

AGENDA

- Wrapping up Project 3
 - Proj 3 checkin survey
- Discuss Project 4
- Navigation and wayfinding considerations

NAVIGATION & WAYFINDING

- What do these terms mean?

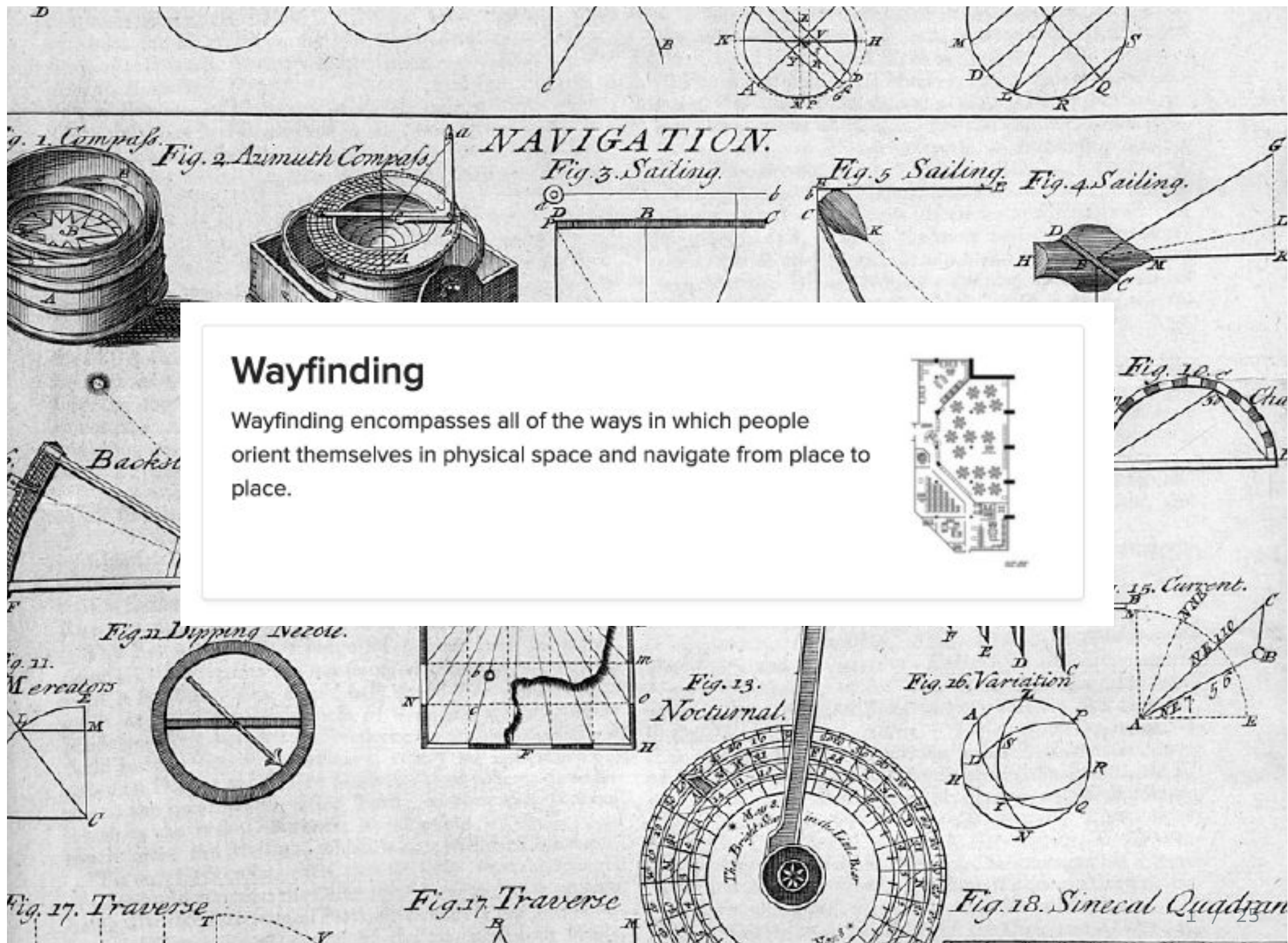


navigation noun

nav·i·ga·tion | \ˌna-və-ˈgā-shən  \

Definition of *navigation*

- 1 : the act or practice of [navigating](#)
- 2 : the science of getting ships, aircraft, or spacecraft from place to place
especially : the method of determining position, course, and distance traveled
- 3 : ship traffic or commerce



Wayfinding

Wayfinding encompasses all of the ways in which people orient themselves in physical space and navigate from place to place.



NAVIGATION VS. WAYFINDING



COMMON GOALS OF NAVIGATION

Where am I?

...in relation to other things?

Where can I go?

LESS-OBVIOUS FUNCTIONS OF NAVIGATION

What's present/possible?

How do I use this site?

How confident am I in the site/its creators?

TYPES OF NAVIGATION

Example: Amazon.com

The screenshot shows the Amazon.com product page for the book "UX Strategy: How to Devise Innovative Digital Products that People Want" by Jaime Levy. The page features a dark blue header with the Amazon logo, a search bar, and navigation links. Below the header, there's a yellow banner for "Shop Happy Holidays". The product title is "UX Strategy: How to Devise Innovative Digital Products that People Want" 1st Edition, by Jaime Levy. The book cover shows a wolf-like animal. The pricing section indicates the Kindle price is \$6.40 - \$19.49 and the Paperback price is \$20.16 - \$25.27. The "Buy new" option is selected, showing a price of \$25.27, which is a 37% discount from the list price of \$39.99. The page also includes a "Look inside" link, a "Wishlist" button, and a "Buy Now" button. The ISBN-13 is 978-1449572866 and the ISBN-10 is 1449572864.

