

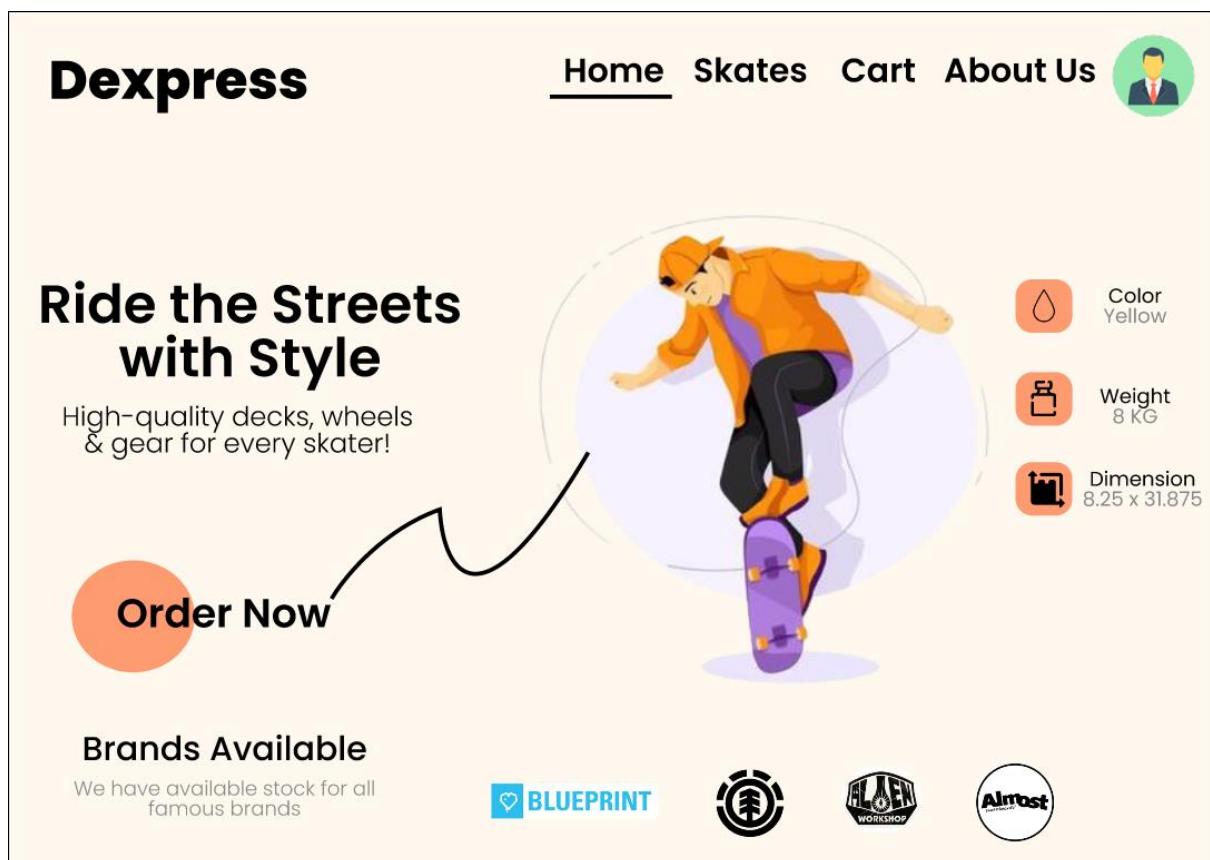
Week 4: Exploring Familiar and Unfamiliar Navigation

