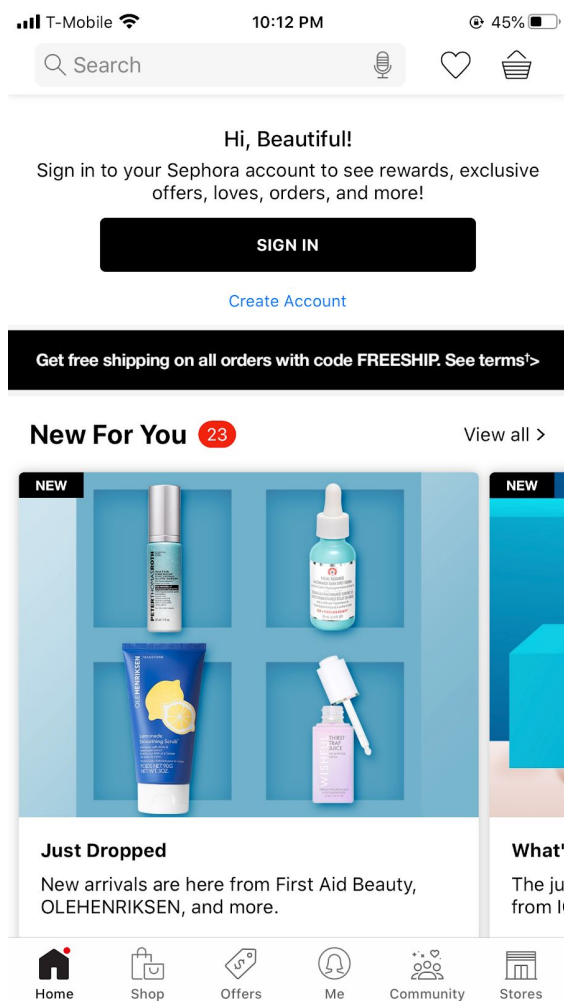
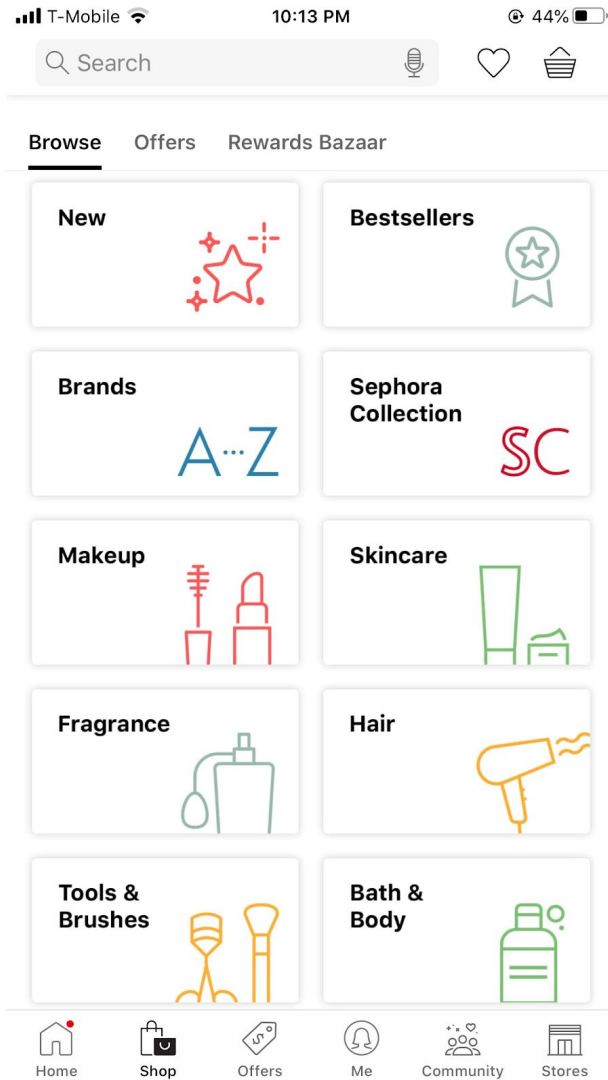