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UX Strategy: How to Devise Innovative Digital Products that People Want 1st Edition

by Jaime Levy (Author)

★★★★★ 255 ratings

Look inside

OREILLY

UX Strategy

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Jaime Levy
Foreword by Jean-Louis Gasson

ISBN-13: 978-1449572866
ISBN-10: 1449572864
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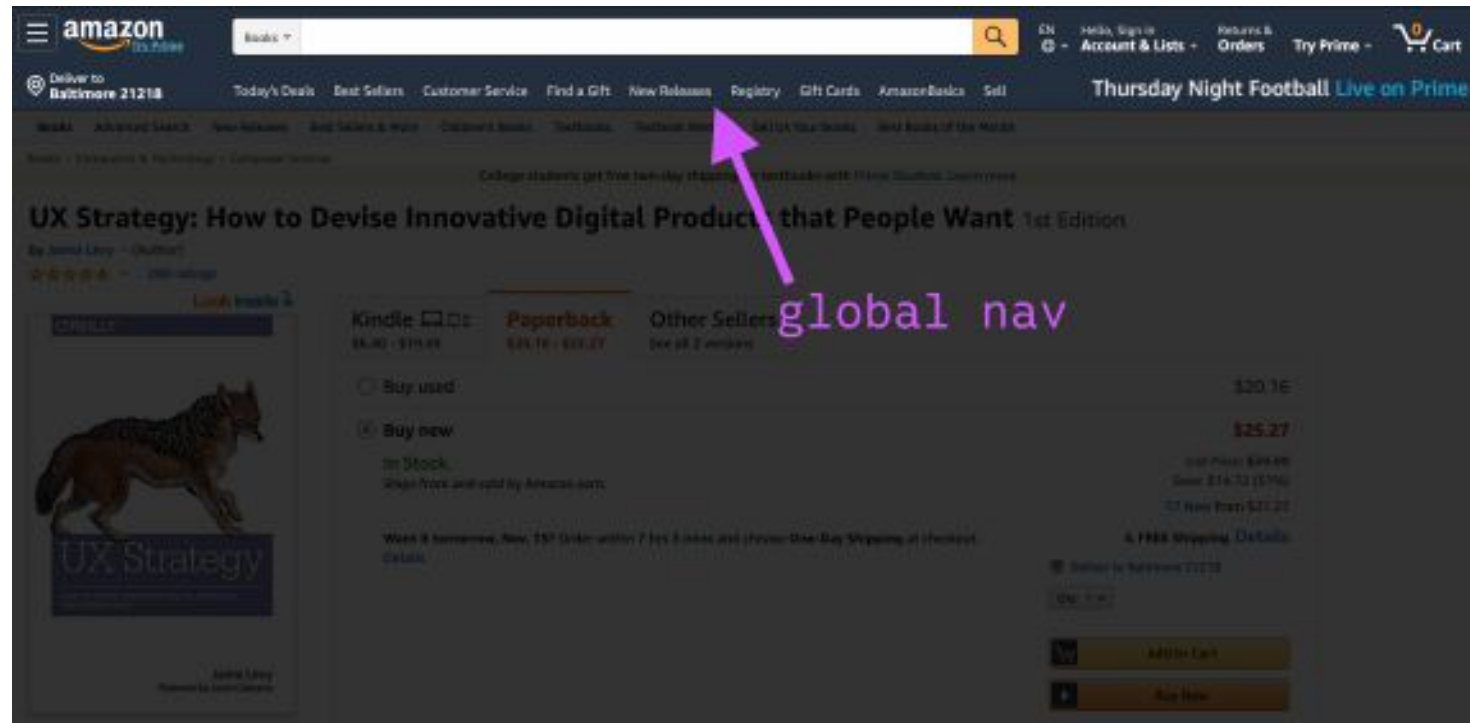
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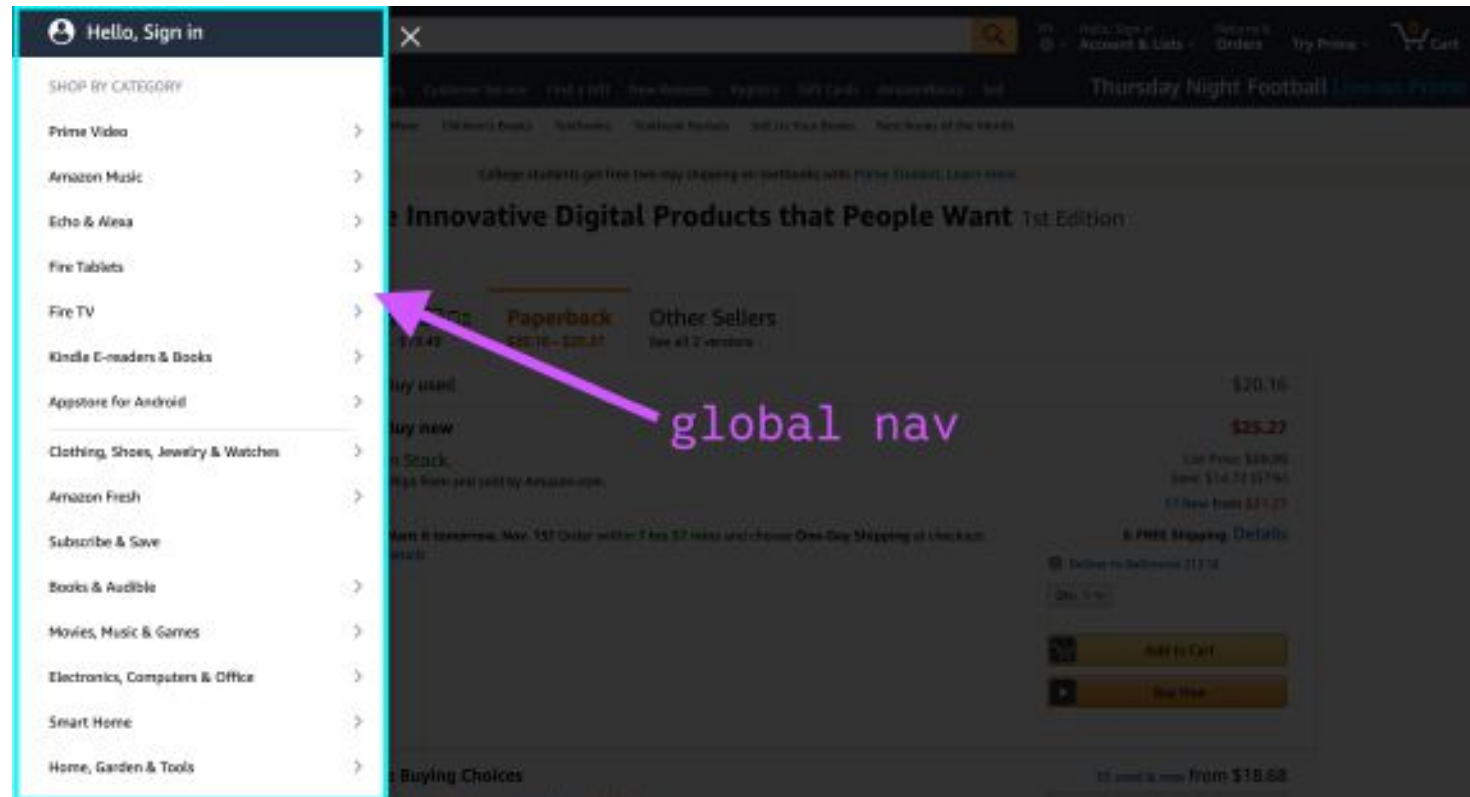
TYPES OF NAVIGATION

