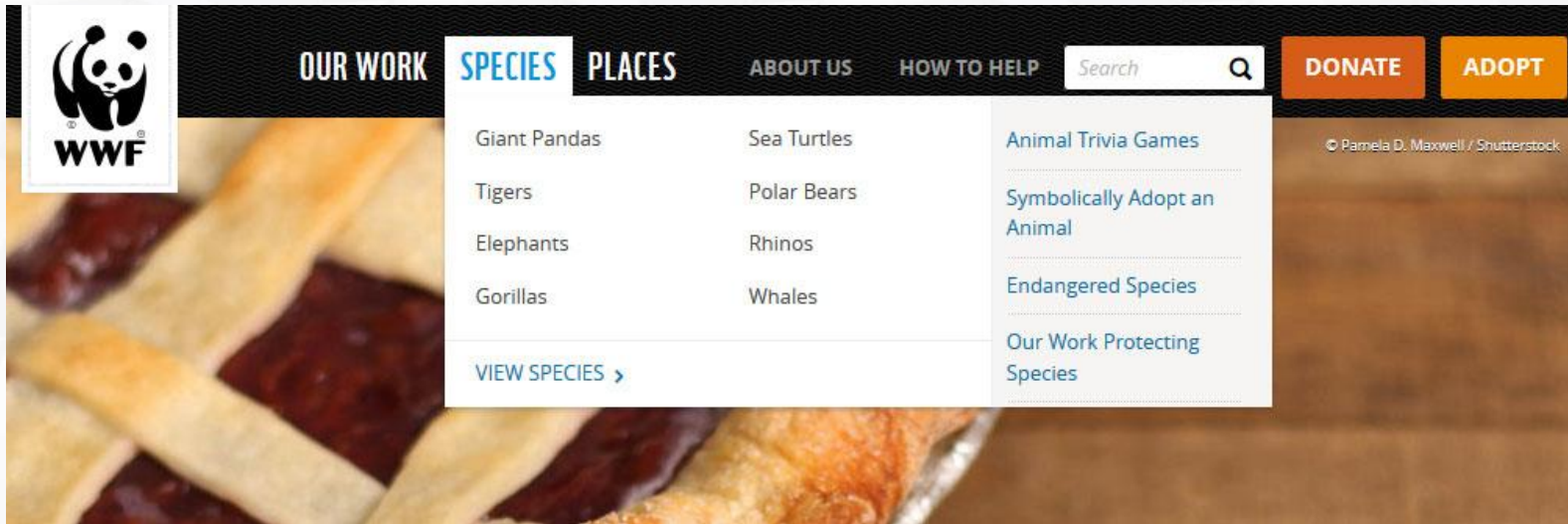


The content is for everyone:

Content Parity

You don't have to show all content or navigation options at once, but they should remain accessible on every device.





worldwildlife.org

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Kiwi bank.PersonalBusinessJoin KiwibankAboutContact us ^Search 🔍Internet Banking 🔒

The holidays just got sweeter

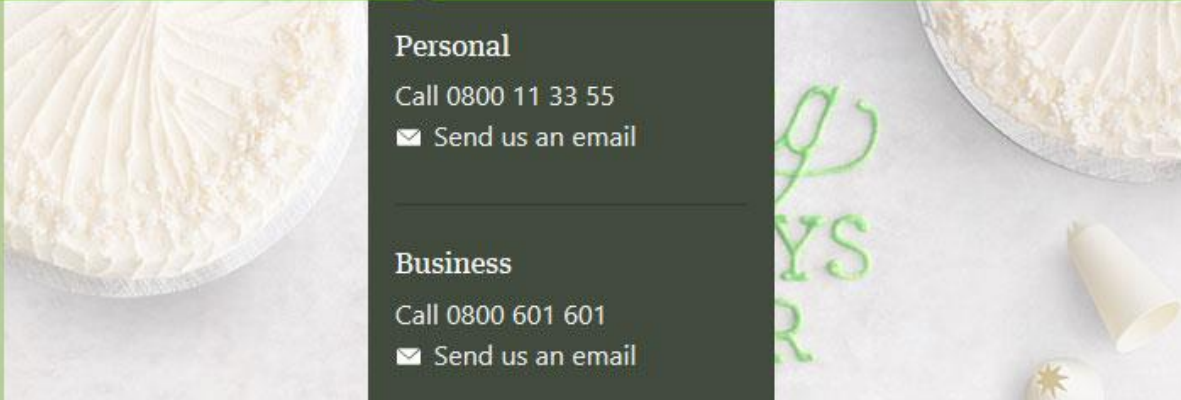
We've teamed up with a bunch of clever cooks who help less fortunate Kiwis. Follow their amazing story and find out how you can help too.


Personal

Call 0800 11 33 55
✉ Send us an email


Business


Call 0800 601 601
✉ Send us an email



Kiwi bank.

Internet banking login

 Mobile login

 Desktop login

7am-9pm Monday to Friday
8am-6pm Weekends and public holidays

kiwibank.co.nz

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Priorities matter and thinking about them up front can often go quite a long way to help establish a consistent,

GOOD USER EXPERIENCE



Show when you can and hide when you can't



The Guardian website header and top section on a desktop screen. The header is dark blue with white text and icons. It includes links for 'sign in', 'subscribe', and 'search'. The main navigation bar lists various sections: UK, world, sport, football, opinion, culture, business, lifestyle, fashion, environment, tech, travel, and an 'all sections' menu. Below the header, the 'headlines' section is visible, featuring a large image of a building at night and a headline about 'Fifa / Blatter and Platini banned from soccer for eight years'.

sign in subscribe search

dating more ▾ International ▾

theguardian

UK world sport football opinion culture business lifestyle fashion environment tech travel all sections

headlines
Monday
21 December 2015

Fifa / Blatter and Platini banned from soccer for eight years



The Guardian website header and top section on a mobile screen. The header is dark blue with white text and icons. It includes links for 'sign in', 'search', and a menu icon. The main navigation bar lists various sections: UK, world, sport, football, opinion, culture, and an 'all' menu. Below the header, the 'headlines' section is visible, featuring a large image of a building at night and a headline about 'Las Vegas / One dead and 36 injured after car ploughs into pedestrians'.

theguardian

UK world sport football opinion culture all

headlines
0°C ☀️ ☁️ ⌵

Las Vegas / One dead and 36 injured after car ploughs into pedestrians



The Guardian website header and top section on a mobile screen. The header is dark blue with white text and icons. It includes links for 'sign in', 'search', and a menu icon. The main navigation bar lists various sections: UK, world, sport, football, opinion, culture, and an 'all' menu. Below the header, the 'headlines' section is visible, featuring a large image of a building at night and a headline about 'Las Vegas / One dead and 36 injured after car ploughs into pedestrians'.