Liyang Liang
Assingment 1
Topic 3: Navigation in eCommerce App

eCommerce App: Sephora Mobile App

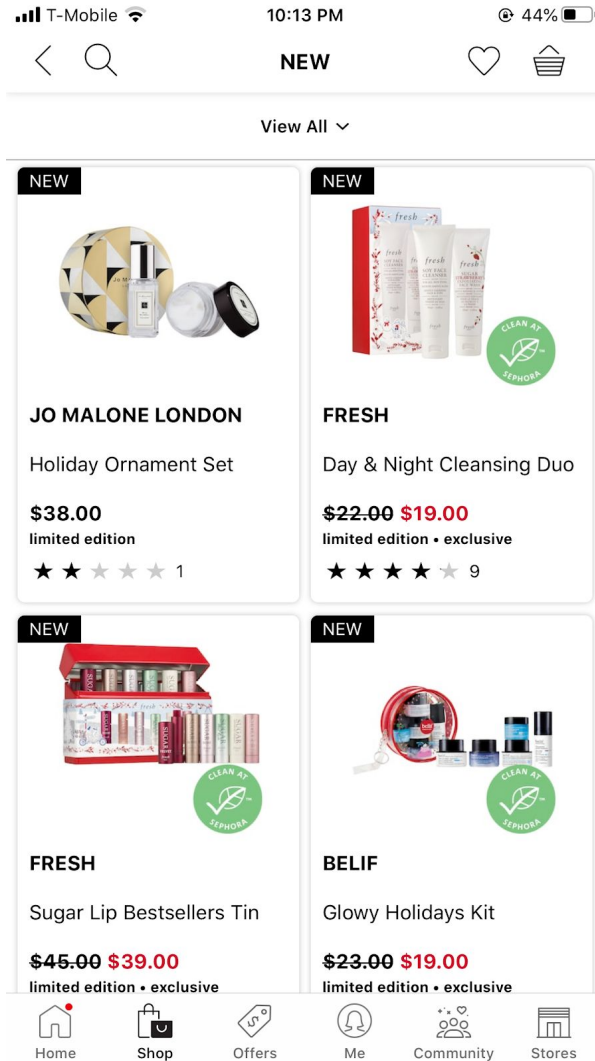


Lateral Navigation: this app follows the guideline by providing a bottom navigation bar, which links to all top-level destinations. The device that usually uses this design is mobile. However, the rule states that the number of destinations for the bottom navigation bar is usually 3-5, while the bottom navigation bar has 6 destinations in this app.



Lateral Navigation: Enter the Shop category provided by the bottom navigation bar, we will see another representation of lateral navigation: tabs. Tabs can be used for mobile, tablet, and desktop and is used for any level of hierarchy. The number of destinations can be equal or more than 2. Here, the Shop category has 10 tabs.

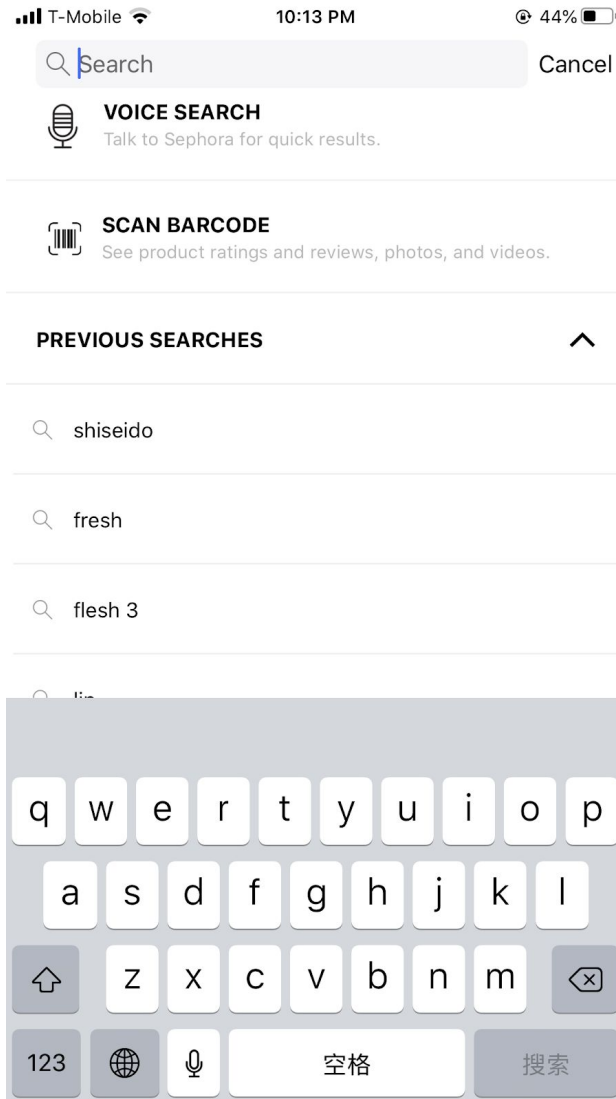
Forward Navigation: This app provides forward navigation. Click on the new tab, which allows users to access deeper content, from a parent screen (shop screen) to a child screen (new tab), this is called downward in the forward navigation.