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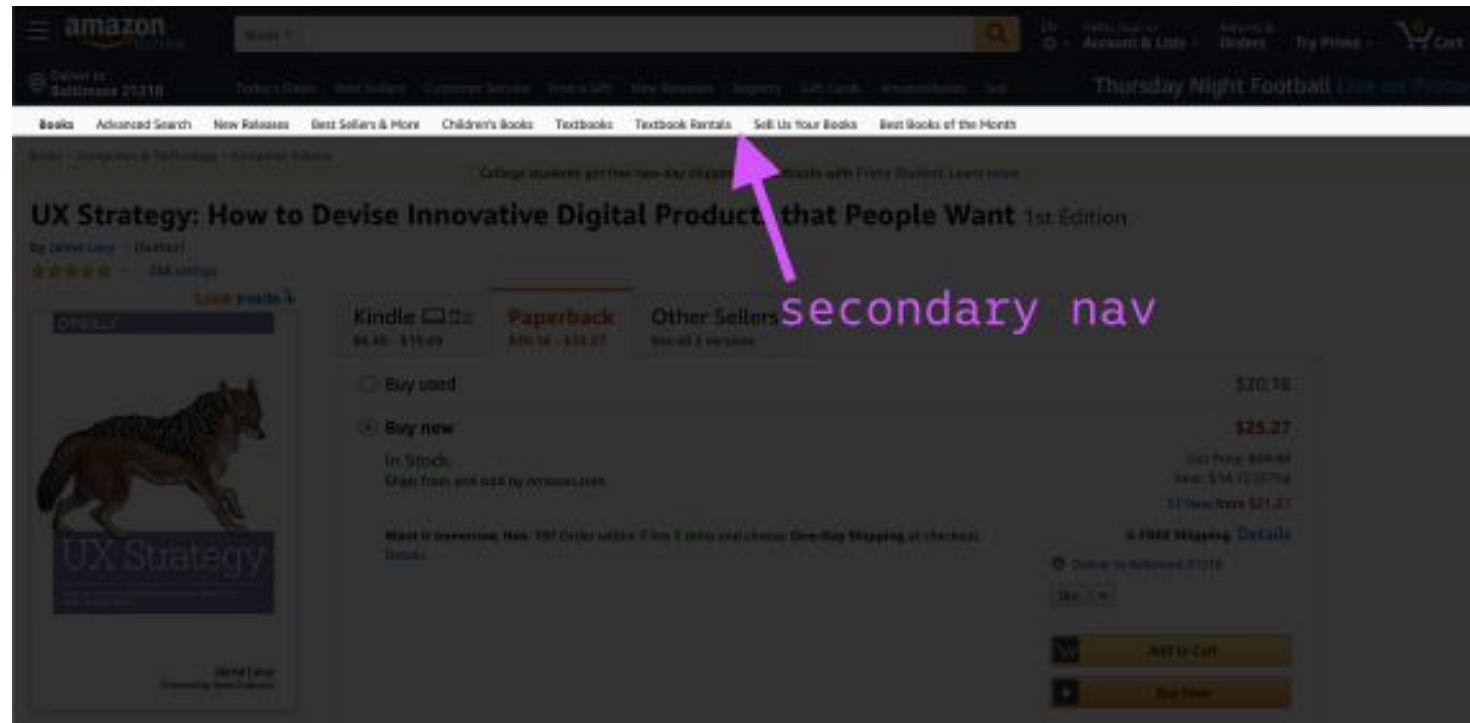
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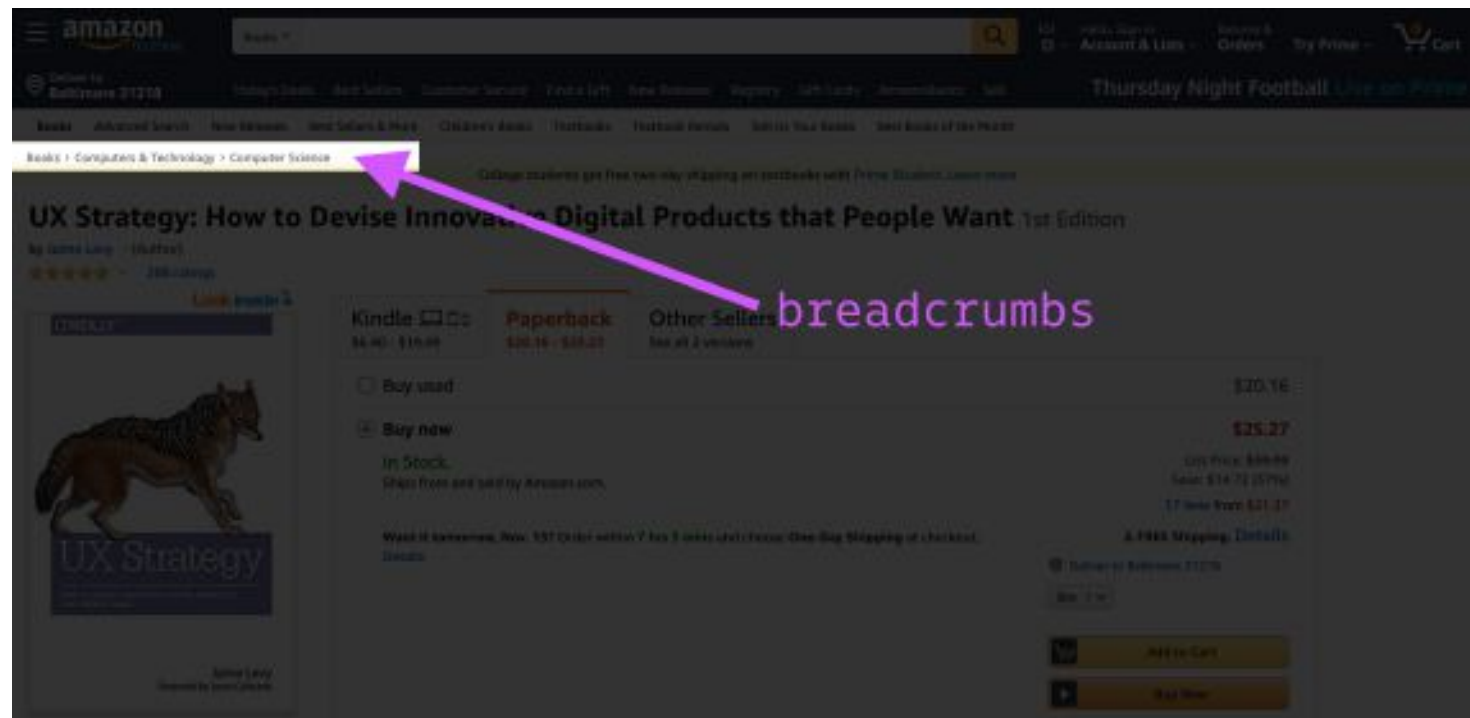
TYPES OF NAVIGATION