theguardian

close

UK

education media society
law scotland wales

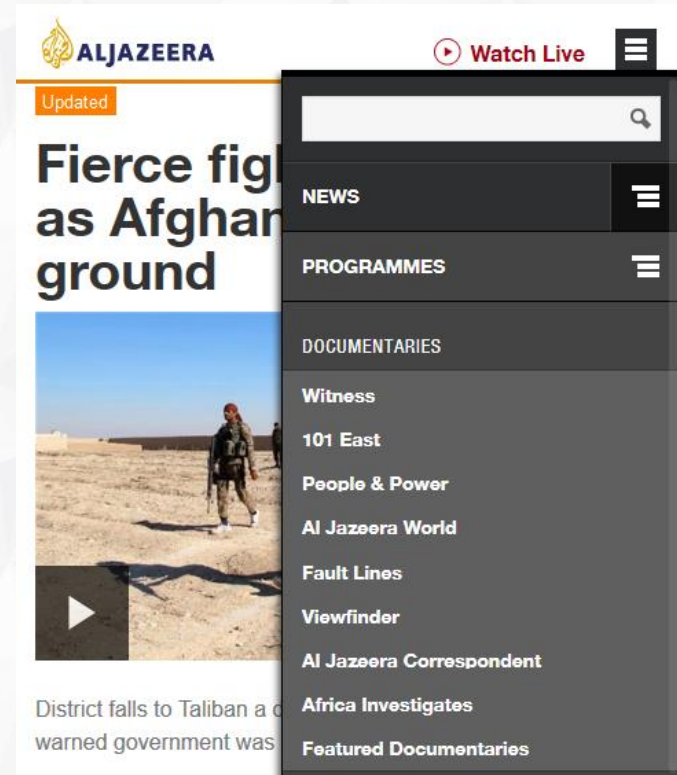
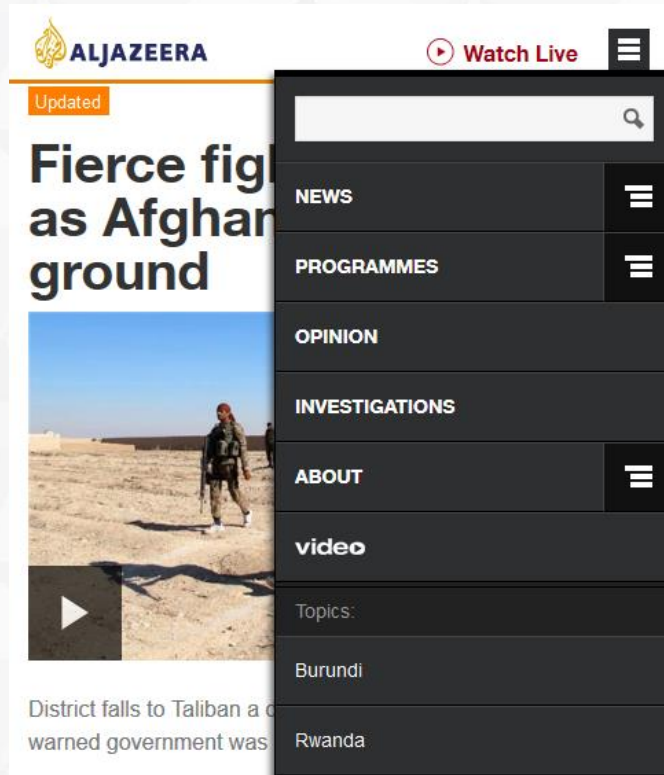
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A lot of Navigation (Off Canvas)



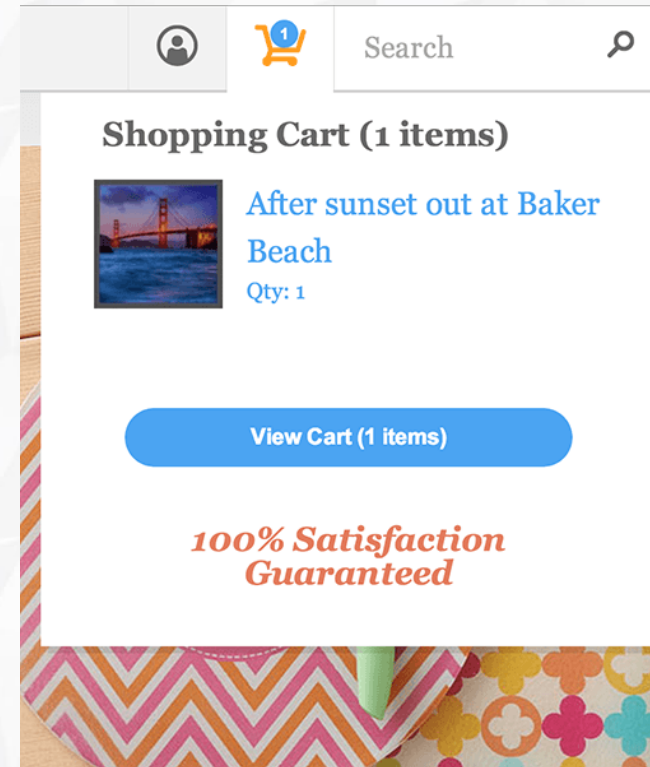
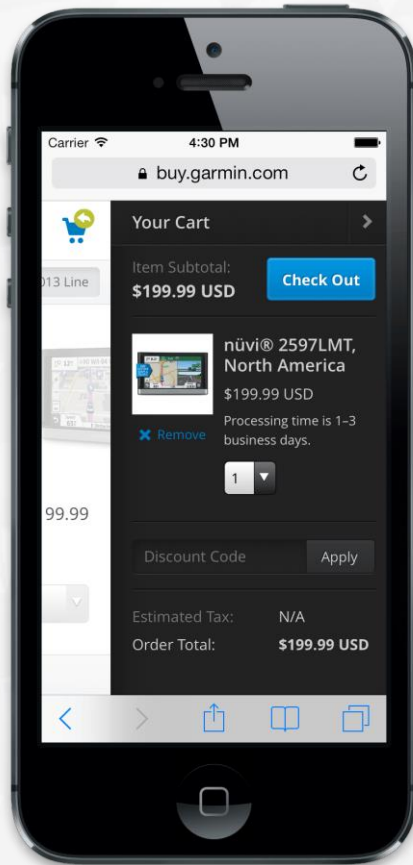
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Off Canvas (Shopping Cart)



