

DON'T MAKE ME THINK

STREET SIGNS AND BREADCRUMBS

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PRESENTED BY: ALICE, DAVID, KYLE





HOW TO FIND ANYTHING

You need to buy chocolate chips
to make cookies.

At the store, you want to find
the chocolate chips quickly.

Where are the chocolate chips?



THE FIRST WAY:

Enter the store. Look up.

1. Follow the huge signs.

2. Follow the big signs.

3. Follow the small signs.



CHOCOLATE CHIPS!

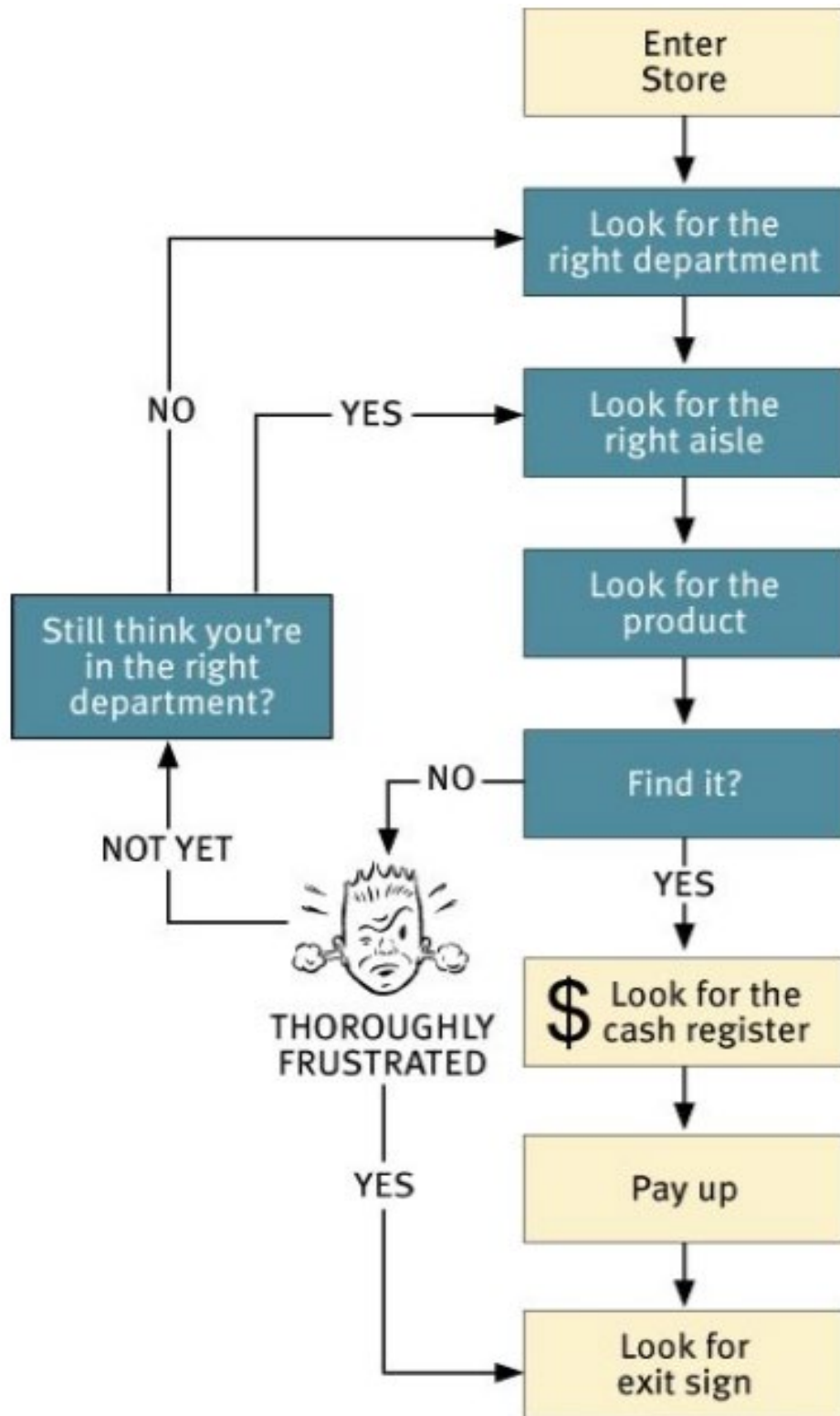


THE SECOND WAY

Enter the store.

1. Find employee.
2. Ask employee.

THE IMPORTANT THING



Neither system is "right."

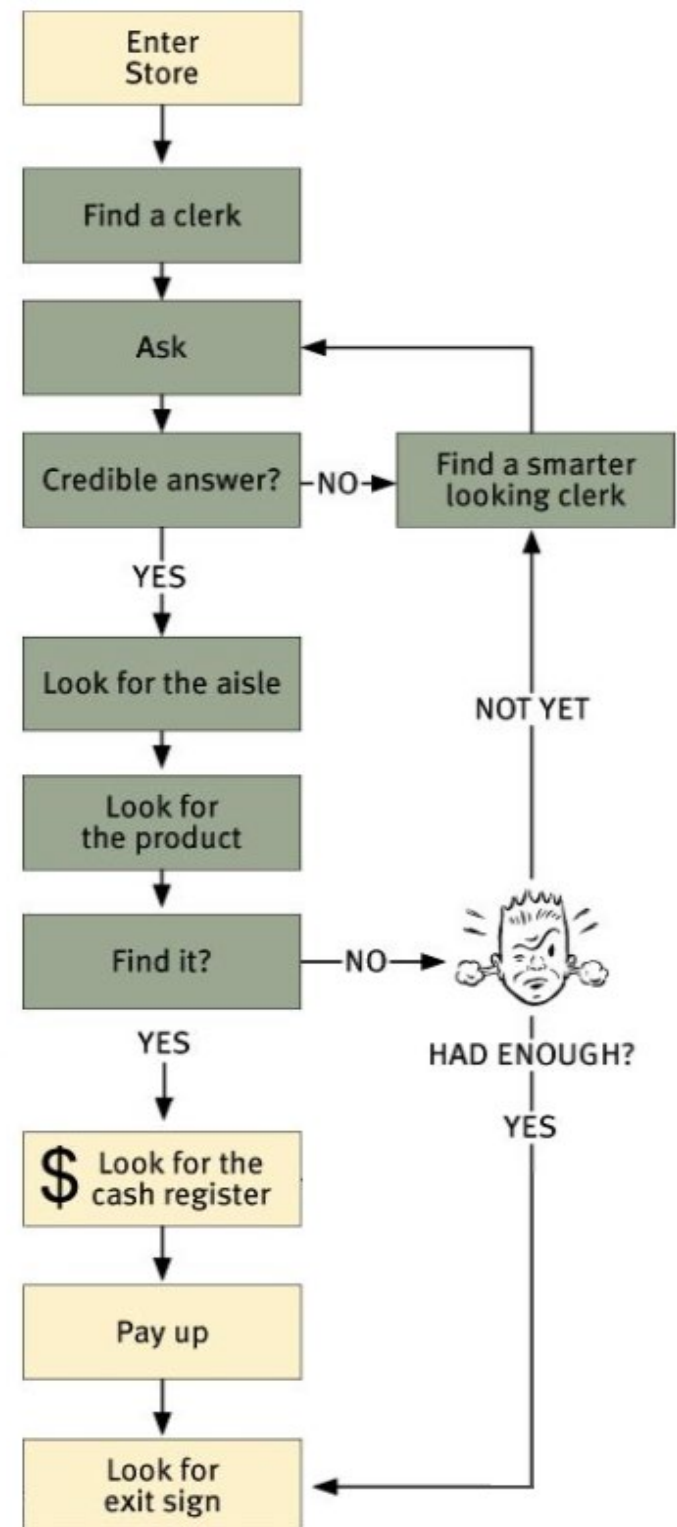
People either prefer one or the other.