Example: Amazon.com



TYPES OF NAVIGATION

Example: Amazon.com



TYPES OF NAVIGATION

Example: GoodReads.com

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Speculative fiction is a fiction genre speculating about worlds that are unlike the real world in various important ways. In these contexts, it generally overlaps one or more of the following: [science fiction](#), [fantasy fiction](#), [horror fiction](#), [supernatural fiction](#), [superhero fiction](#), [utopian](#) and [dystopian](#) fiction, [apocalyptic](#) and [post-apocalyptic](#) fiction, and [alternate history](#). It is often used as an umbrella term for [science fiction](#) and [fantasy](#) considered as a single genre.

The term is used this way in academic and ideological criticism of these genres, as well as by some readers, writers, and editors of these genres.


The term is often attributed to [Robert A. Heinlein](#). Some read [...more](#)

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QUOTES TAGGED "SPECULATIVE FICTION"



"We are all of the same substance, the same life. Though there are many differences"

TYPES OF NAVIGATION

Example: GoodReads.com

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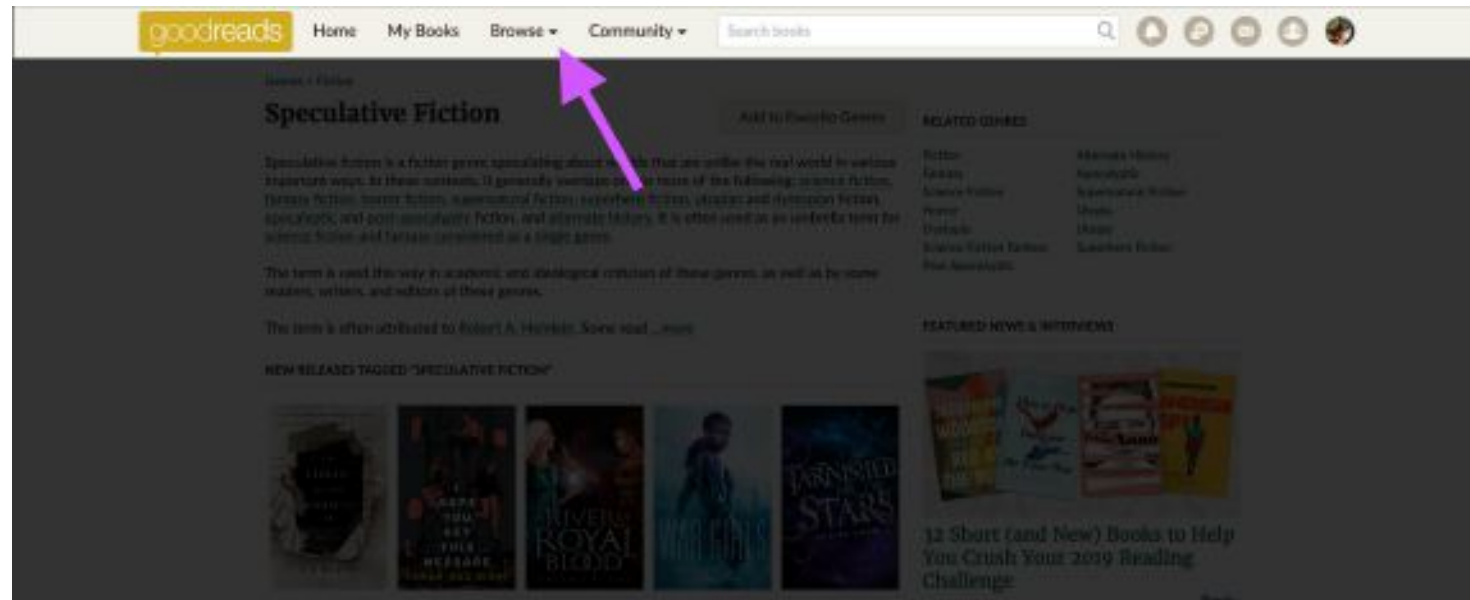
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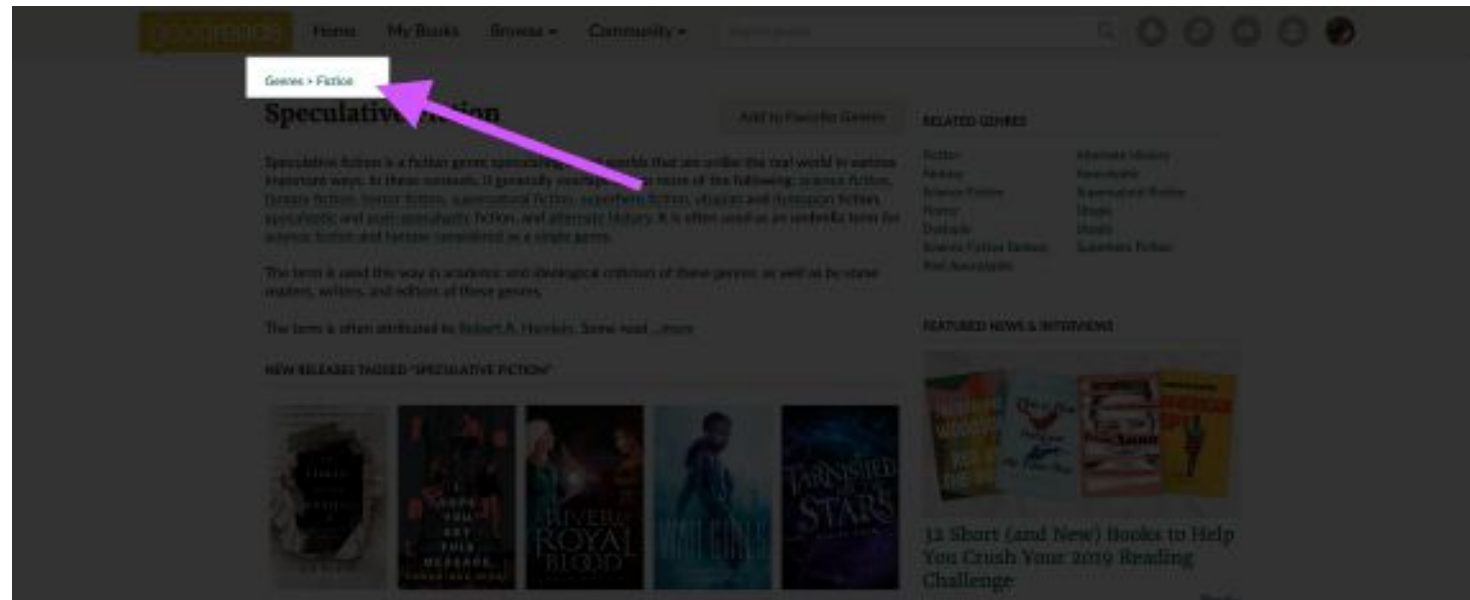
TYPES OF NAVIGATION