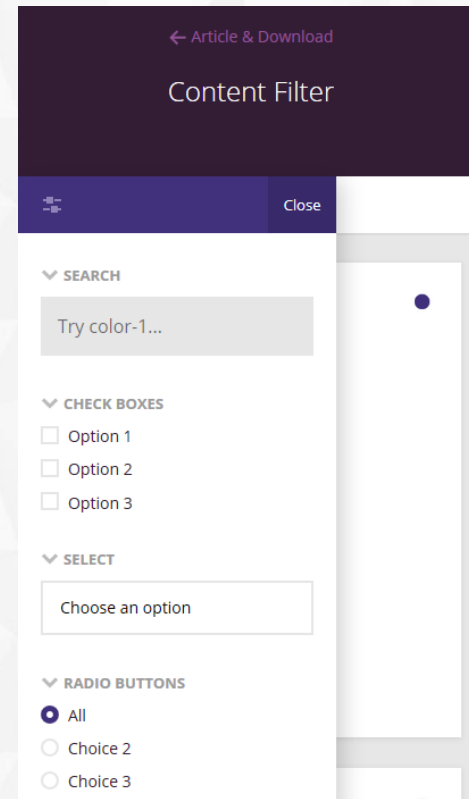
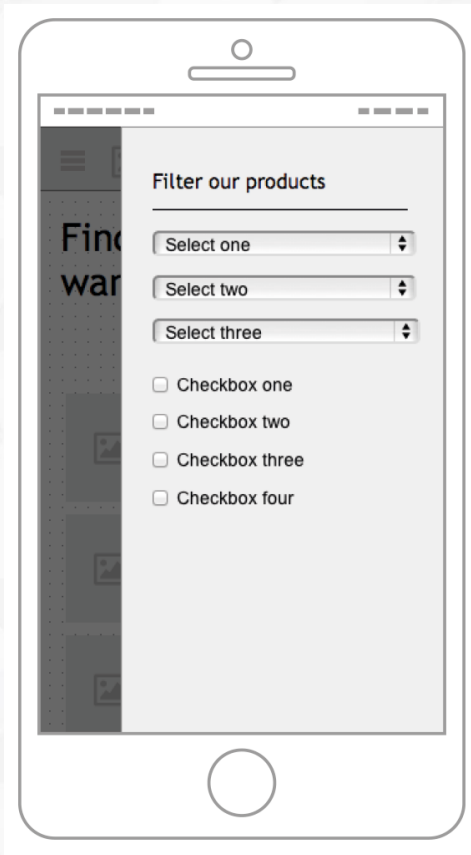
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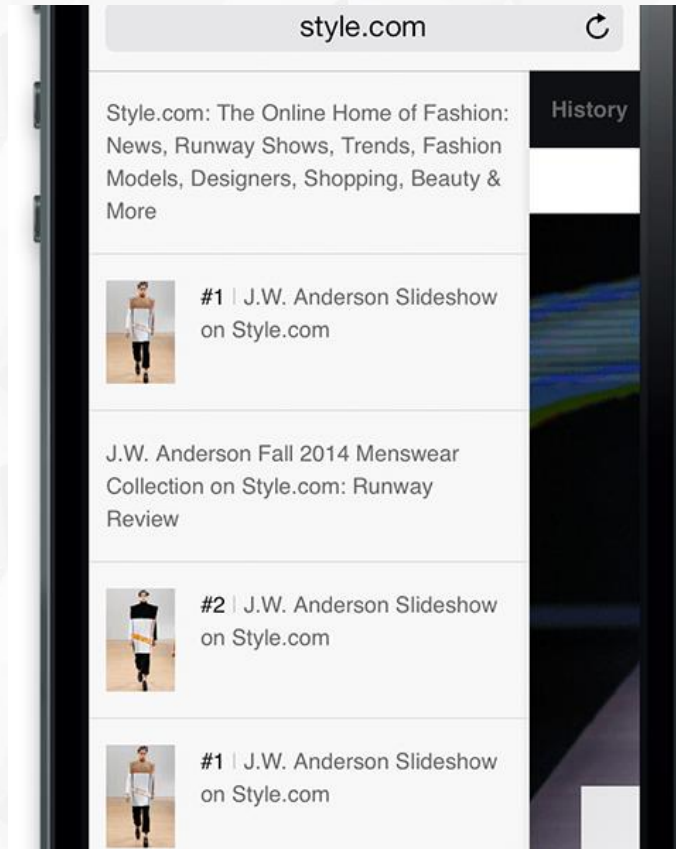
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Off Canvas (Filters)



Off Canvas (Page History)



Push down or Overlay



www.nixon.com/us/en

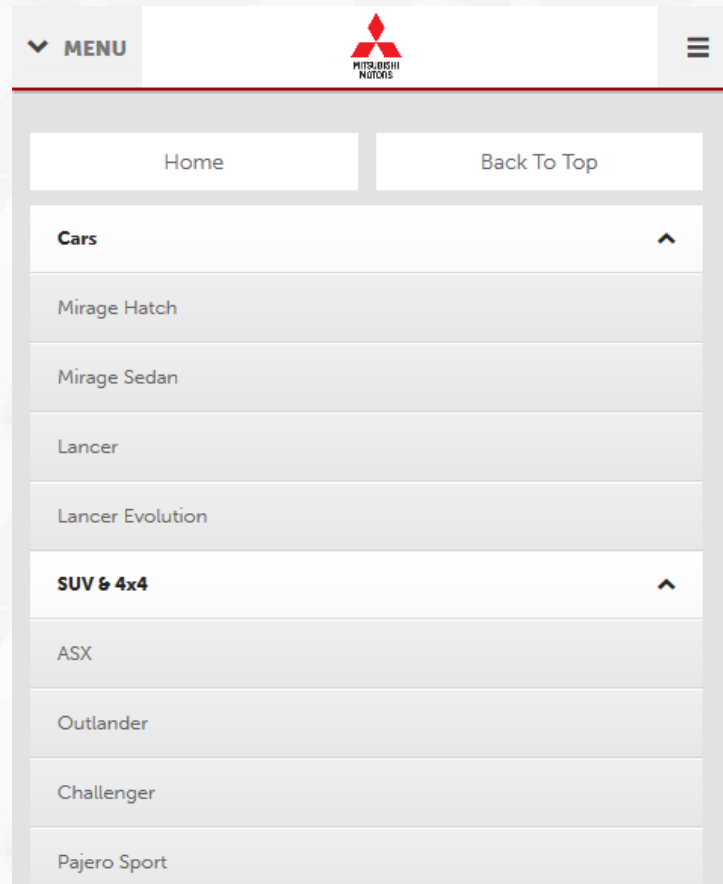
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Skip to Footer



www.mitsubishi-motors.com.au

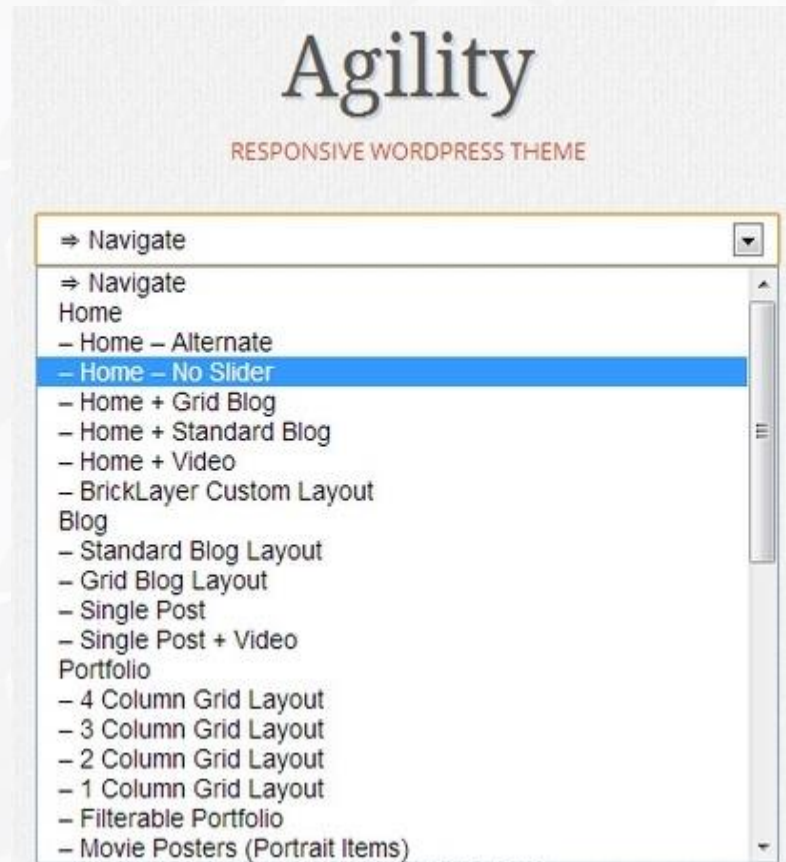
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Select Menu





Hamburger

Hamburger Menu



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Do people understand the hamburger icon used for mobile navigation menus?