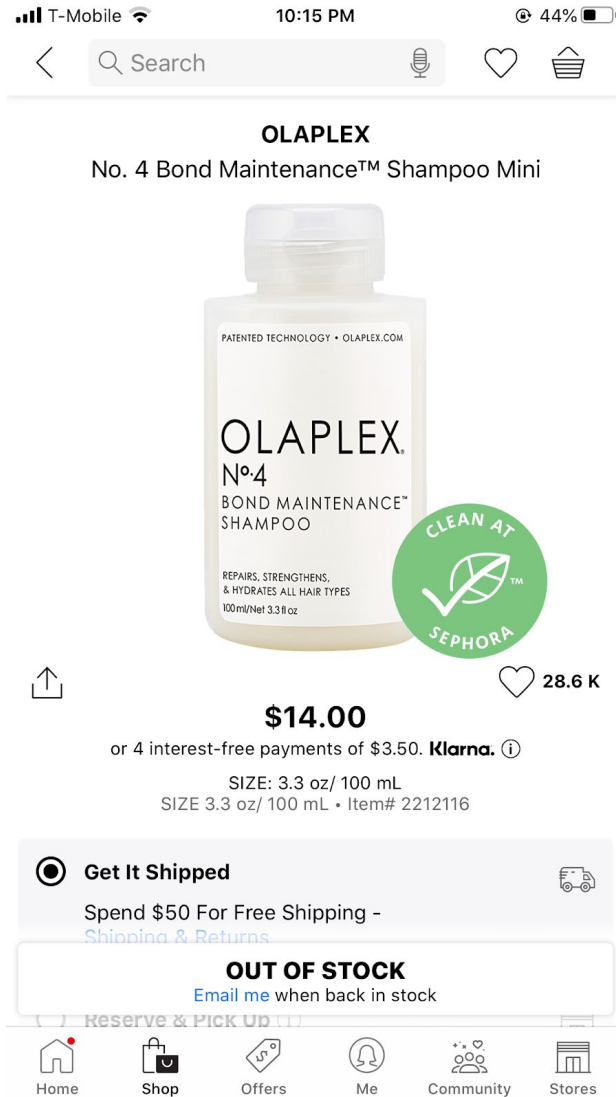
Forward Navigation: Once the users are in the new tab, they are able to access each product by tapping on the image, and this is sequentially get to a deeper content through an order of screens.

Reverse Navigation: Also this screen provides a back arrow at the top left corner, which allows the users to navigate in reverse order. This follows the guideline that provides reverse chronological navigation.

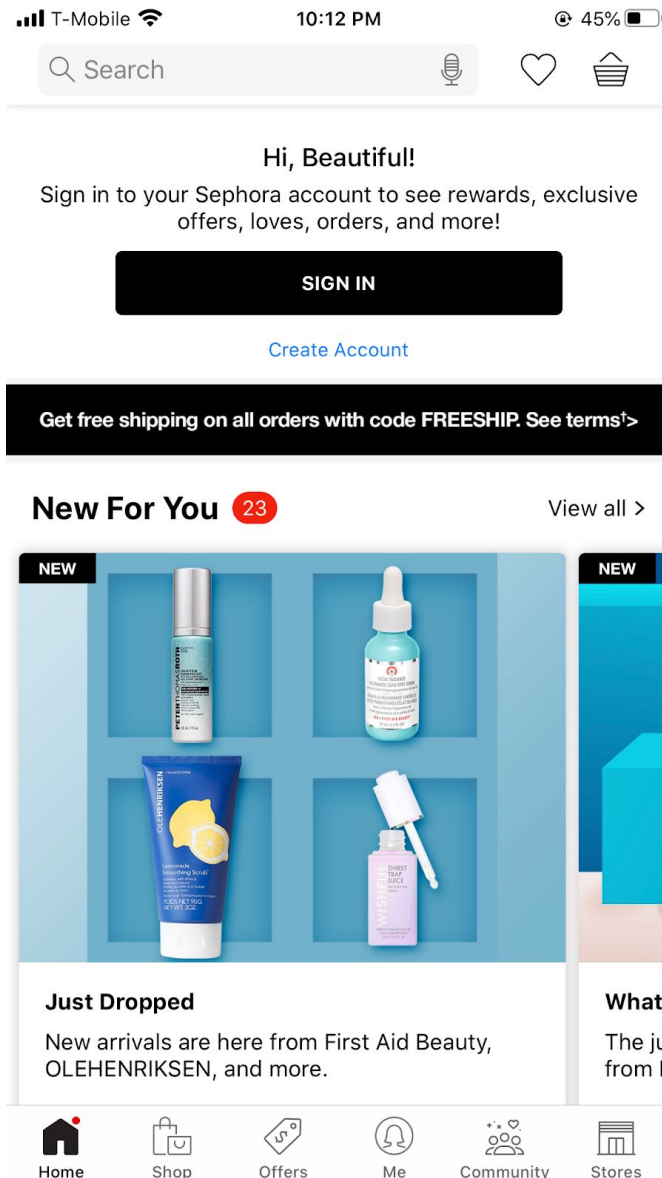
Reverse Navigation: The back arrow at the top left corner could also let the users to go one level upwards, which is also called upward navigation.