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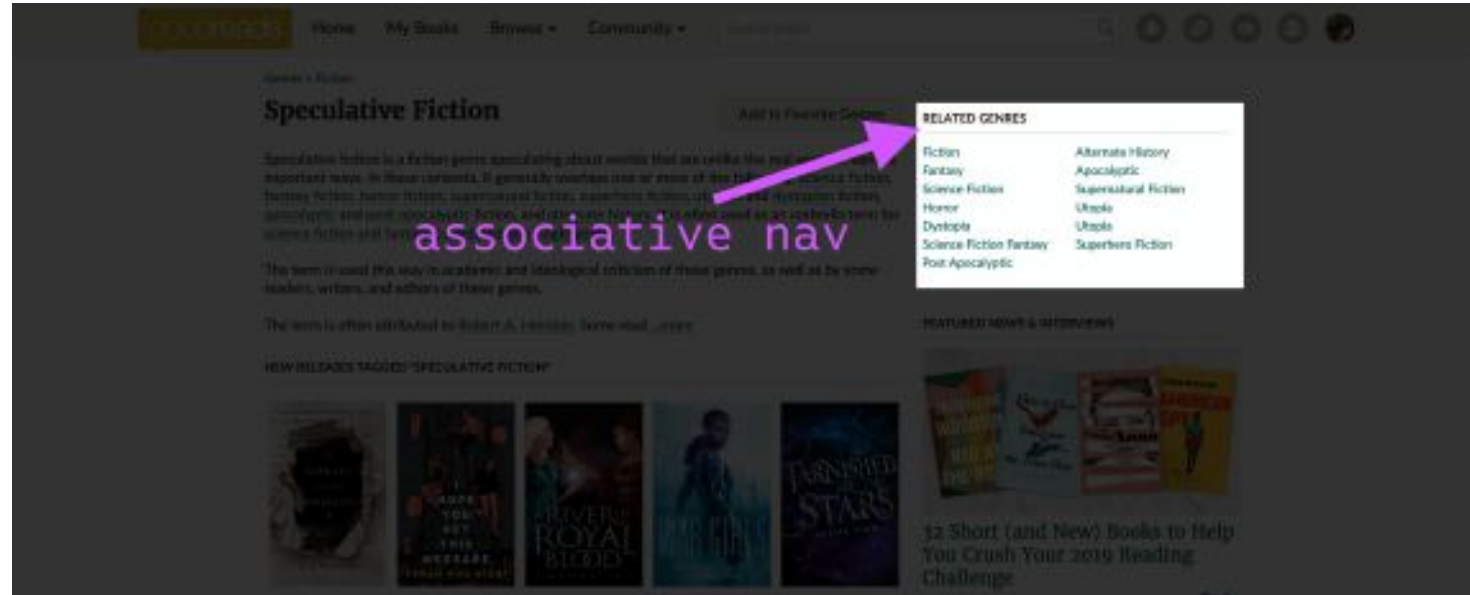
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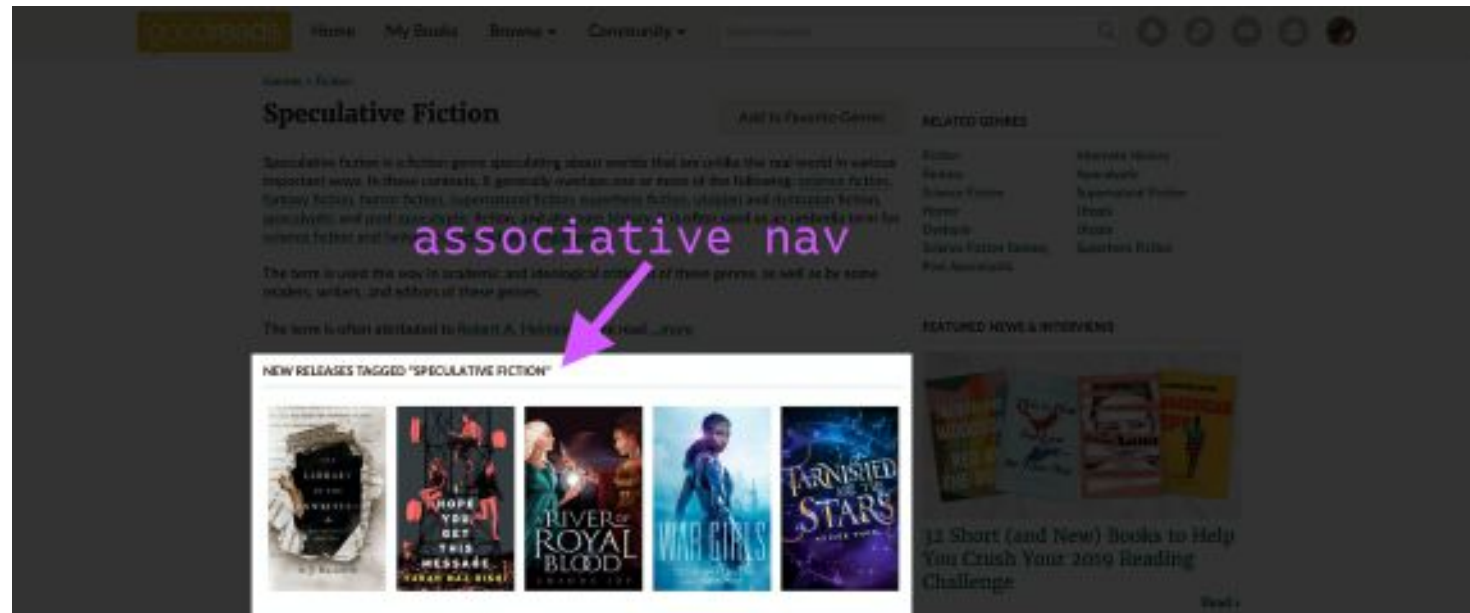
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