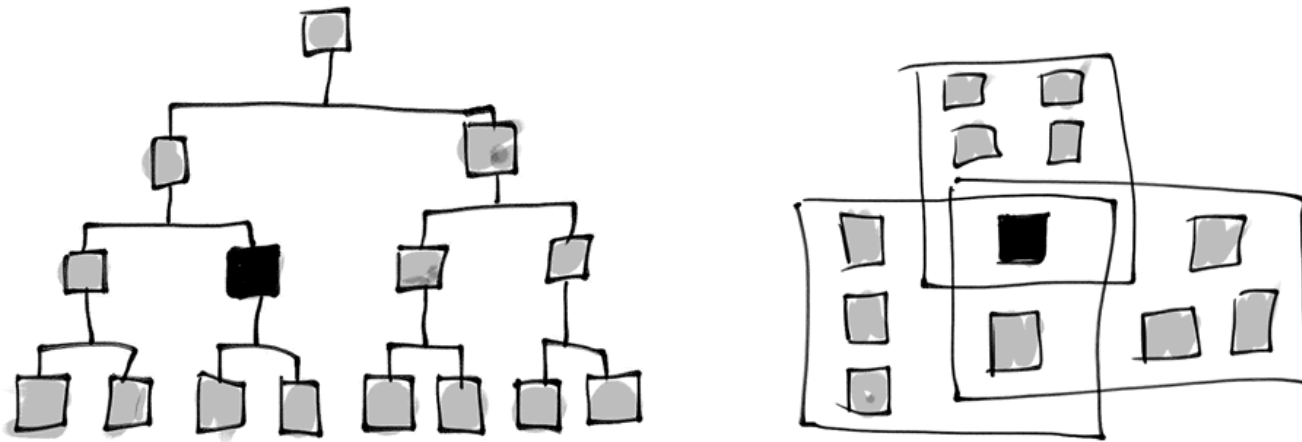


Designing for Discovery: Faceted Navigation

WORKBOOK



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Exercise 1 - Facets

What are the facets of wine?

e.g. Color: Red



Typcial Structures for Values

TYPE	DESCRIPTION	EXAMPLES
List	Flat list	<ul style="list-style-type: none">• Author• Job title
Hierarchy	Tree, with parent-child relationships	<ul style="list-style-type: none">• Region• Subject
Binary	Only 2 options	<ul style="list-style-type: none">• Gender• Yes/No condition
Continuum	Unbroken list on a range, numerical	<ul style="list-style-type: none">• Price• Date
Scale	Discrete categories of numerical data	<ul style="list-style-type: none">• Rating• Price categories

Scenario

Your firm runs an online wine store in the US. The main target group is casual drinkers who are not wine experts. Your goal is to increase your market base and reach a broad audience. To reach this goal, customer research has shown that your site needs to make more recommendations proactively. Also, research shows that consumers are more conscious of environmental concerns and want more organic products.

You are working on a project to implement faceted navigation in your website. You work as information architects on the project and are designing the navigation system.

Exercise 2 - Select Facets

Based on the previous scenario, select the top 6 facets you feel are would be most useful to customers to find wine. Indicate the values for each as well as at the structure type. Refer to the chart “Typical Structures for Values.”

[illegible]

Exercise 3 – Using Facets

1. Based on the scenario, map your facets in relation to the 3 phases just discussed:

1. Opening
2. Middle Game
3. End Game

2. Consider these questions:

- Is there a logical order of selection?
- Where does it make the most sense to have each facet appear?
- In what form might each facet appear (navigation, filter, sort, etc.)?
- Can users navigate facets from the Opening? From the End Game?

Exercise 3

Primary Facets:

1. Opening

**2. Middle
Game**

**3. End
Game**

Exercise 4 – Opening Moves

- 1. Examine the homepage of your favorite online shopping site or the last one you purchased from. (Avoid Amazon.com and other biggies, if possible.)**
- 2. Are facet categories for the products represented on the page or in the navigation in some way?**
 - If not, how might you integrate facets? What would be a good opening move to help you find products you want faster?**
 - If so, what would you do better?**

Exercise 5 – Middle Game

- 1. Compare the middle game of three different sites that make use of facets for filtering search results.**
- 2. Complete the table on the next page by briefly indicating how each handles the design concerns.**
- 3. Is there overlap or consistencies?**
- 4. Where did they diverge? Why? Is this a good thing or bad thing?**

Exercise 5 – Middle Game

	Site 1	Site 2:	Site 3:
What are the main facets?			
Where are they positioned on the page?			
How are values displayed?			
What is the number of values displayed by default?			
How is magnitude shown?			
What is the default order of values?			
How can more values be shown?			
Is multiple selection possible?			
Where are selected values shown on the page?			

Exercise 6 – Mobile

- 1. Find an ecommerce site with a mobile app and mobile version of the website.**
- 2. Do a search for a typical product on that site.**
- 3. Compare the flow, representation and interaction of filters for each.**
- 4. What could each implementation take from other and vice-versa?**