Therefore, to make everyone happy, you want to have both.

THE GOAL

We want people to find what they are looking for.

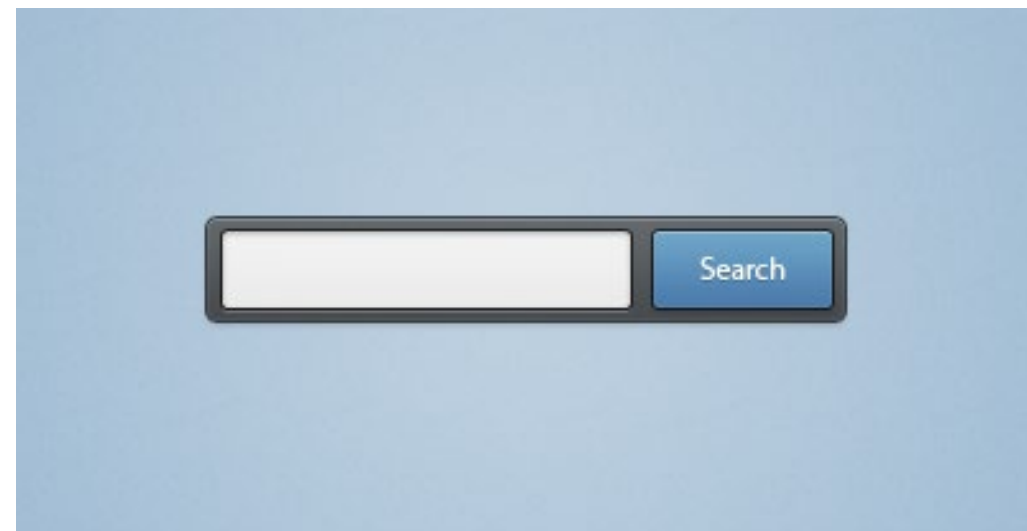
That is what is important.




HOW WEBSITES DO THIS:



Does this look familiar?



HUDSON'S BAY

 [SHOPPING BAG \(0 ITEMS\)](#)[WOMEN'S](#) [SHOES](#) [HANDBAGS](#) [JEWELLERY & ACCESSORIES](#) [BEAUTY](#) [MEN'S](#) [KIDS'](#) [HOME](#) [HBC COLLECTIONS](#) [SALE](#) [BRANDS](#)

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PERSISTENT NAV.


Have you ever noticed that the top of the page stays the same?

It is very easy to get lost on the Internet.

Why?

Unlike life, there are no directions.

HUDSON'S BAY

 SHOPPING BAG (0 ITEMS)

Search



WOMEN'S SHOES HANDBAGS JEWELLERY & ACCESSORIES BEAUTY MEN'S KIDS' HOME HBC COLLECTIONS SALE BRANDS

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PERSISTENT NAV.

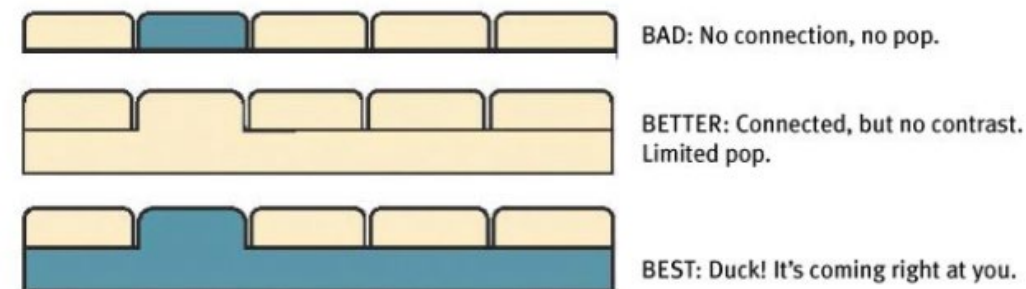
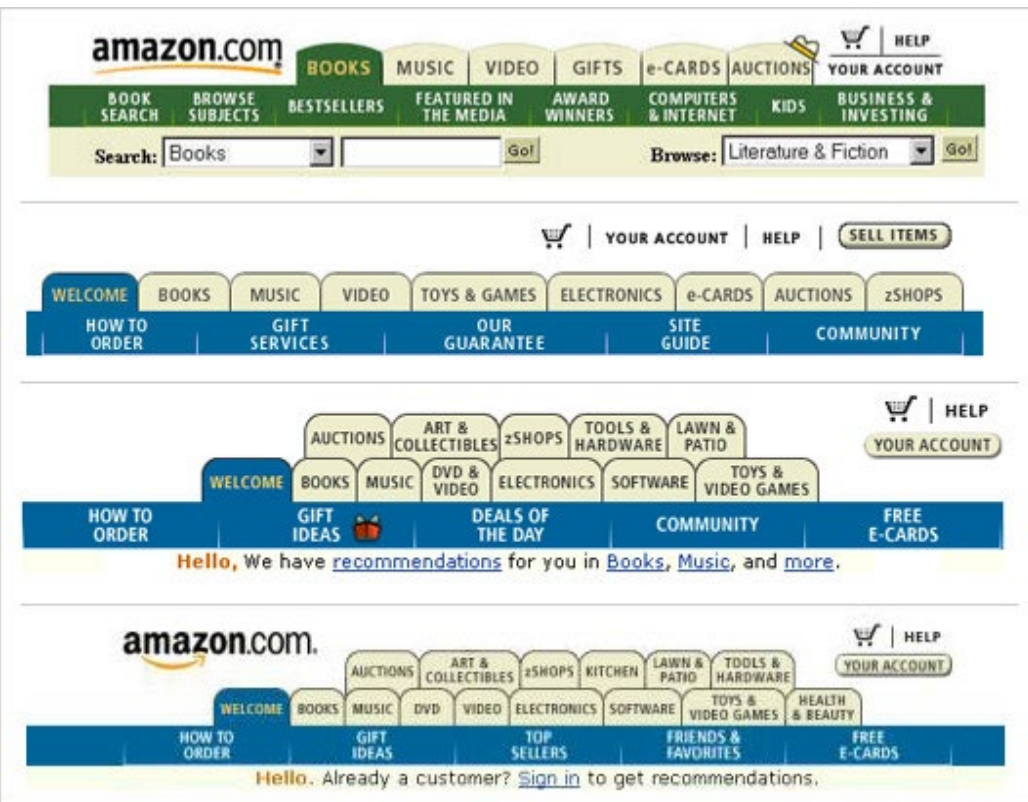
Persistent (or global) Navigation is here to help you.

- 1) you can find your way around
- 2) you can always find your way home
- 3) just by seeing it, it prevents people from worrying

TABS'R'COOL

Paul Krug loves tabs. Why?

1. They are easy to understand
2. They are difficult to miss.
3. They are visually interesting.



* make sure that you design them correctly

5 ELEMENTS MOST NEEDED WHEN DESIGN NAVIGATION

XYZ Corp.