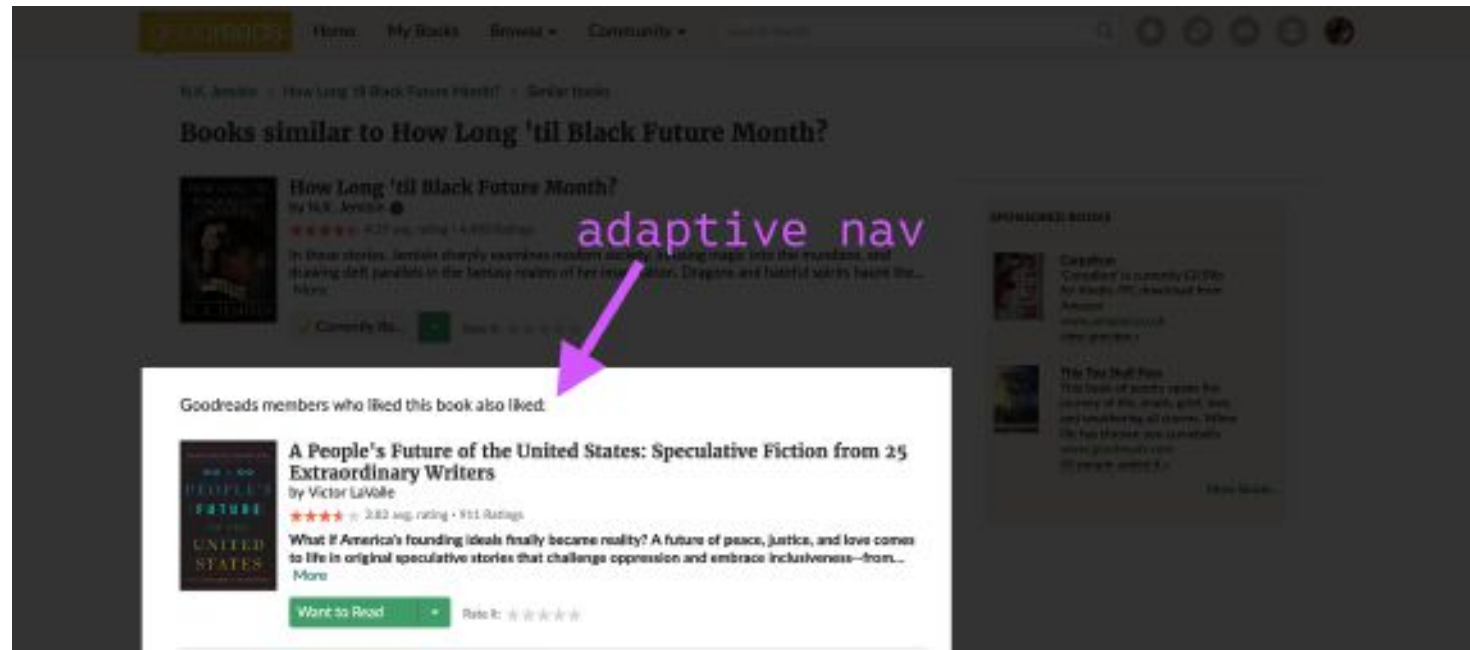
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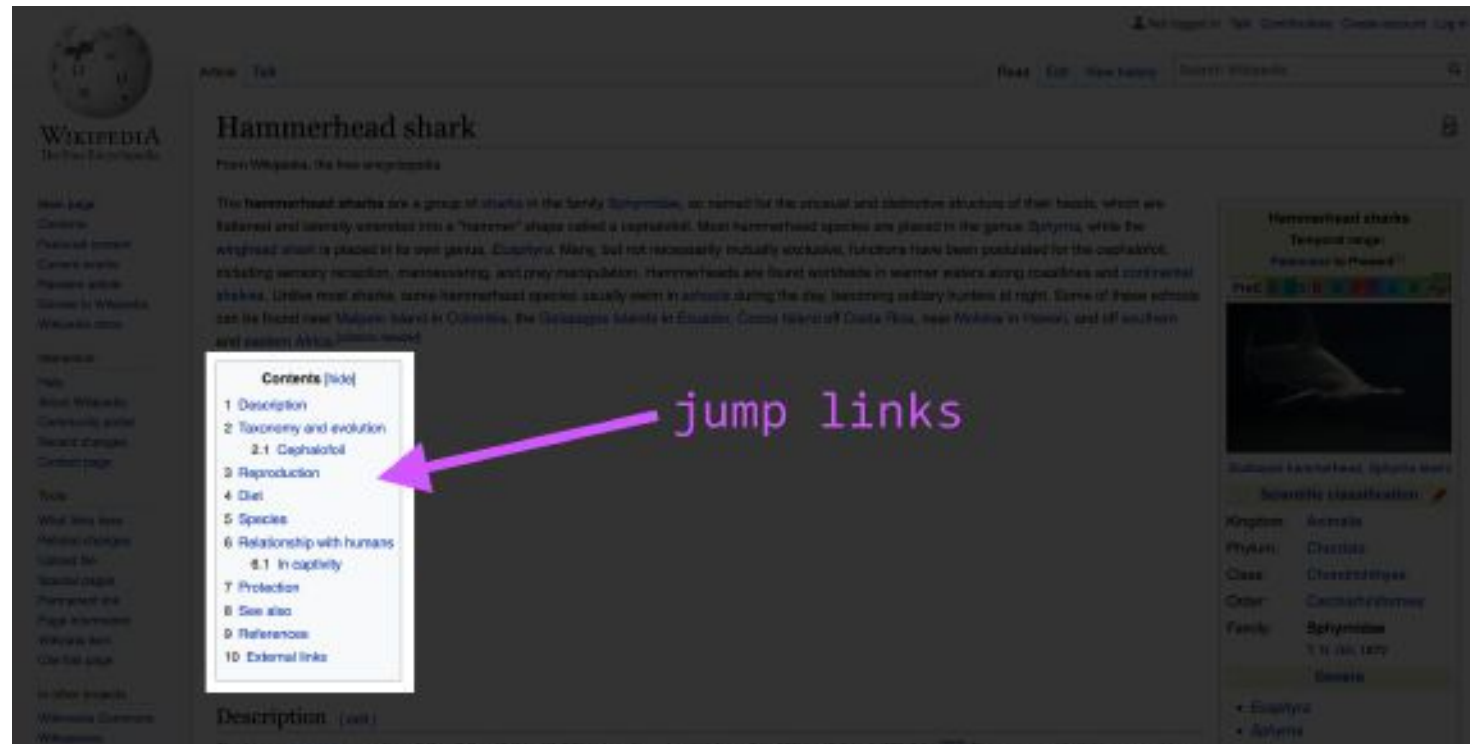
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TYPES OF NAVIGATION

