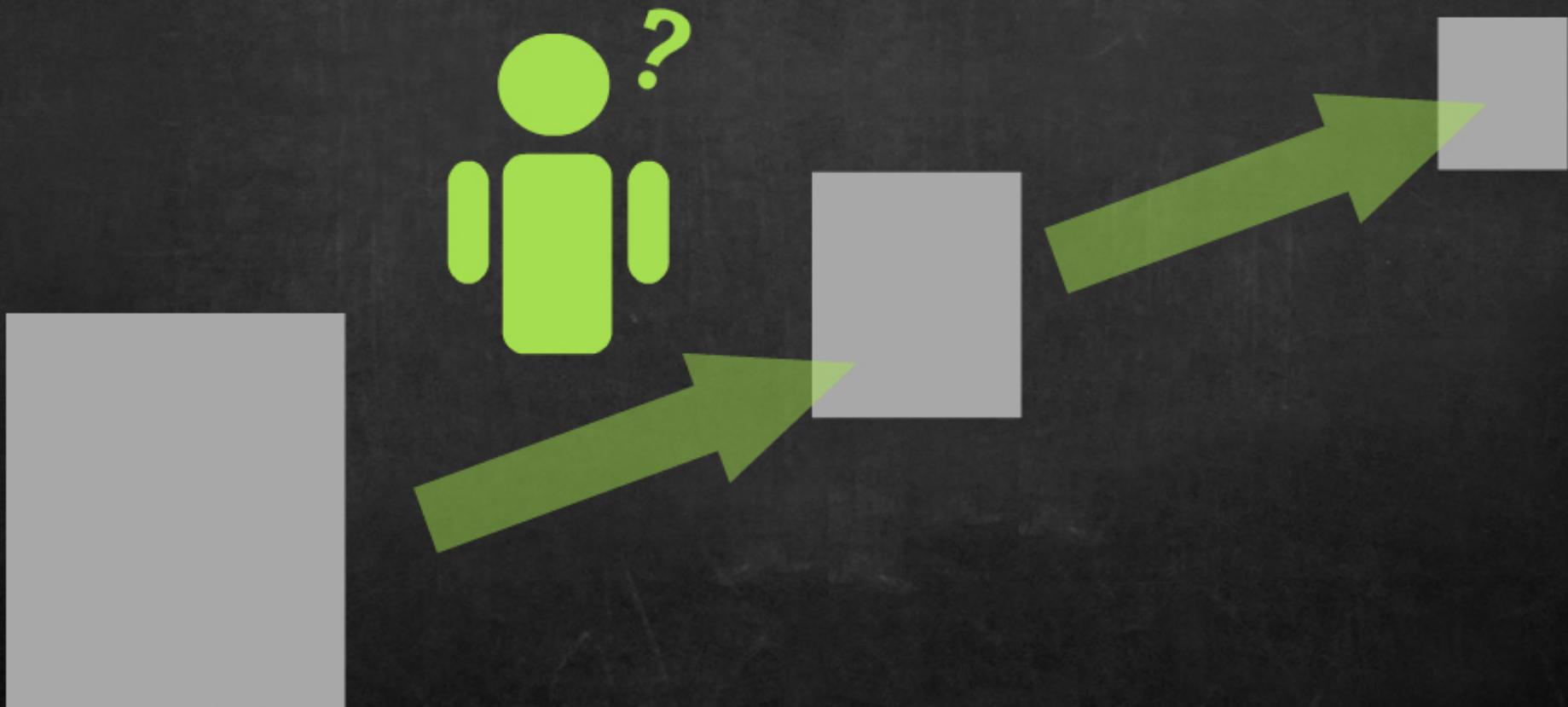


# Navigation Standards

# Navigation gives orientation clues to users

1. Users know what page they are on now
2. Users know how they got here
3. Users know what to do afterwards



# Text links should be descriptive

- Users should know what action will be performed the linking text
- Language should be clear to the user
- Can state an **action**: *read more, add to cart, [go] back to top*
- Can state the next page's contents: previous page, account, portfolio

## Good linking text

I ate [Borderhouse Chili](#) for the first time today.

[Browse store](#)

[Purchase now](#)

## Bad linking text

I ate Borderhouse Chili for the [first time today](#).

[Go here](#)

# Active items should visually react on hover

The image displays two identical contact form snippets side-by-side, illustrating the visual feedback for active items (like a button being hovered over) in a design.

**Top Snippet:** Shows a standard state of the contact form.

**Bottom Snippet:** Shows the same contact form after a user has hovered over the "EMAIL WILL" button, which is highlighted with a yellow background and white text, indicating it is the active or selected item.

```
<div>
  <h2>CONTACT US</h2>
  <p>GOT SOMETHING TO TELL US?</p>
  <div>
    <a href="#">EMAIL WILL</a>
    <a href="#">EMAIL NORM</a>
    <a href="#">SEND US A TIP</a>
  </div>
</div>
```

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COMMENTS

## 1 Getting Started Guide

Check out our step by step guide to get you started on your path to perfect memory.

[Get Started](#)

1

## Getting Started Guide

Check out our step by step guide to get you started on your path to perfect memory.

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2

3



I learned about the Adelaide-based team at [Whitewall Photography](#) through a friendly email, the kind of email I love to receive. Alia and Scout gave me so many great choices for the column that it was hard to settle on this **Honey Lavender Cake**. This style of cake, one layer with a very simple icing, is perfect for picnics, easy entertaining and a treat at home or the office.