Sign in | Contact |



Home

Products

News

Support

About XYZ

5 ELEMENTS MOST NEEDED WHEN DESIGN NAVIGATION

- **Should include five elements that you most need to have on hand at all times:**



5 ELEMENTS MOST NEEDED WHEN DESIGN NAVIGATION

- **Should include five elements that you most need to have on hand at all times:**
 1. Site ID



5 ELEMENTS MOST NEEDED WHEN DESIGN NAVIGATION

- **Should include five elements that you most need to have on hand at all times:**
 1. Site ID
 2. A way home



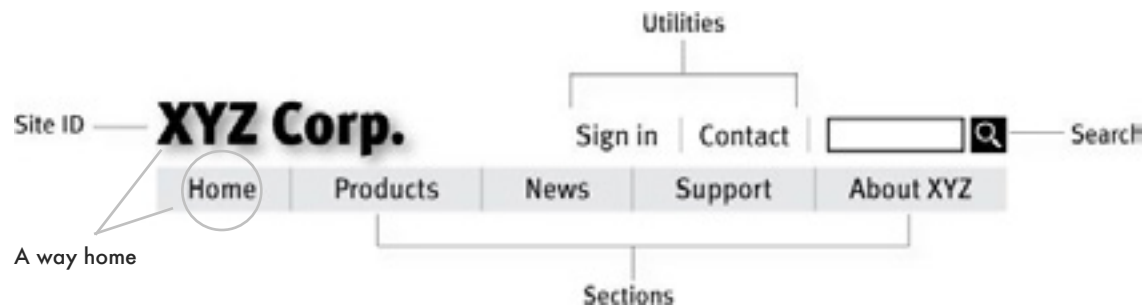
5 ELEMENTS MOST NEEDED WHEN DESIGN NAVIGATION

- **Should include five elements that you most need to have on hand at all times:**
 1. Site ID
 2. A way home
 3. A way to search



5 ELEMENTS MOST NEEDED WHEN DESIGN NAVIGATION

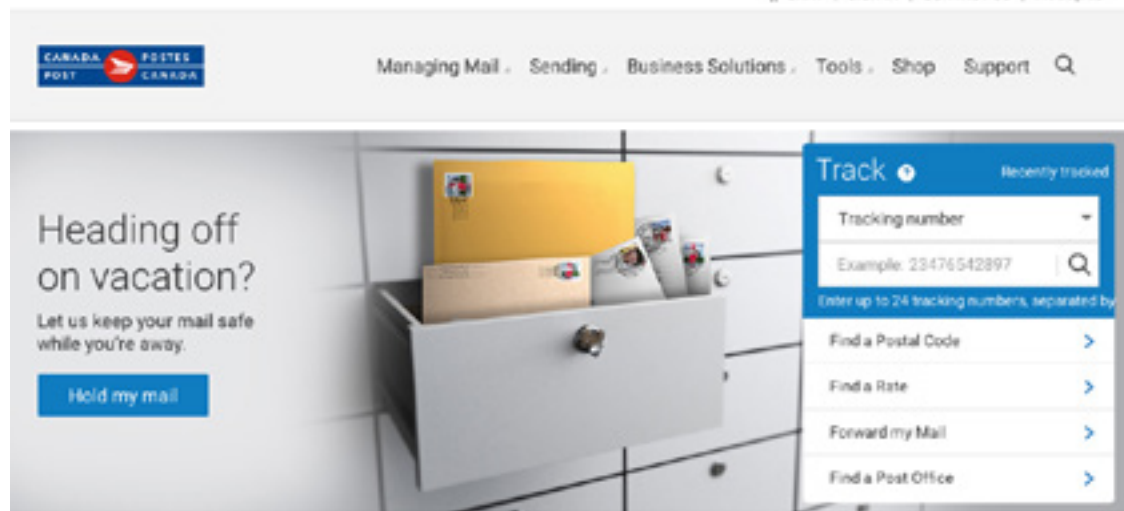
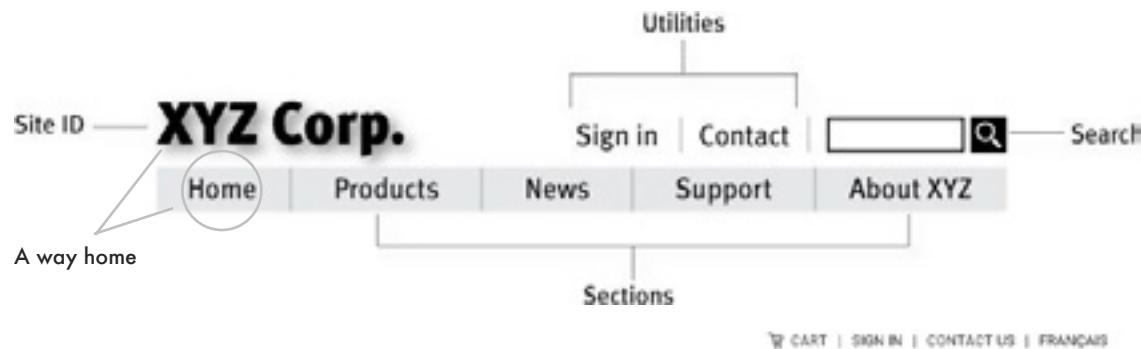
- **Should include five elements that you most need to have on hand at all times:**
 1. Site ID
 2. A way home
 3. A way to search
 4. Sections



5 ELEMENTS MOST NEEDED WHEN DESIGN NAVIGATION

- **Should include five elements that you most need to have on hand at all times:**
 1. Site ID
 2. A way home
 3. A way to search
 4. Sections
 5. Utilities

5 ELEMENTS MOST NEEDED WHEN DESIGN NAVIGATION



Find postage rates fast

Quickly calculate the cost of postage to send parcels, letters or documents across Canada, to the U.S. or around the world. Our online tool makes it easy.

Prepare your shipments online

Print shipping labels and prepare mailings for your business with EST Online and Express Order Entry.

Your community mailbox

Lost your keys? Trouble with your community mailbox? Let us know so we can help.

- **Should include five elements that you most need to have on hand at all times:**

1. Site ID
2. A way home
3. A way to search
4. Sections
5. Utilities

- **Exception to this rule:**
- 1. The Home Page
- 2. Forms

“YOU ARE HERE” INDICATORS



“YOU ARE HERE” INDICATORS

- **Accomplished by highlighting the current location in whatever navigational bars, lists, or menus appear on the page**



“YOU ARE HERE” INDICATORS

- **Accomplished by highlighting the current location in whatever navigational bars, lists, or menus appear on the page**
- **Most common failing = too subtle**