1. Global
2. Secondary
 - Breadcrumbs
3. Associative
4. Adaptive

Secondary: Jump Links

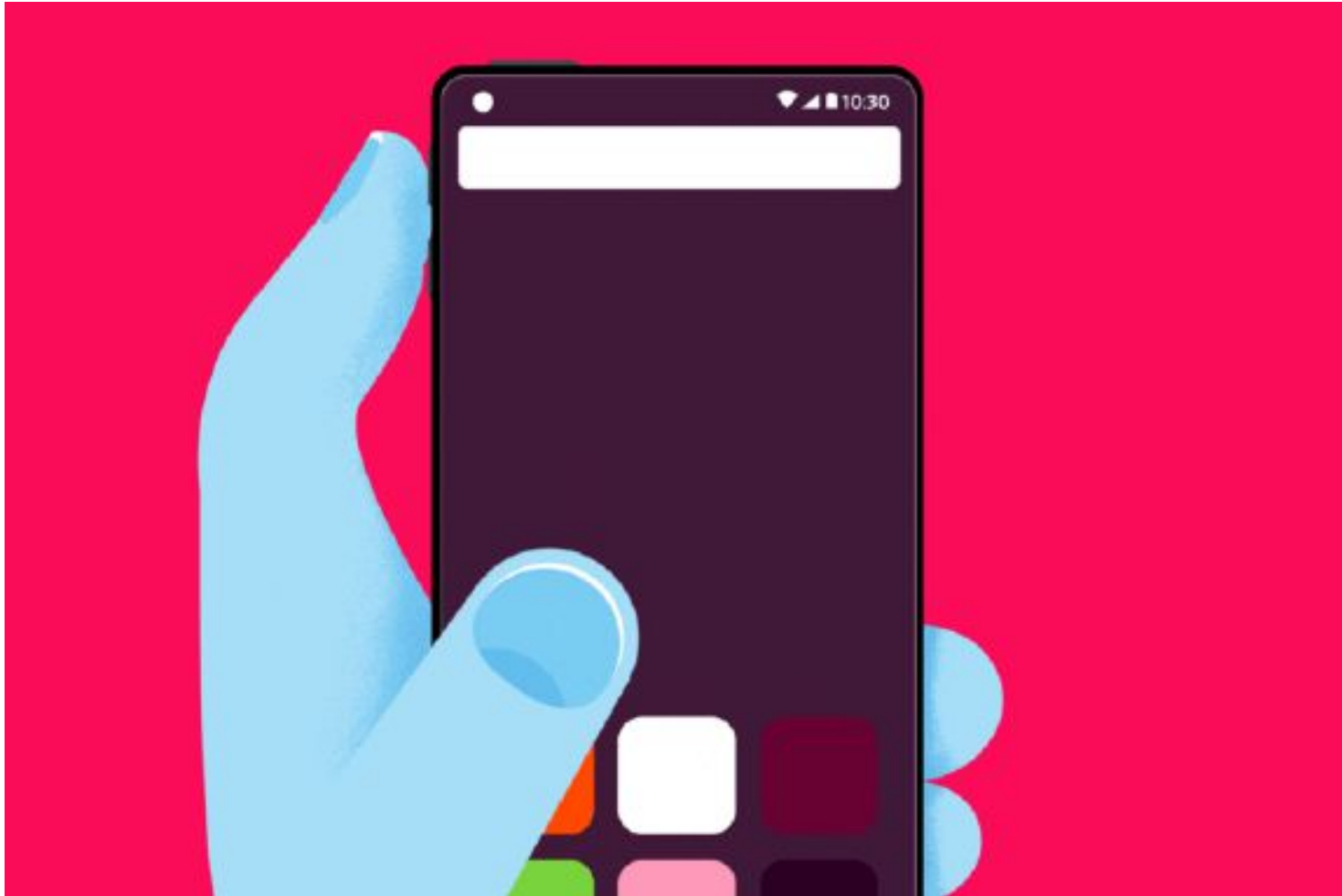


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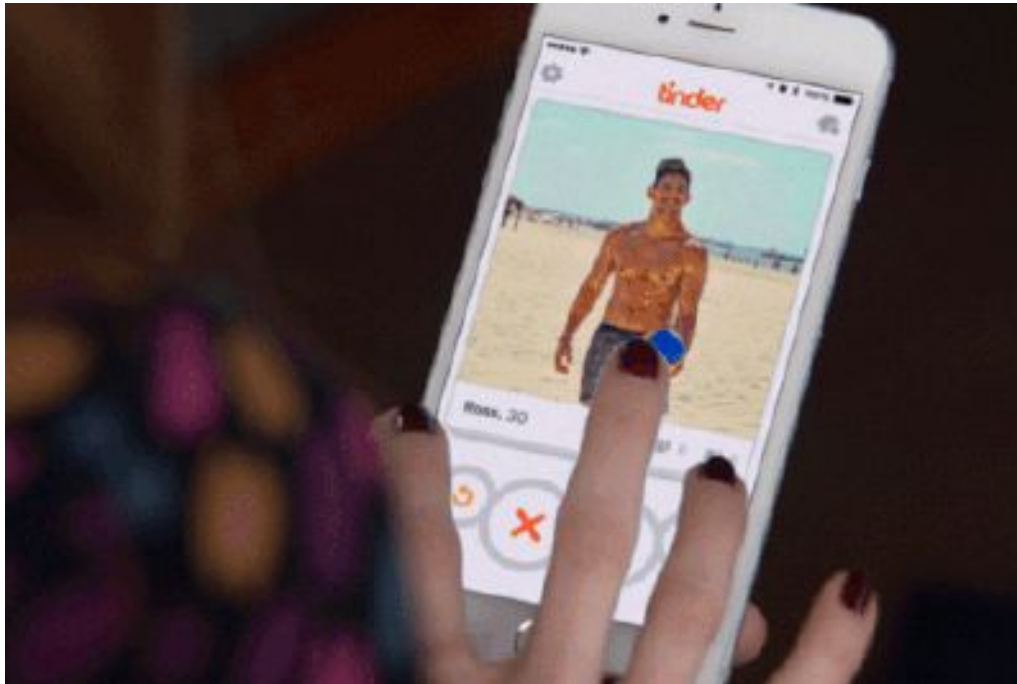
MOBILE NAVIGATION

Gestures



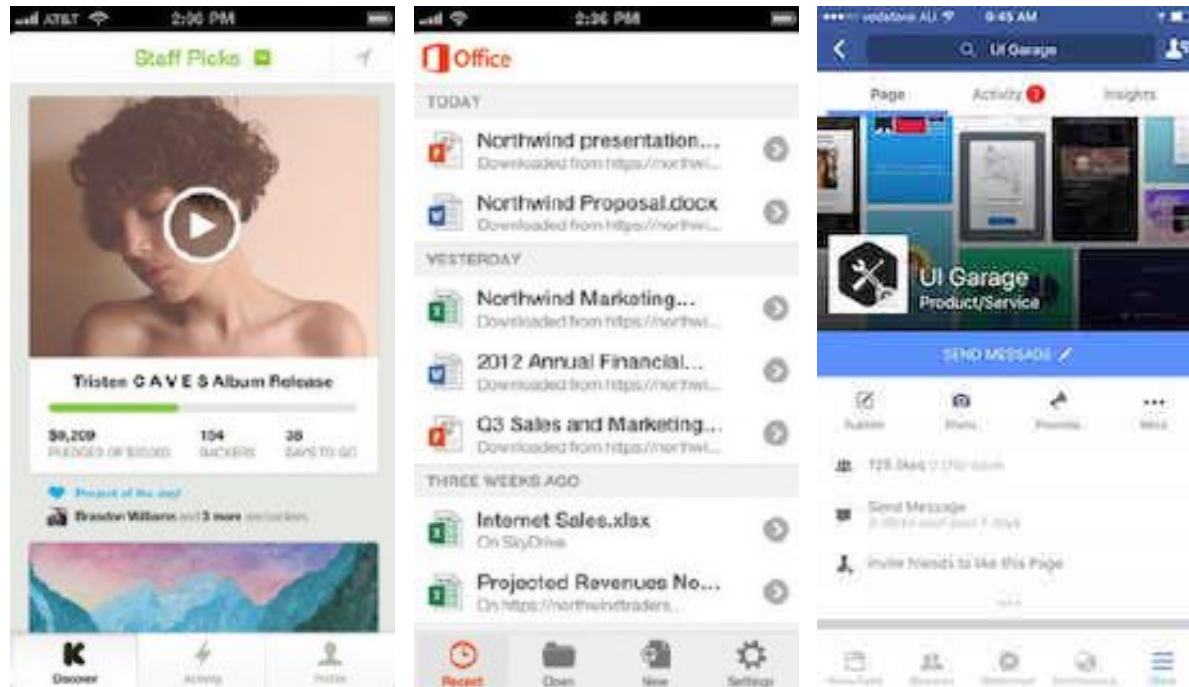
MOBILE NAVIGATION

Gestures



MOBILE NAVIGATION

Tab bar



ICONS CAN BE AMBIGUOUS



ICONS CAN BE AMBIGUOUS



Opt to do icons + text

ICONS CAN BE AMBIGUOUS



WAYFINDING

Two types of users

- LINK-DOMINANT
- SEARCH-DOMINANT

Q&A

QUICK NAVIGATION TEST

1. ID this site
2. What page am I on?
3. What are the major sections of this site?
4. What are my options at this level?
5. Where am I in the scheme of things?
6. How can I search?