Luke Wroblewski











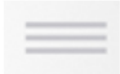




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The three line icon is used for many things

 		 	
Feedly: Menu & All	Music: Reorder	Various: Scroll	Instagram: List
			
Chrome: Options	GoodReads: List	GMaps: Schedule View	LinkedIn: Search
		 	
Photos: Reorder	Pinterest: Filter	Amazon: Menu & List	Stocks: Reorder



Google Material Guidelines

 menu	 dehaze	 view headline	 reorder	 format align justify
 subject	 clear all	 filter list	 sort	 storage
 list	 format list bulleted	 format list numbe...	 playlist add	 tune
 chrome reader m...	 assignment	 chat	 message	 insert comment



Why are designer using them?

- Space is scarce on mobile.
- Minimal navigation gives a clean look.
- It's a designer's dream.
- Designers are sometimes more focused on trends than logic.
- It's built into everything now. (Bootstrap, Foundation ,...)
- Unsexy news travels slowly



This hamburger smells like...nothing

Client: *“What if the user wants to see the pricing?”*

Designer: *“Oh, they can just click the menu icon and then click ‘Pricing.’ Easy!”*

Information scent

User look for words like *cost, price, rates, fees, etc.*



Out of Sight, Out of Mind



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Out of Sight, Out of Mind

Tab row



BEFORE

Navigation drawer



AFTER

engagement time
halved: weekly
frequency & daily
frequency down;
time spent in app
down.

LUHEW
IDEATION + DESIGN

Source: <http://tnw.to/d4eh7>

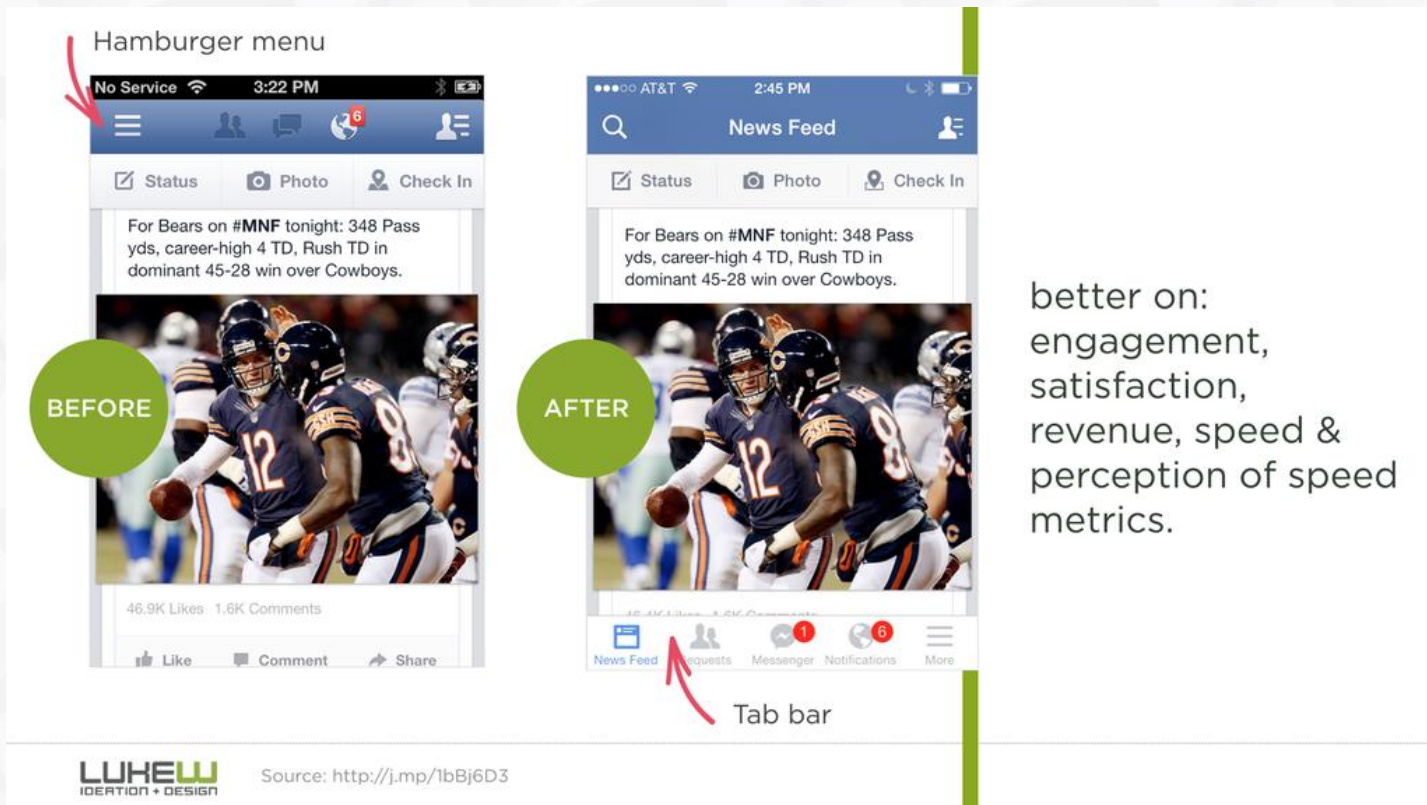
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In Sight, In Mind



better on:
engagement,
satisfaction,
revenue, speed &
perception of speed
metrics.

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In Sight, In Mind

Hamburger menu

BEFORE

AFTER

Tab bar

number of sessions more than doubled; session time increased 70%; 65% increase in daily active users.