— *Kristina*



I learned about the Adelaide-based team at [Whitewall Photography](#) through a friendly email, the kind of email I love to receive. Alia and Scout gave me so many great choices for the column that it was hard to settle on this **Honey Lavender Cake**. This style of cake, one layer with a very simple icing, is perfect for picnics, easy entertaining and a treat at home or the office.

— *Kristina*

# Icons should be clear

- Icons (like any symbol) may or may not be universally understood
- Icons should be labeled and/or have alt text
- No mystery-meat navigation
- Add alt text to an image

- Icons should be labeled and/or have alt text

 CHIPOTLE MEXICAN GRILL

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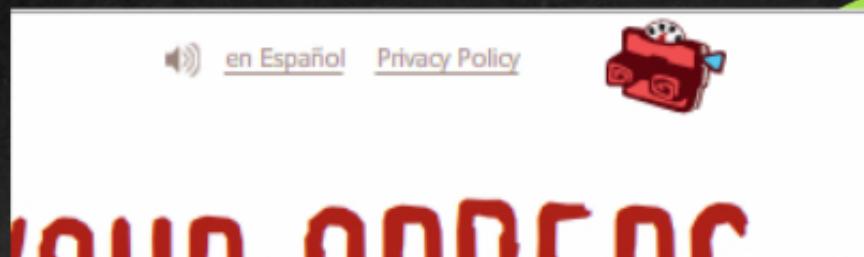
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Is this clickable?  
What does it do?  
No label!

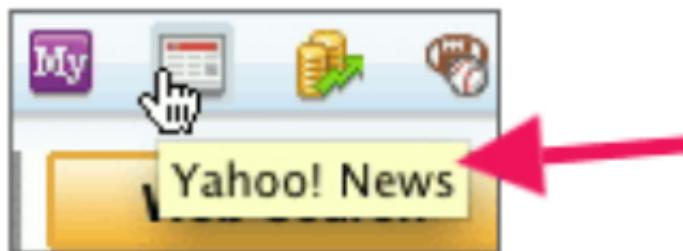


Icons are labeled!



# Add alt text to an image

Unlabeled icons should use alternative text.



When the cursor hovers over the image, a label appears containing the alternative text

```

```

set alternative text

# Tabs & menus group content

Use concise, descriptive titles for each category

- Show current page versus other pages in menu
- Provide hierarchy for large number of items by grouping
- Don't have too many categories or too few

The screenshot shows a sidebar with the following sections:

- Save a new bookmark**
- Create public profile**
- Bulk edit**
- Tag options**

**Tags**

- Top 10 Tags**
- design 59
- programming** 23
- flash 17
- later 17
- webdesign 16
- cool 14
- tutorial 13
- typography 13
- resources 12
- css 10

**Tag Bundles**

- computer 9
- design 23
- programming 45
- Unbundled Tags 278

**All Tags** 351

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SEARCH**

**BROWSE  
SUBJECTS**

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THE MEDIA**

**AWARD  
WINNERS**

**COMPUTERS  
& INTERNET**

**KIDS**

**BUSINESS &  
INVESTING**

**Search:** Books



**Go!**

**Browse:** Literature & Fiction



**Go!**



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**FREE  
e-CARDS**

**Hello.** Already a customer? [Sign in](#) to get recommendations.

**HELP**

**YOUR ACCOUNT**

# Breadcrumbs

- Breadcrumbs show current page within site hierarchy
- Typically shown in the top left

The screenshot shows the Home Depot website interface. At the top, there is a navigation bar with the Home Depot logo, the slogan "More saving. More doing.", a search bar with the placeholder "SEARCH ALL", a "GO" button, and links for "Local Ad", "Help | My Account (Sign in or Register)", "CART", and "MY LIST". Below the navigation bar, the breadcrumb trail is displayed: "Home > Kitchen > Cleaning Supplies > Cleaners". The word "Cleaners" is highlighted with a white background and black border. To the right of the breadcrumb trail is a "Print" link. On the left side, there is a sidebar with links for "Browse", "< Kitchen", "< Cleaning Supplies", and "Cleaners". In the center, there is a main content area with a heading "Home > Kitchen > Cleaning Supplies > Cleaners". Below the heading, there is a section titled "Select up to 4 items to compare." with a "COMPARE" button. There are four rows of checkboxes, each labeled "Select to compare". The first row contains checkboxes for "Select to compare" and "Select to compare". The second row contains checkboxes for "Select to compare" and "Select to compare". The third row contains checkboxes for "Select to compare" and "Select to compare". The fourth row contains checkboxes for "Select to compare" and "Select to compare".

# Site Depth

- Don't create too "deep" of a site.
- Users should not have to select too many categories before finding their desired content

Home > Household items > Kitchenware > Pots & pans  
> Pans with lids > Glass > 10"-12" > ...

# **Ask your users how they use your site:**

What *words* or *terms* do they use?

What are they trying to *do*?

How do they *group* items?

# Review:

- Navigation provides orientation clues to users
- Text links should be descriptive
- Active items should react on hover
- Icons should be clear
- Tabs and menus group content
- Breadcrumbs show page hierarchy
- Sites should not be too "deep"

**Good navigation makes  
your users happy.**