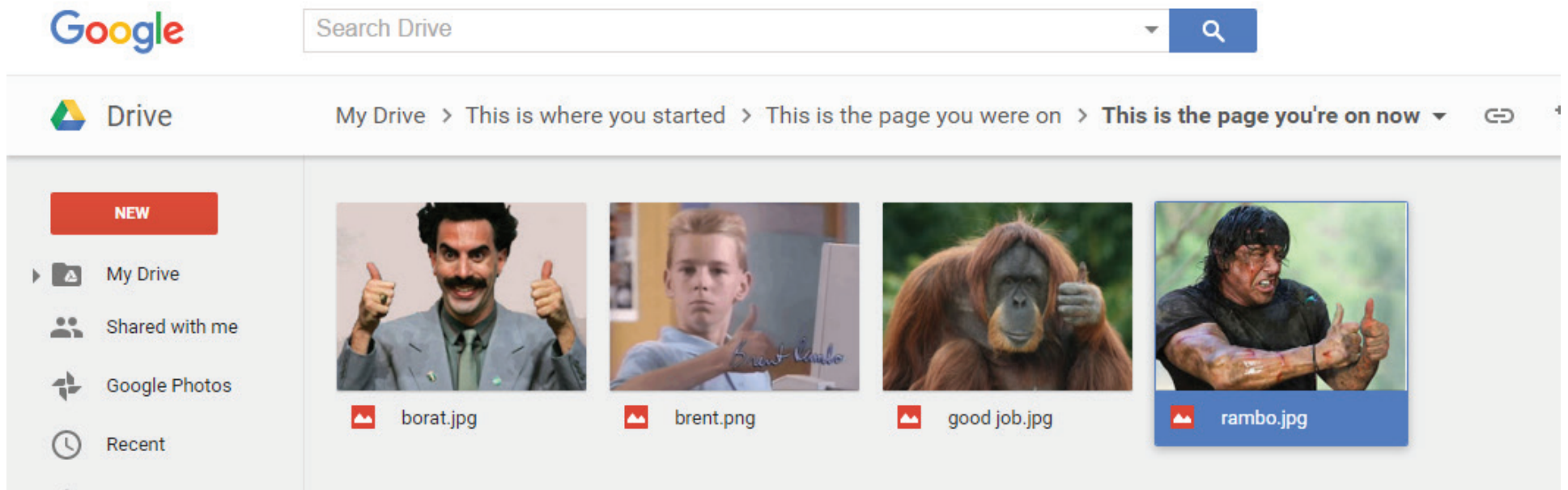


← You are here

“YOU ARE HERE” INDICATORS

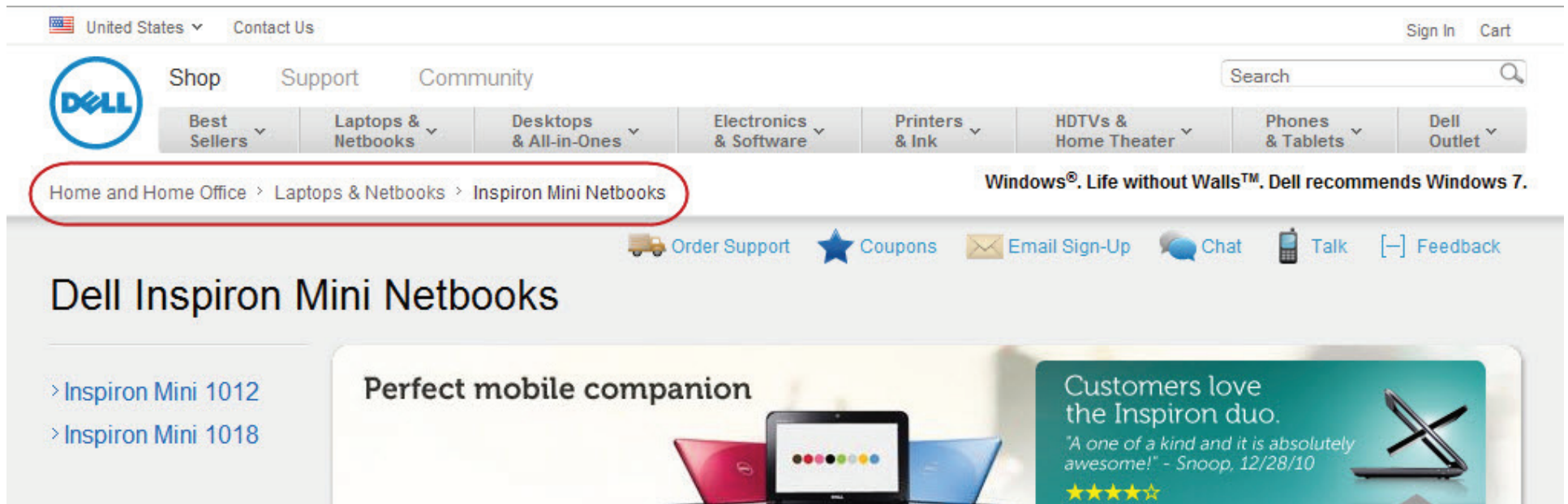
- Accomplished by highlighting the current location in whatever navigational bars, lists, or menus appear on the page
- Most common failing = too subtle

| Put a pointer next to it | Change the text color | Use bold text | Reverse the button | Change the button color |
|---|---|---|---|---|
| Sports Business ▶ Entertainment Politics | Sports Business Entertainment Politics | Sports Business Entertainment Politics | Sports Business Entertainment Politics | Sports Business Entertainment Politics |



BREADCRUMBS

Breadcrumbs show you where you are in the grand scheme of things, without interfering with the sub-sites independant navigation system.



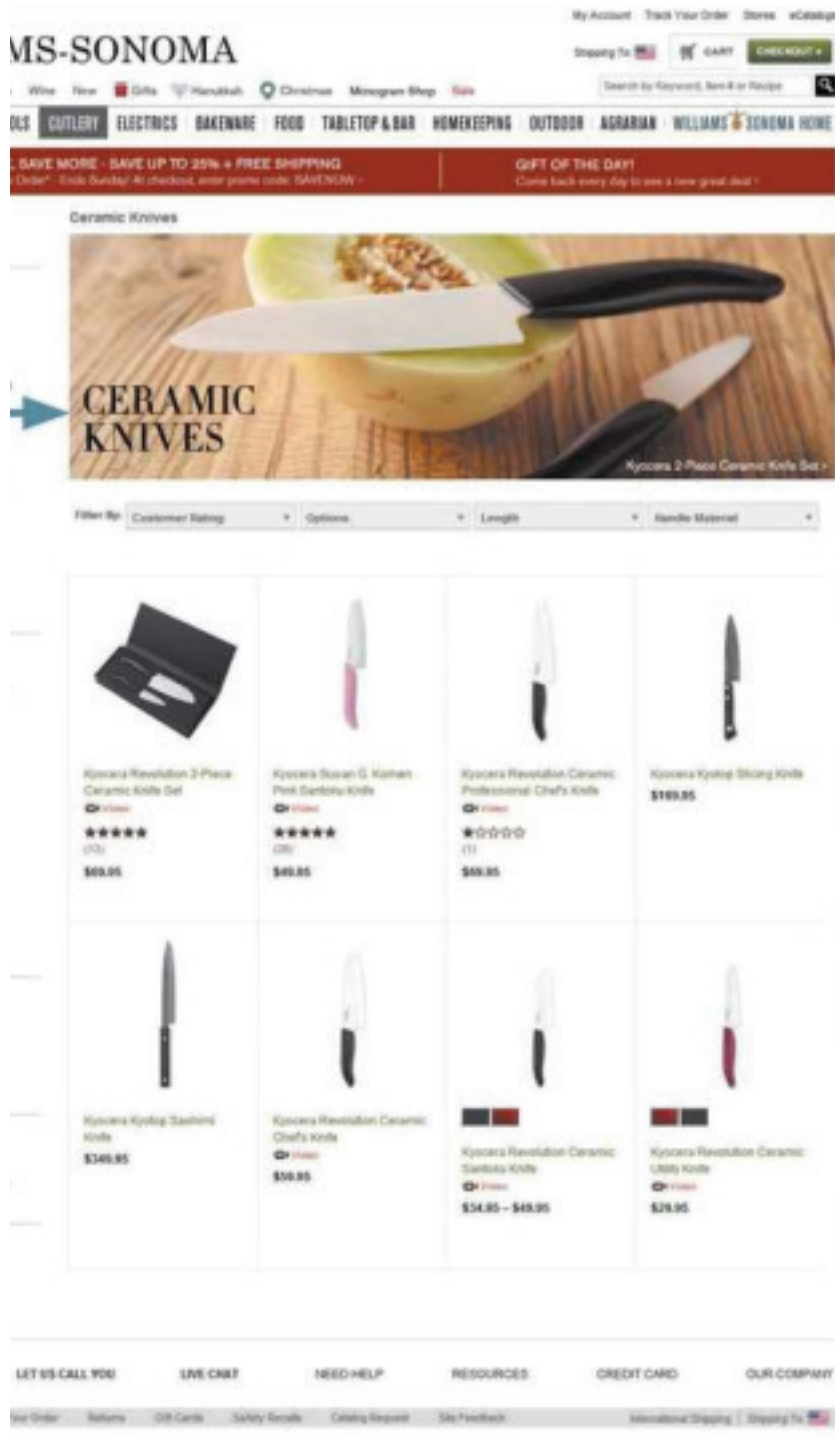
HOW > TO USE > **BREADCRUMBS**

(the right way)

- Put them at the top
- Use ">" between levels
- Use a small type
- Boldface the last item
- Don't use them instead of a page name

PAGE NAMES

EVERY PAGE NEEDS A NAME



- Having a page name helps the user devote less time worrying about where they are on the website, and focus more on the content of the page.

- In order to be useful, it needs to blend in by matching the content of the page, but be prominent, to show a visual hierarchy of where your eyes should start.