LUHEW
IDEATION + DESIGN

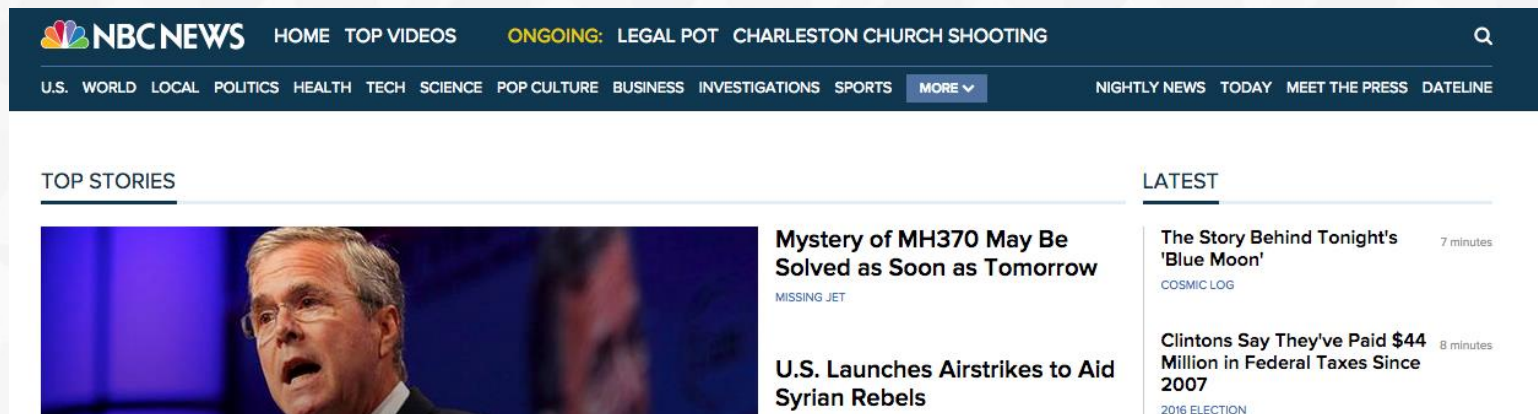
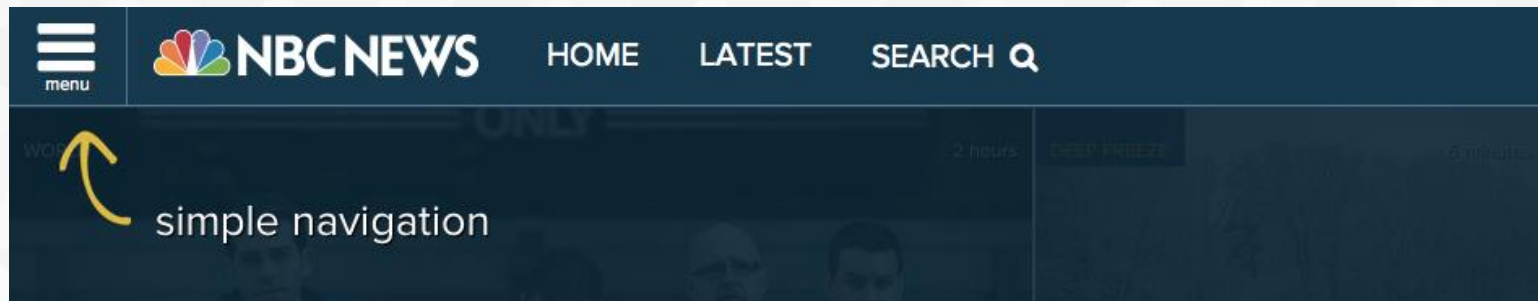
Source: <http://bit.ly/1yauGB4>

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What about variations on the hamburger?

A/B Testing Hamburger Icon

	Visitors	Conversions	Results
	12.684	308	7
	12.660	347	+12,9%
	12.900	331	+5,7%
	13.017	246	-22.2%

<http://exisweb.net/mobile-menu-abtest>

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Understanding by **age group**

Understood

Did not understand

80,6%

18

44

19,4%

52,4%

45

62

47,6%

<http://www.catalystnyc.com/2015/02/navigating-mobile-hamburger-menu-anyone-get/>

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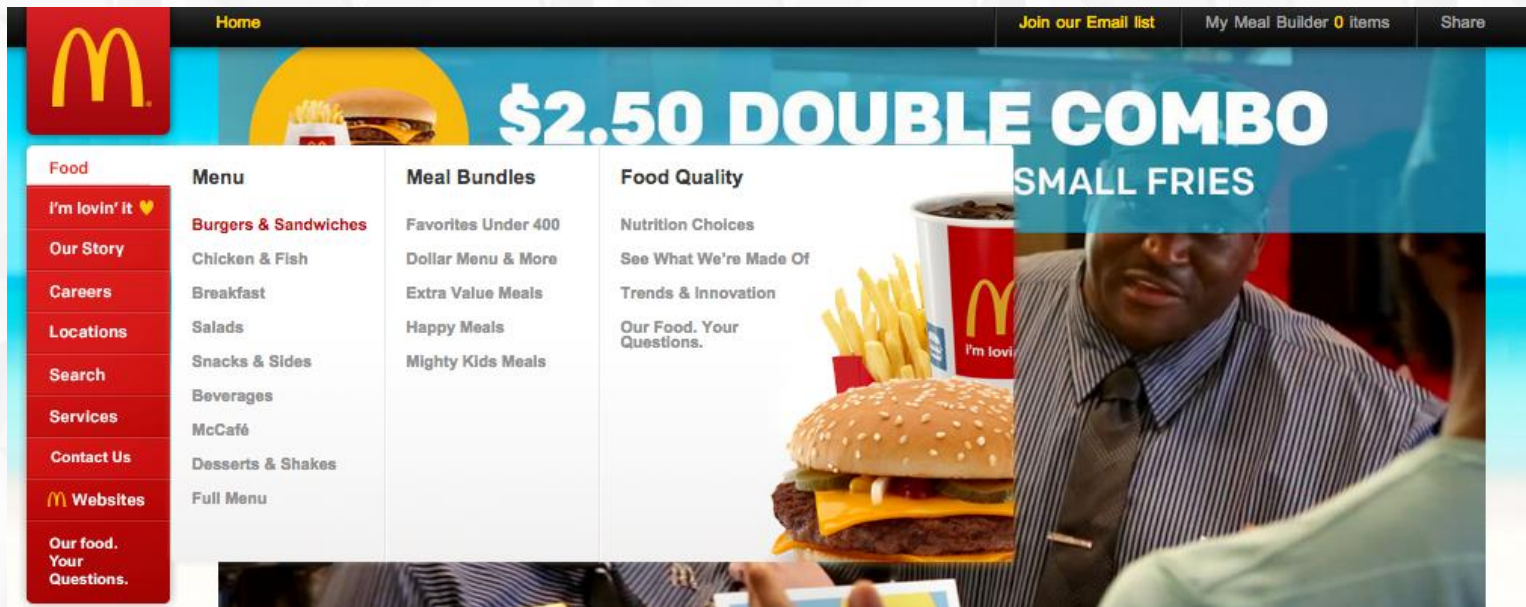


**This is not
your
grandma's
navigation.**

The problem wasn't that users were confused by the hamburger menu, but rather that there was never a compelling reason to click it in the **first place.**



But I have too **many** menu items!



