

MOBILE

Users preferred dropdown navigations over sidebar navigation

On mobile view, users saw that the dropdown navigation was a clear indicator, yet it was delightful in use.

Painpoint: Dropdown navigation does not follow the Rule of Thumb.

While the dropdown navigation was a clear indicator of a menu, it could be a difficult task for users to physically reach the menu. If we bring this menu down, and create a slide up navigation, that would keep the delightful use.

Solution: Use Slide-up navigation for main menu, and keep dropdown for secondary navigation.

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DESKTOP

Users preferred dropdown navigations over sidebar navigation

Sidebar took up content space per page, which made it harder for users to read through the content. More whitespace = simple and trustworthy.

Secondary navigation is unnecessary as we do not need a landing page per navigation.

While the look of the secondary navigation was appealing, we found that this step was unnecessary and repetitive. It also created an extra step for users, so we decided to eliminate this portion.

Adoption needs to be it's own category on the Primary navigation

A user who frequently visits NPO mentioned this. While we are not focusing on the adoption flow for this project, this is one of the main reasons users come to this page.