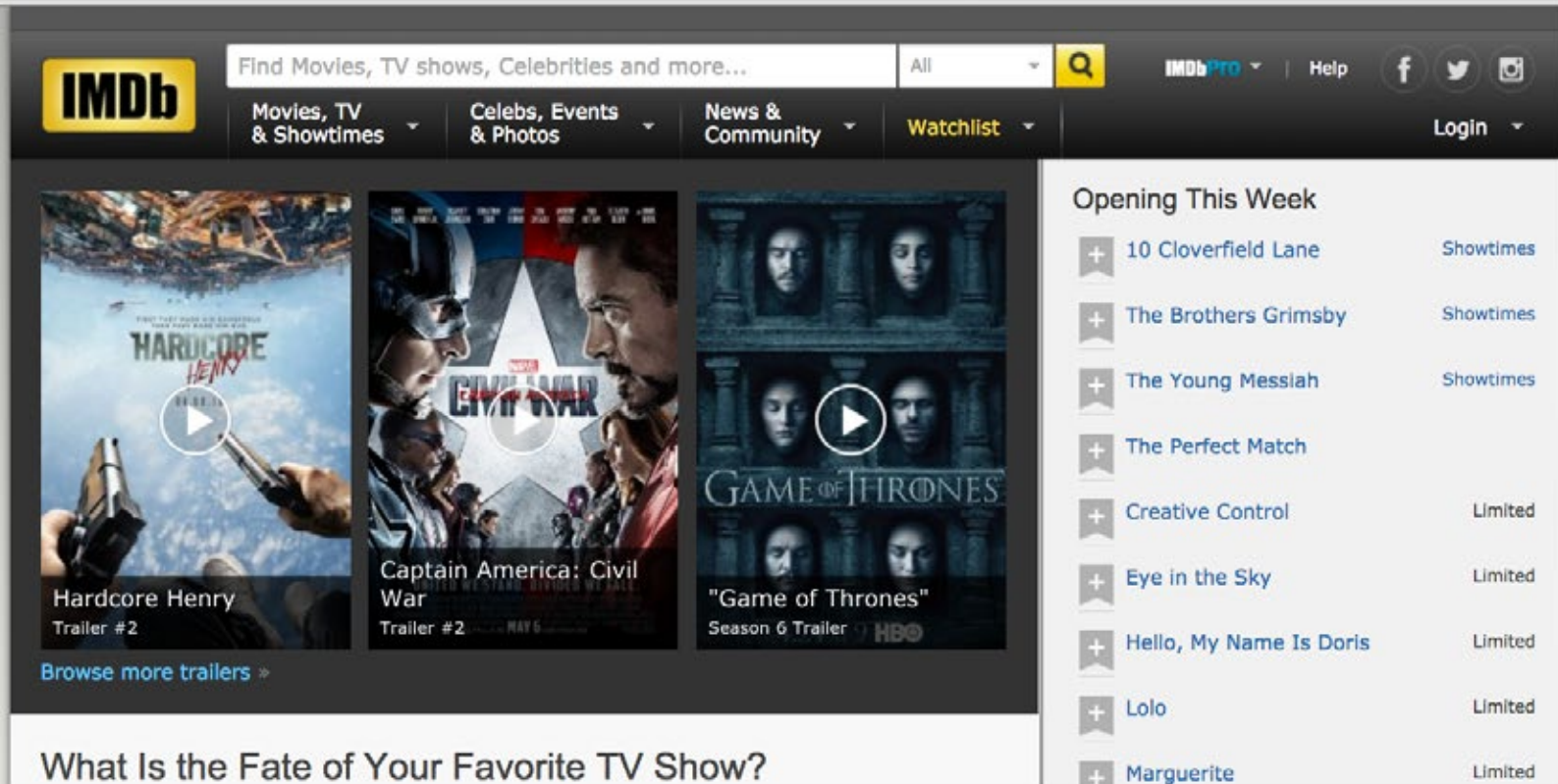
- It should frame the content its referring to.

BAD WEBSITE



1. no site ID
2. no search bar
3. no page name
4. confusing tabs
5. "you are here" too subtle
6. SUPER BUSY!!!

GOOD WEBSITE



1. prominent site ID

4. "you are here"

2. prominent search bar

3. site sections

BAD EXAMPLE
DON'T DEMONSTRATE THE
CORRECT USE OF
THE NAVIGATION

COME WHERE WE SERVICE ALL YOUR NEEDS

INSTYLE UNLIMITED STUDIOS

HOME

ABOUT
US

SERVICES/
PARTIES

CONTACT/
PROMOTIONAL

PHOTO
GALLERY

G+

t

G

f

+

SALON SERVICES

WE SERVICE ALL YOUR NEEDS

InStyle Unlimited Studios is a Professional Studio that's design to service all your needs. We offer experiences Stylists and Nail Tech for your pampering Salon & Spa services. Experiences creative Photographers for all area of photography, to capture that special or fun moment. Also a License Massage Therapist to relax your overly stressed mind and body. Here at InStyle Unlimited Studios you can schedule all these service for one day, (upon availability). Alone with personal services, we also offer (on or off site) group Retreat services, various of party services, and photo sessions, (Service Page for more infor.)

PHOTOGRAPHY SERVICE

MASSAGES

MEDI & PEDI SERVICE

Like Us @ : www.facebook.com/instyleunlimitedstudios

Presently merger and all ownership rights of Company formally known as Picture This Moment Studios. Any services that are photographed maybe used for Company advertisement use only.