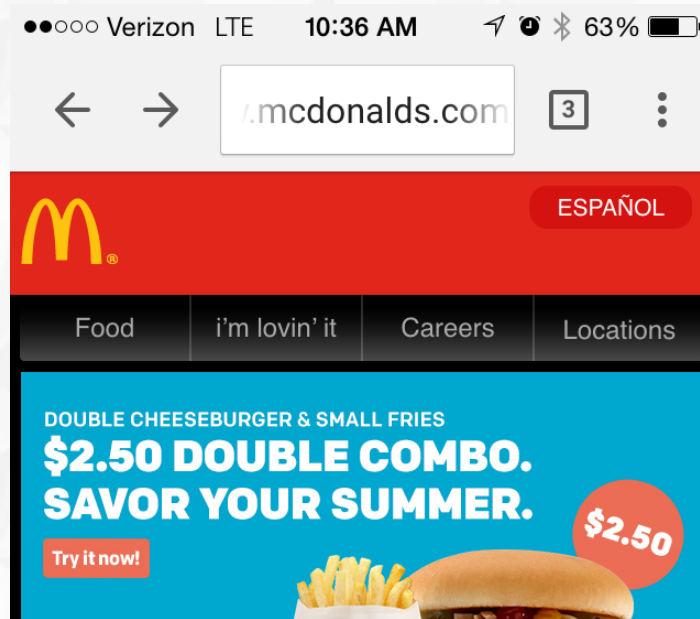
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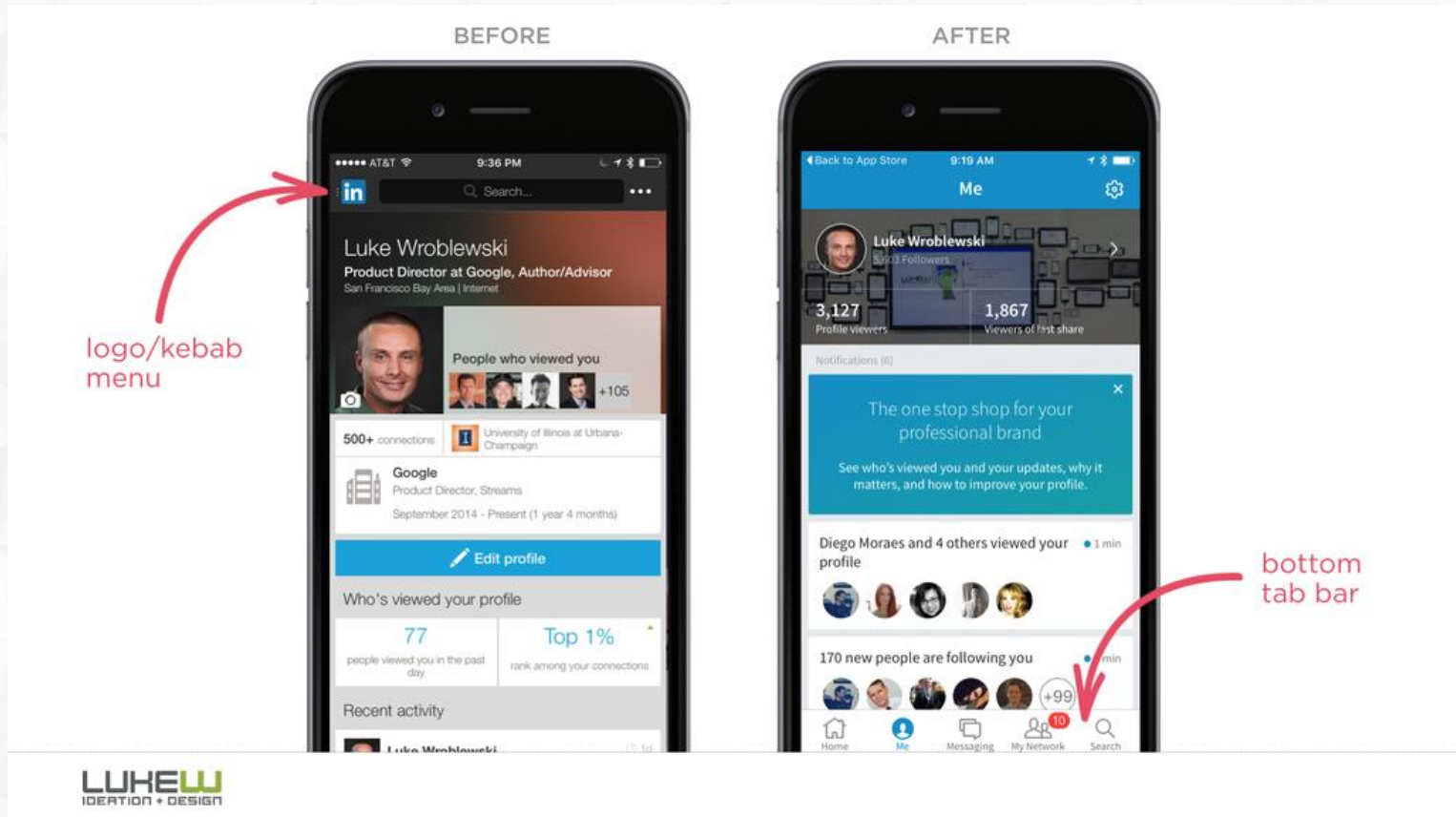
But I have too **many** menu items!



**The stronger information scent
would work far better than a hamburger menu**



Okay, so what do we do instead?



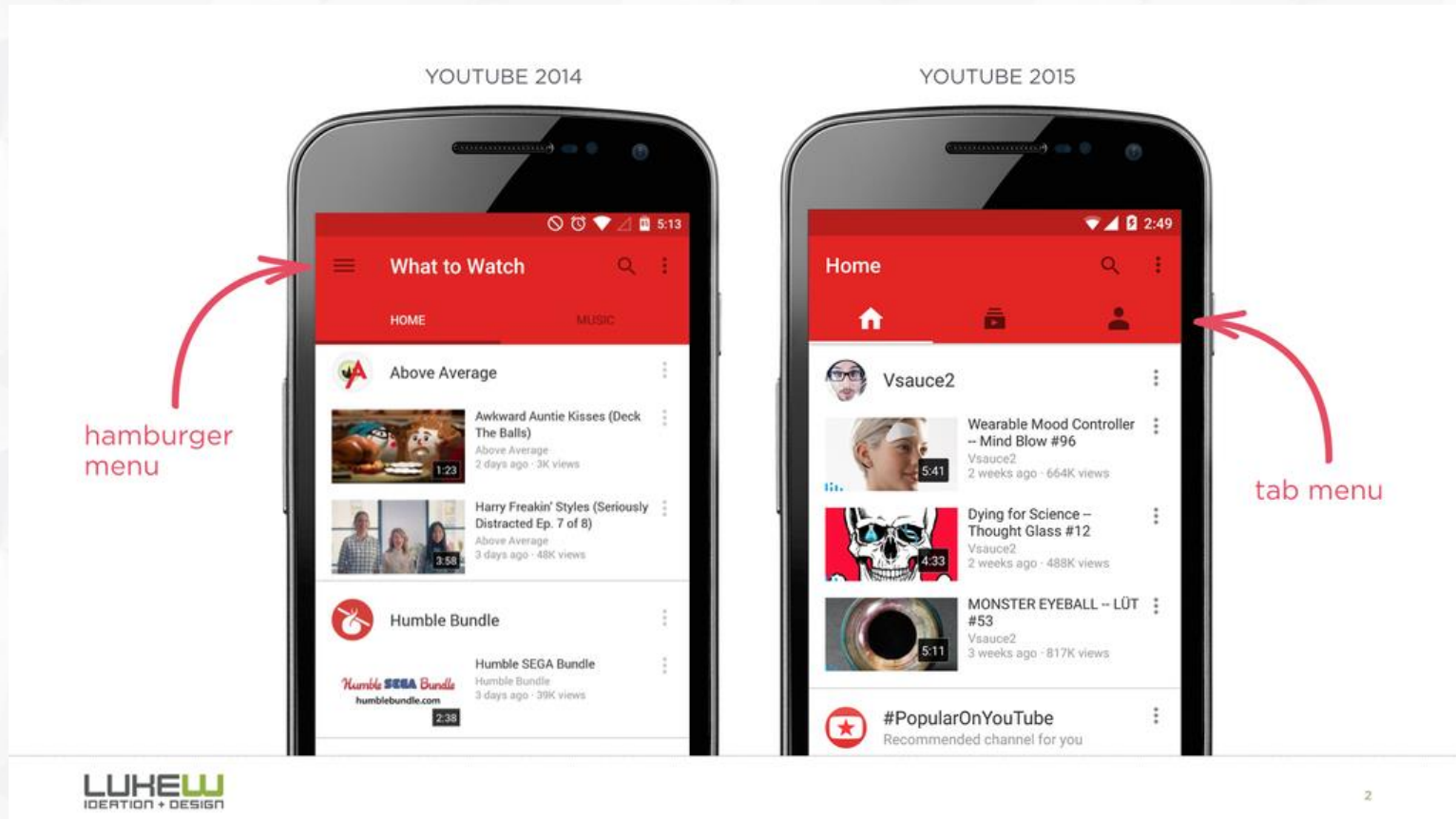
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Okay, so what do we do instead?