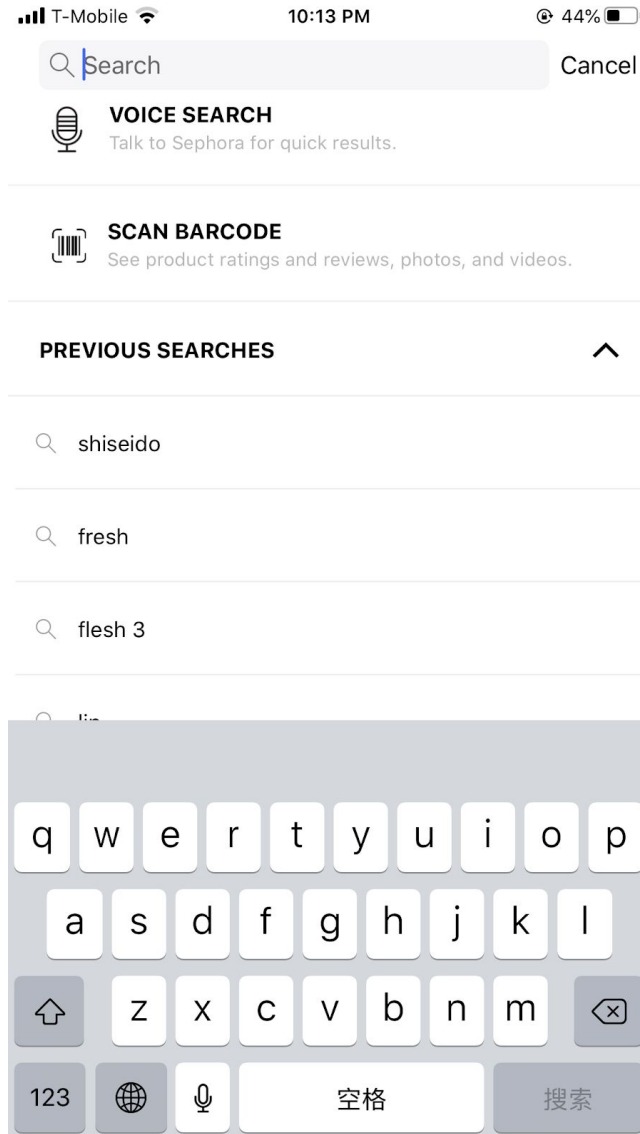
Forward Navigation: This app also provides a search bar, which follows the guideline that the users can directory from one screen to any other in the app.



Reverse Navigation: Once the users are in the product screen, they can tab on the back arrow button at the upper left corner to chronologically go one level upward.



Hierarchical Transitions: For the top-level destinations, the bottom navigation bar provides peer transitions, which occur between screens at the same level of hierarchy.



Search: As the search is also the primary focus of the app, the app includes persistent search. The search text field is presented inside of a search bar. When clicking on the text field, the search experience expands to fill the entire screen. Users can type a query or choose from previous search results. Search results will be displayed below the search bar after the search is submitted. The users can taps the cancel button to release focus from the search box.

Summary:

The navigation design in this e-Commerce mobile app follows the design guidelines by allowing the users to return to their prior screen position, and clearly indicate the child screens' relationship. However, it doesn't really show one of the considerations that if it provides clear messaging about whether a screen's prior state is available. The app provides navigation

transitions to indicate the peer-peer relationship by using movement. Moreover, as search is also the focus of the e-Commerce app, the sephora mobile app provides the persistent search within the app to make the user experience better.