COME WHERE WE SERVICE ALL YOUR NEEDS

INSTYLE UNLIMITED STUDIOS

HOME ABOUT US SERVICES/ PARTIES CONTACT/ PROMOTIONAL PHOTO GALLERY

PHOTOGRAPHY SERVICE

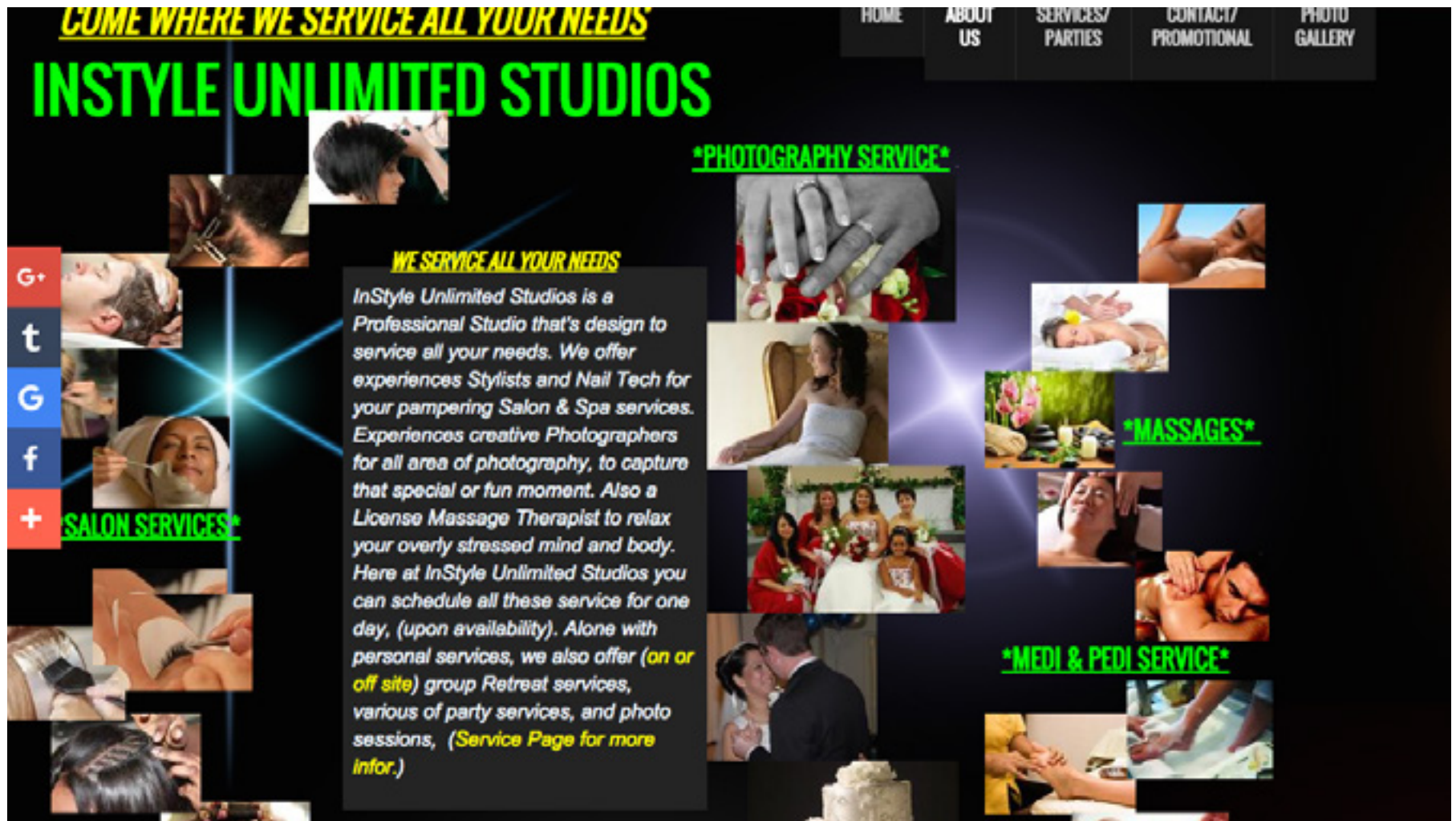
SALON SERVICES

WE SERVICE ALL YOUR NEEDS

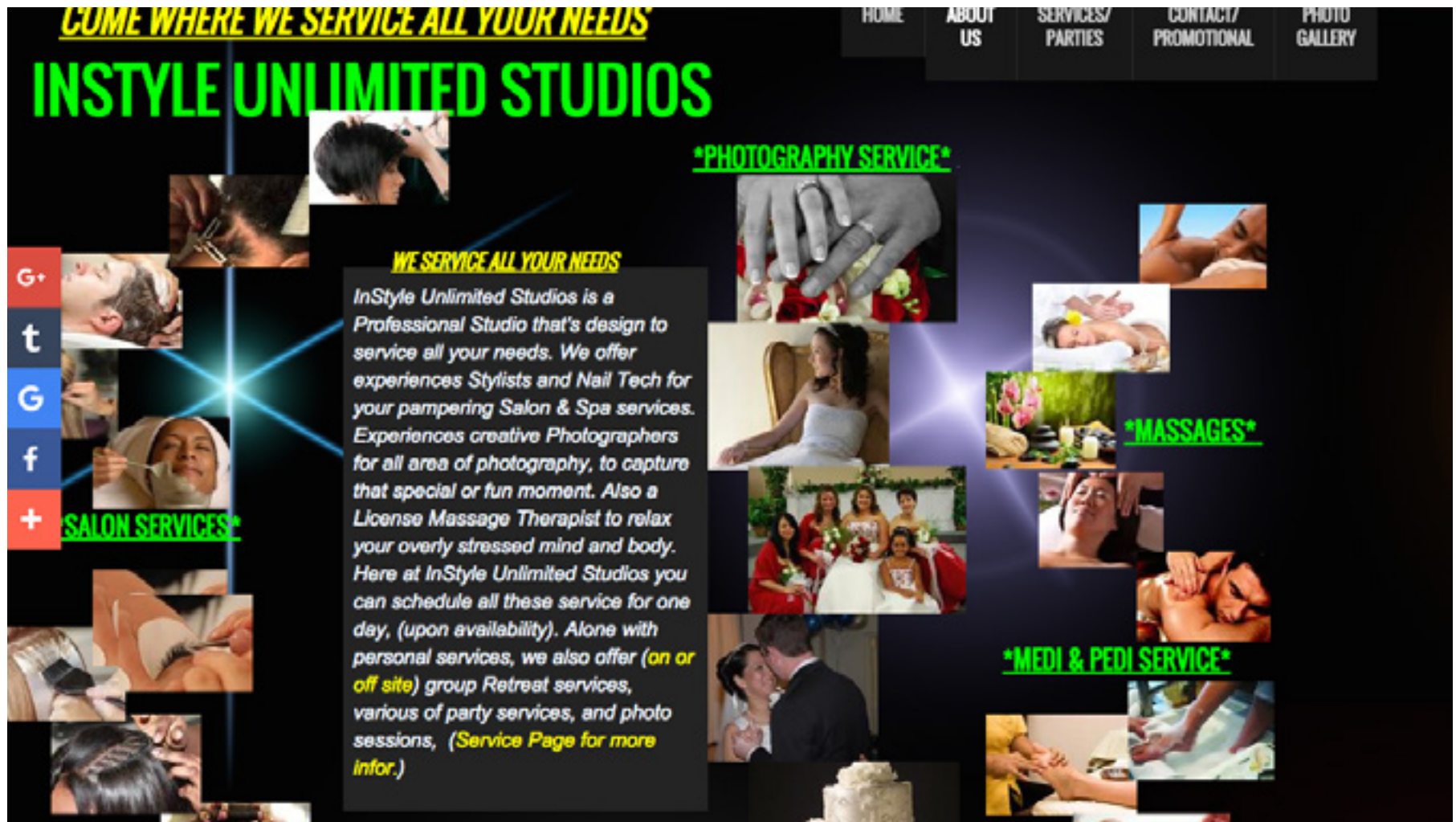
InStyle Unlimited Studios is a Professional Studio that's design to service all your needs. We offer experiences Stylists and Nail Tech for your pampering Salon & Spa services. Experiences creative Photographers for all area of photography, to capture that special or fun moment. Also a License Massage Therapist to relax your overly stressed mind and body. Here at InStyle Unlimited Studios you can schedule all these service for one day, (upon availability). Alone with personal services, we also offer (on or off site) group Retreat services, various of party services, and photo sessions, (Service Page for more infor.)