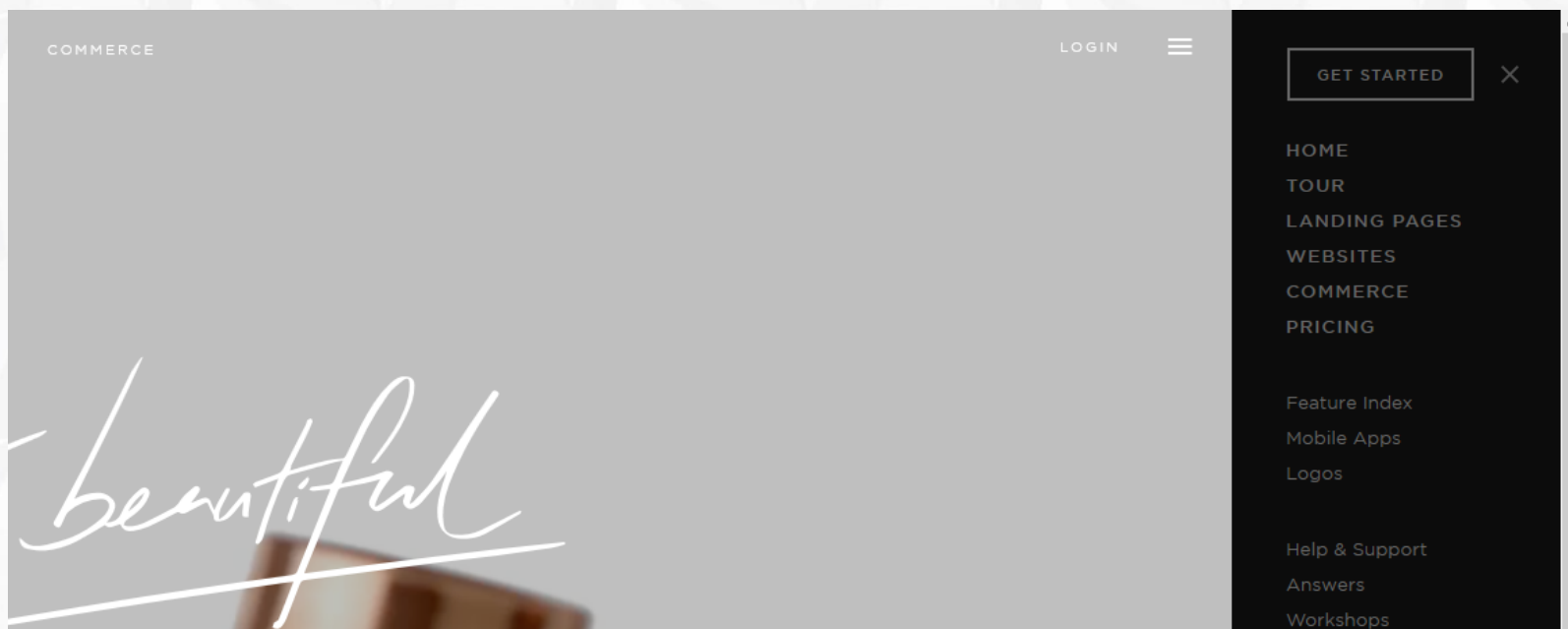
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Don't use hamburger menu on Desktop view,
when you have a lot of **space**!



squarespace.com

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Don't use hamburger menu on Desktop view,
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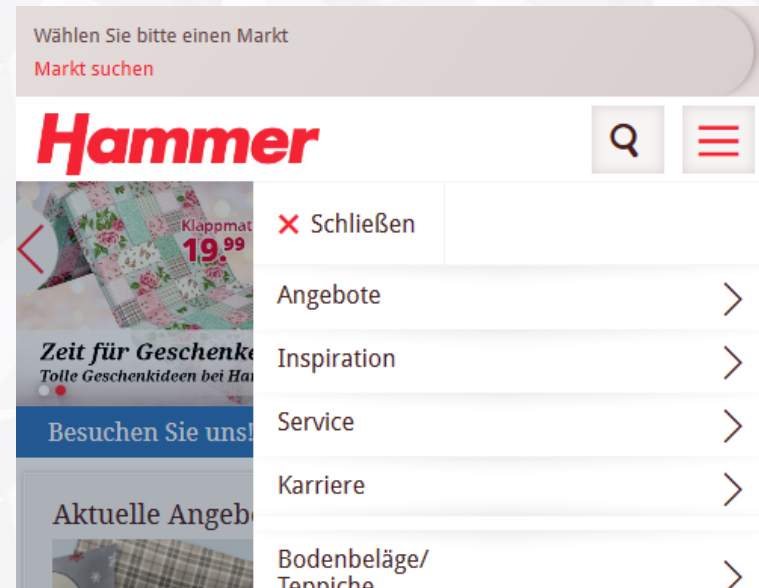
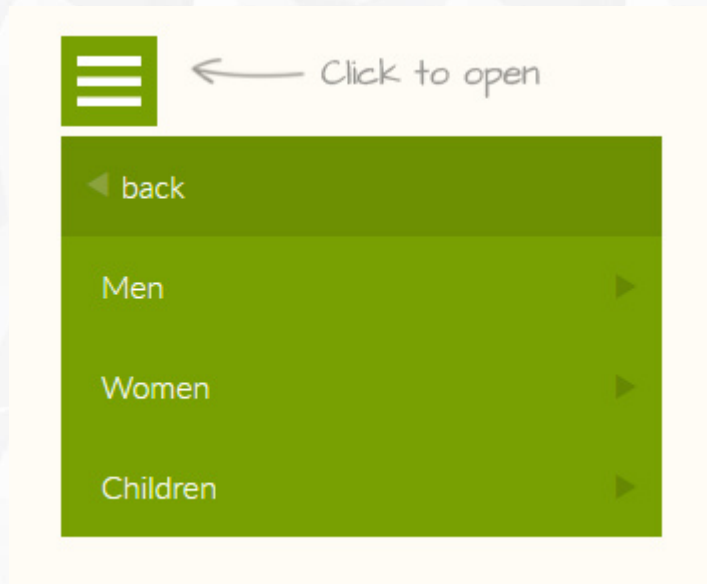
The Principles of Web Navigation

- A navigation system must be simple. Without exception.
- Users should always know their current place in the site. (Use breadcrumbs)
- The navigation system remains consistent.
- Use Label if you should use hamburger menu!
- Use Down/Up Arrow for Menu Label.