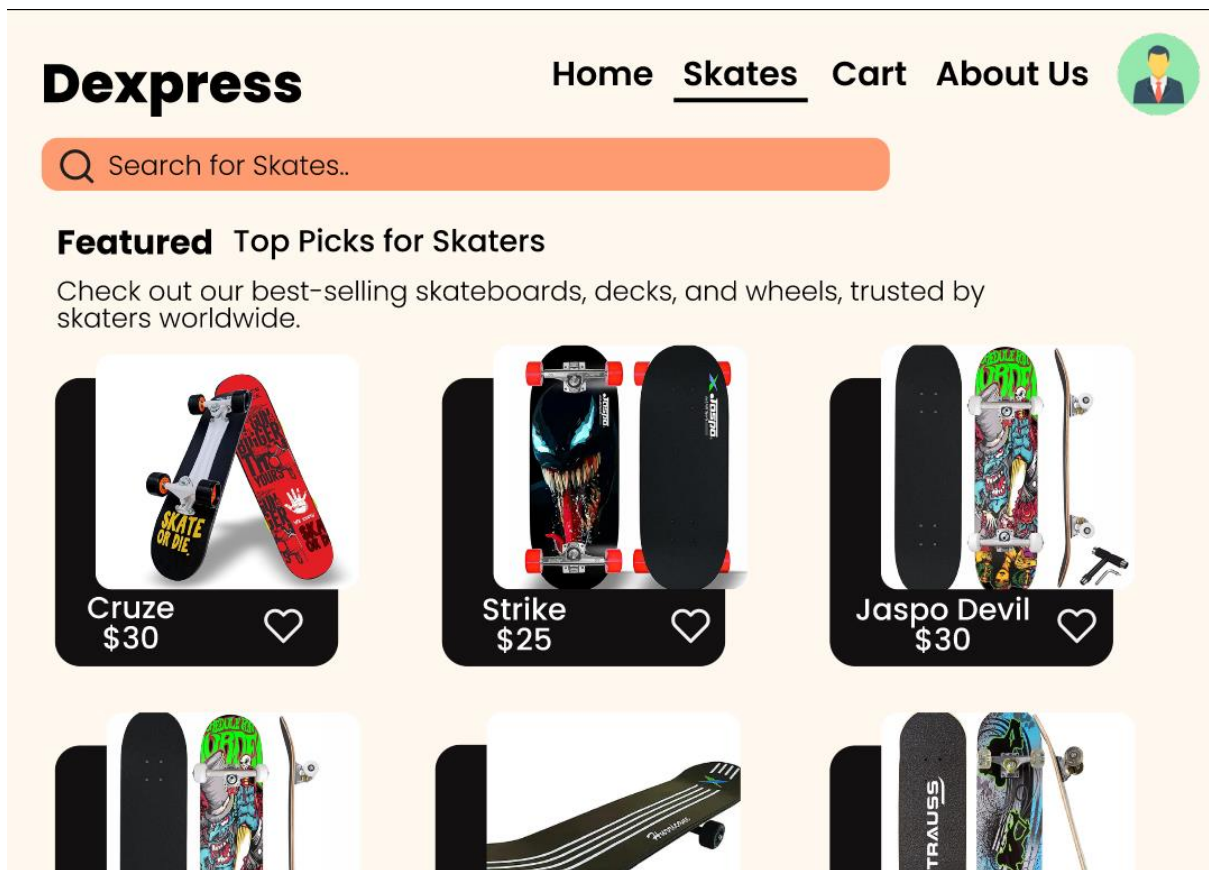
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Navigation plays a crucial role in enhancing user experience by helping users move seamlessly across a website. Familiar navigation elements provide intuitive access to key sections, making interactions smooth. On the other hand, unfamiliar navigation introduces unique interactions that may not be immediately obvious, requiring users to explore and adapt.

Familiar and Unfamiliar navigation in the below Dexpress website example. Dexpress is an online skateboard shop offering high-quality decks, wheels, and gear for all riders.

Prototype:





Familiar Navigation Elements:



1. Top Navigation Bar

This is a very common element in websites, providing easy access to key pages. Users expect to see links like **Home**, **Skates**, **Cart**, and **About Us** at the top and they know that they should click it as it is familiar to them. The currently active page (**Home**) is underlined for better clarity.


When the user is on the skates page, the user will click on Home to go back.



2. Profile Icon

A familiar symbol indicating user settings or login. Clicking it takes the user to their profile or account settings. Since this icon is common the users know what it is and easily navigate to their profile.

3. Search Bar



Search for Skates..

Featured Top Picks for Skaters

Search bar is another familiar element that users will expect. It is a well-known features and users can find the skates easily. Helps in quick navigation without scrolling through all items.

Unfamiliar Navigation Elements:

The below explains that the users will click Home to go to Home page which is familiar to them.



Home Skates Cart About Us

But, instead of clicking it, the users must **drag it** to go from Home page to Skates page. This is not at all obvious and the user can only discover it accidentally.

Drag-Based Top Navigation for "Skates"



Home Skates Cart About Us

As we can see there is **no on click** functionality here and the user must **drag it** to go to that page.

Swipe (On Drag) Navigation

To go from home page to other pages, apart from the top nav bar, the users can just drag the home page horizontally and other pages will show up. This creates a hidden and **unexpected** interaction, making it unfamiliar.