MASSAGES

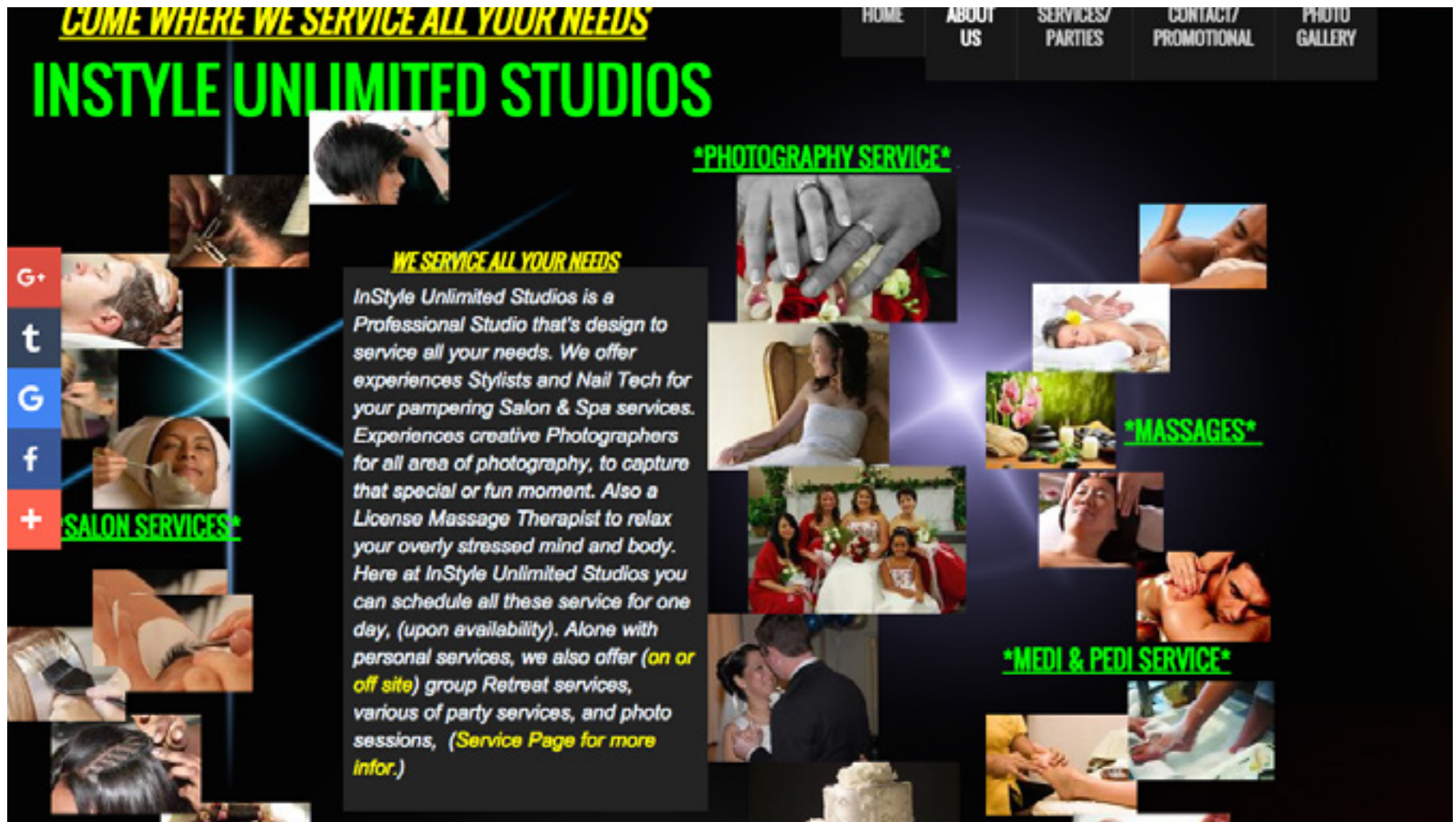
MEDI & PEDI SERVICE



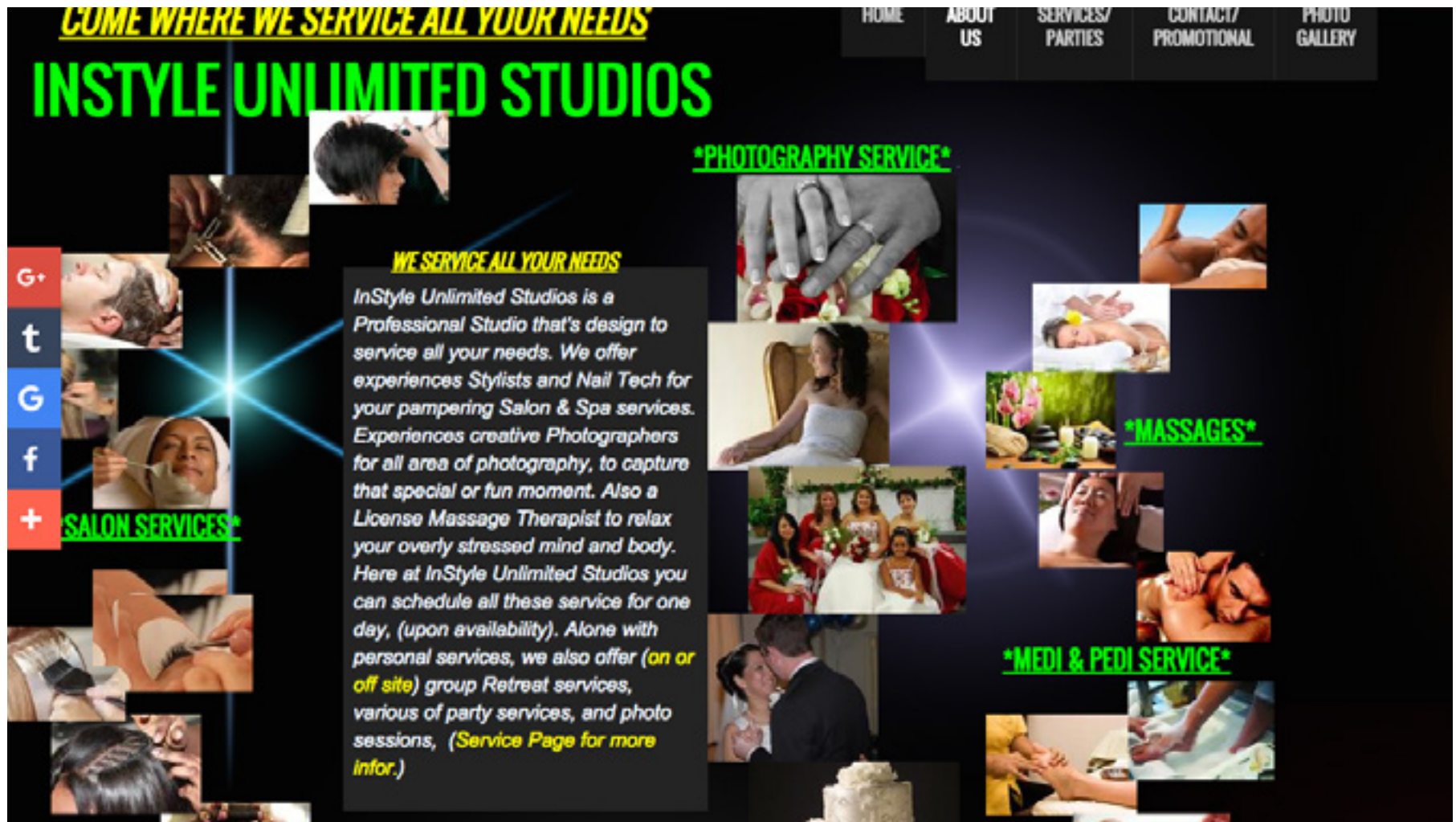
- No search bar (not search engine friendly).