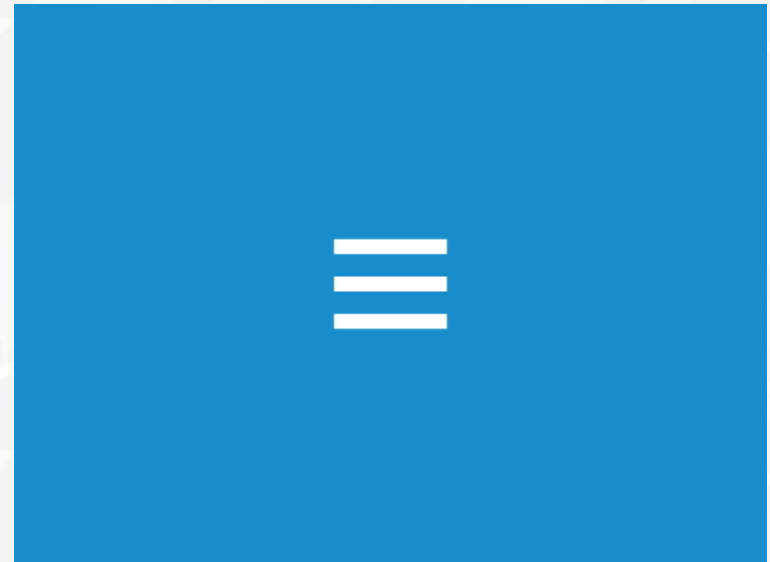
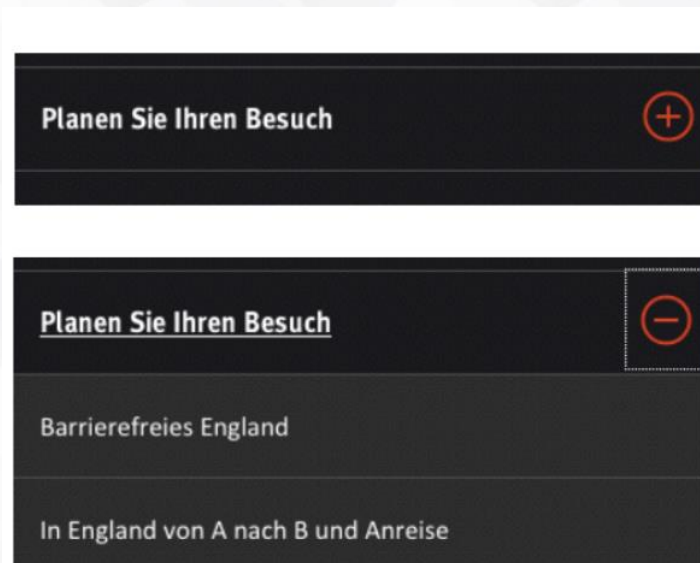
The Principles of Web Navigation

Use Back/Close button



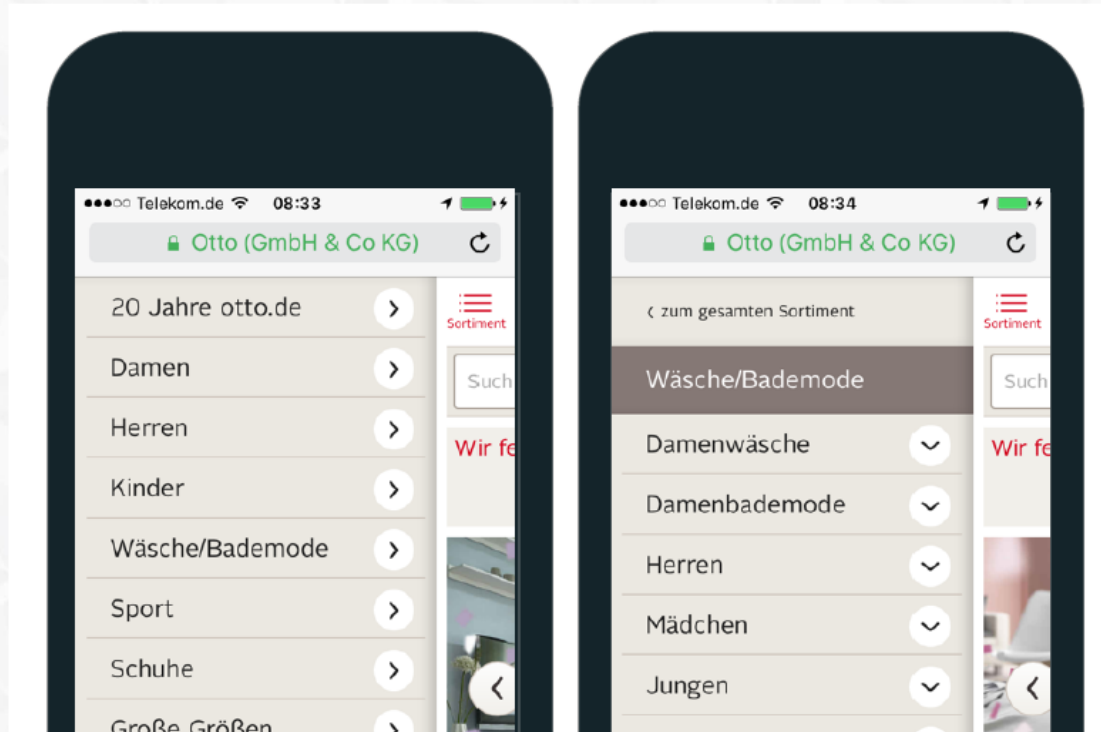
The Principles of Web Navigation

Occupy menu items with only one function



The Principles of Web Navigation

Direct entry into sublevels / Auto Scroll to sublevels



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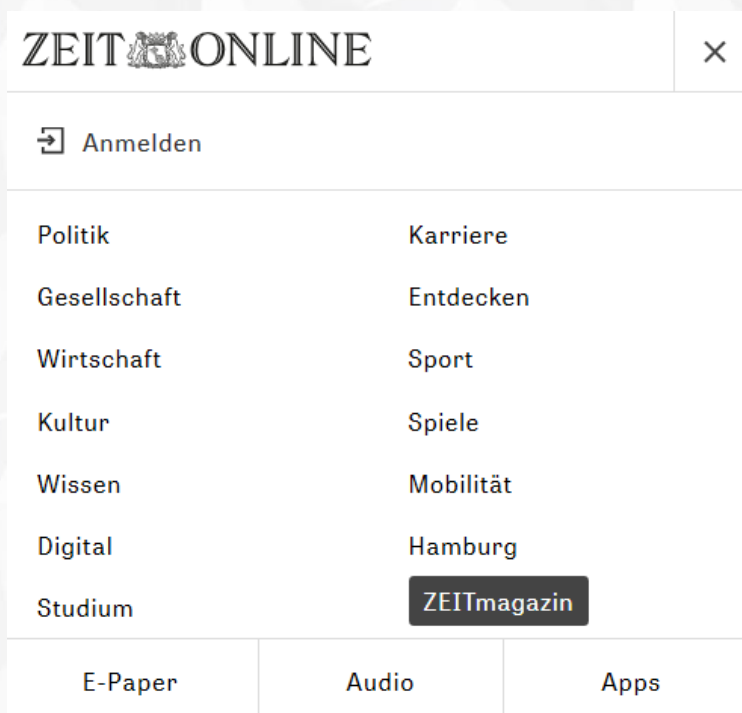
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The Principles of Web Navigation

Offer clear and finger-friendly links



Your visitors don't give a shit if your site is responsive. They don't care if it's a separate mobile site. They don't care if it's just a plain ol' desktop site. They do give a shit **if they can't get done what they need to get done.**

Brad Frost



Designing for **Humans** not Devices.

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Design the **Priority** not the Layout!

Ethan Marcotte

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Thanks!

You can find me at:
@imohsenet
hosseinian@gmail.com

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