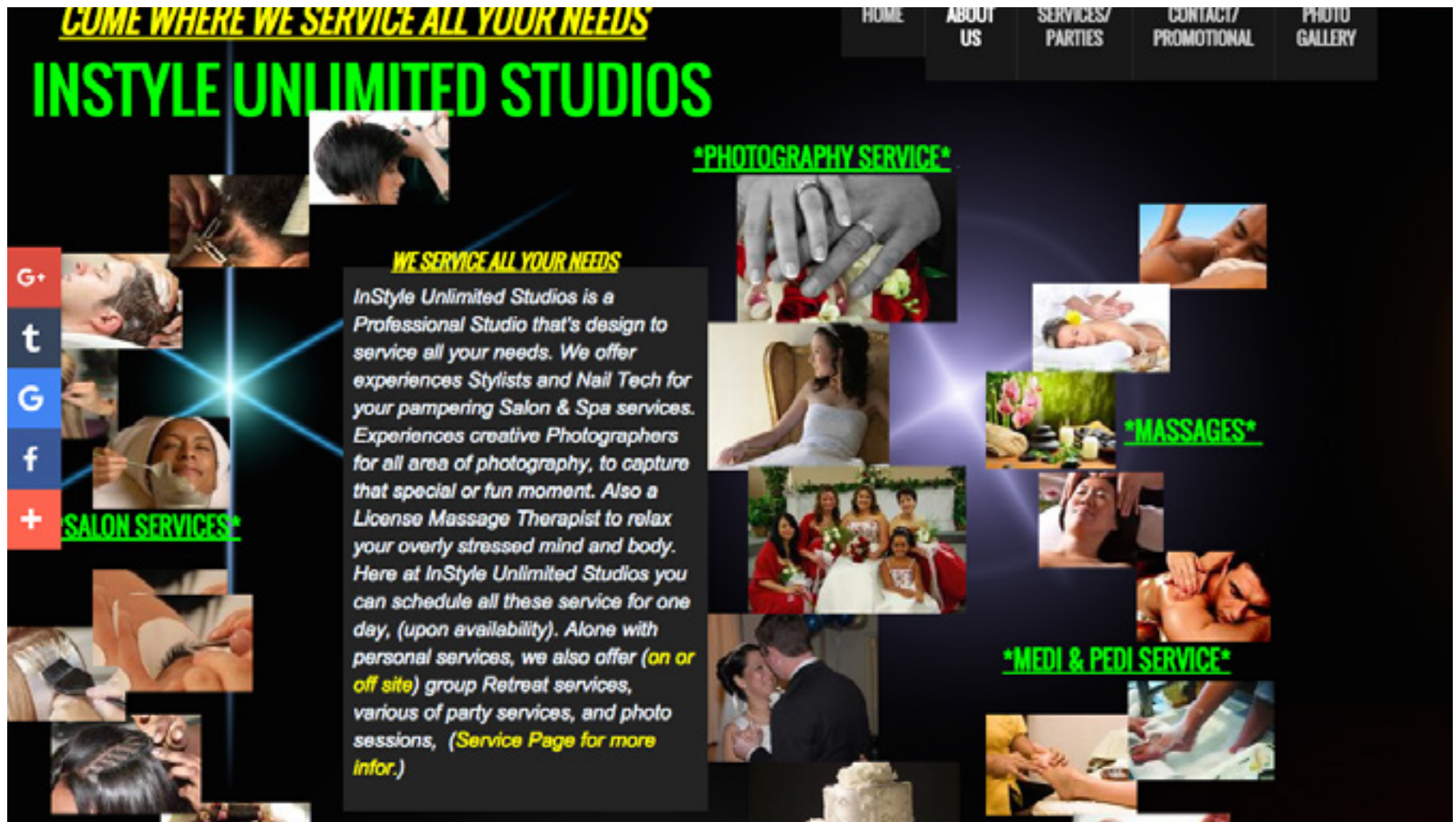
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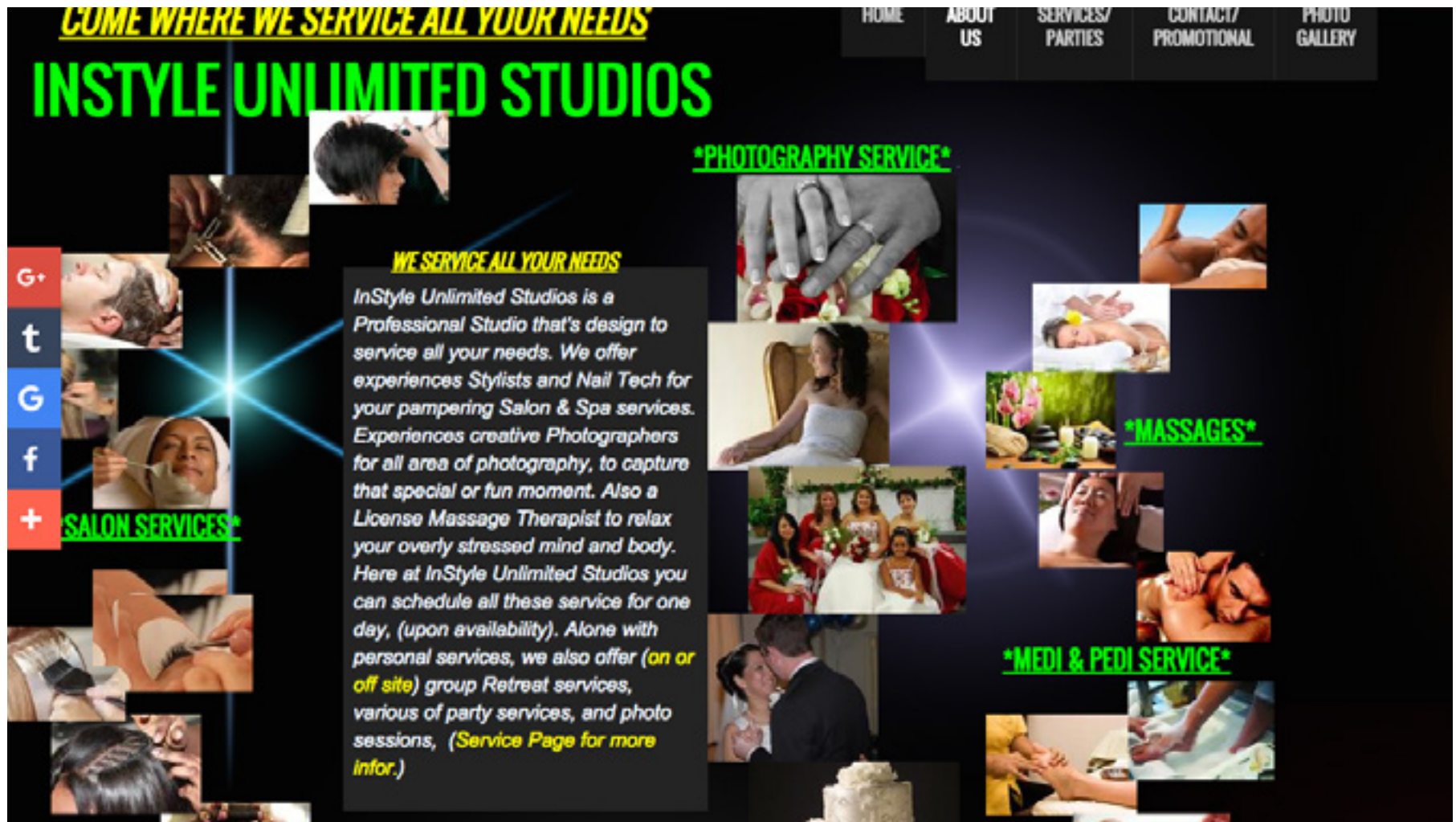
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- Does not have a strong and clear navigation system.
- Have dead text that looks like links, but once you click them, doesn't take you to anywhere.



- No search bar (not search engine friendly).
- No utilities section.
- The "You are here" indicator is not clear.
- Does not have a strong and clear navigation system.
- Have dead text that looks like links, once you click them, doesn't take you to anywhere.
- Does have a home button, but the Site ID doesn't take you home.

GOOD EXAMPLE
DEMONSTRATE THE CORRECT
USE OF THE NAVIGATION

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search over 7 million products

IN ALL SHOPS

GO

ADVANCED SEARCH

SPRING BREAK

BOOKS

KIDS

TOYS

BABY

HOME

STYLE

PAPER

ELECTRONICS

SAGFT CARDS

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Lady Midnight by Cassandra Clare

Indigo
EXCLUSIVE



HEATHER'S

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- Descriptive, grouped navigation

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- Descriptive, grouped navigation.
- Strong contrast to differentiate between the primary & secondary navigation.

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- Descriptive, grouped navigation.
- Strong contrast to differentiate between the primary & secondary navigation.
- Provide search bar.

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- Descriptive, grouped navigation.
- Strong contrast to differentiate between the primary & secondary navigation.
- Provide search bar.
- Provide a variety of navigation options; use multiple classification.

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ADVANCED SEARCH

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- Descriptive, grouped navigation.
- Strong contrast to differentiate between the primary & secondary navigation.
- Provide search bar.
- Provide a variety of navigation options; use multiple classification.
- Consistency for classification.

EARN 10X PLUM POINTS ON ALL LEGO TOYS & BOOKS | IN STORE & ONLINE. OFFER ENDS MARCH 31ST >



- Descriptive, grouped navigation.
- Strong contrast to differentiate between the primary & secondary navigation.
- Provide search bar.
- Provide a variety of navigation options; use multiple classification.
- Consistency for classification.
- Drop-down navigation, showing lower levels of the classification.

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