

·How to design
decent site navigation

About me

- travelling
- usability
- Google fan
- inline skater

ToC

- Definitions
- Ideas on navigation design
 - Golden rules that don't work
 - Why drupal.org is sometimes horrible
- Examples of good/bad navigation
- Drupal modules to improve navigation

Definitions

Information needs

- Known-item seeking
- Exhaustive search
- Exploratory seeking
- Refinding

Information need

- Known item seeking
 - "Where's the Token module?"
 - The right thing

Information need

- Exhaustive search
 - "Let's learn Drupal APIs"
 - Everything

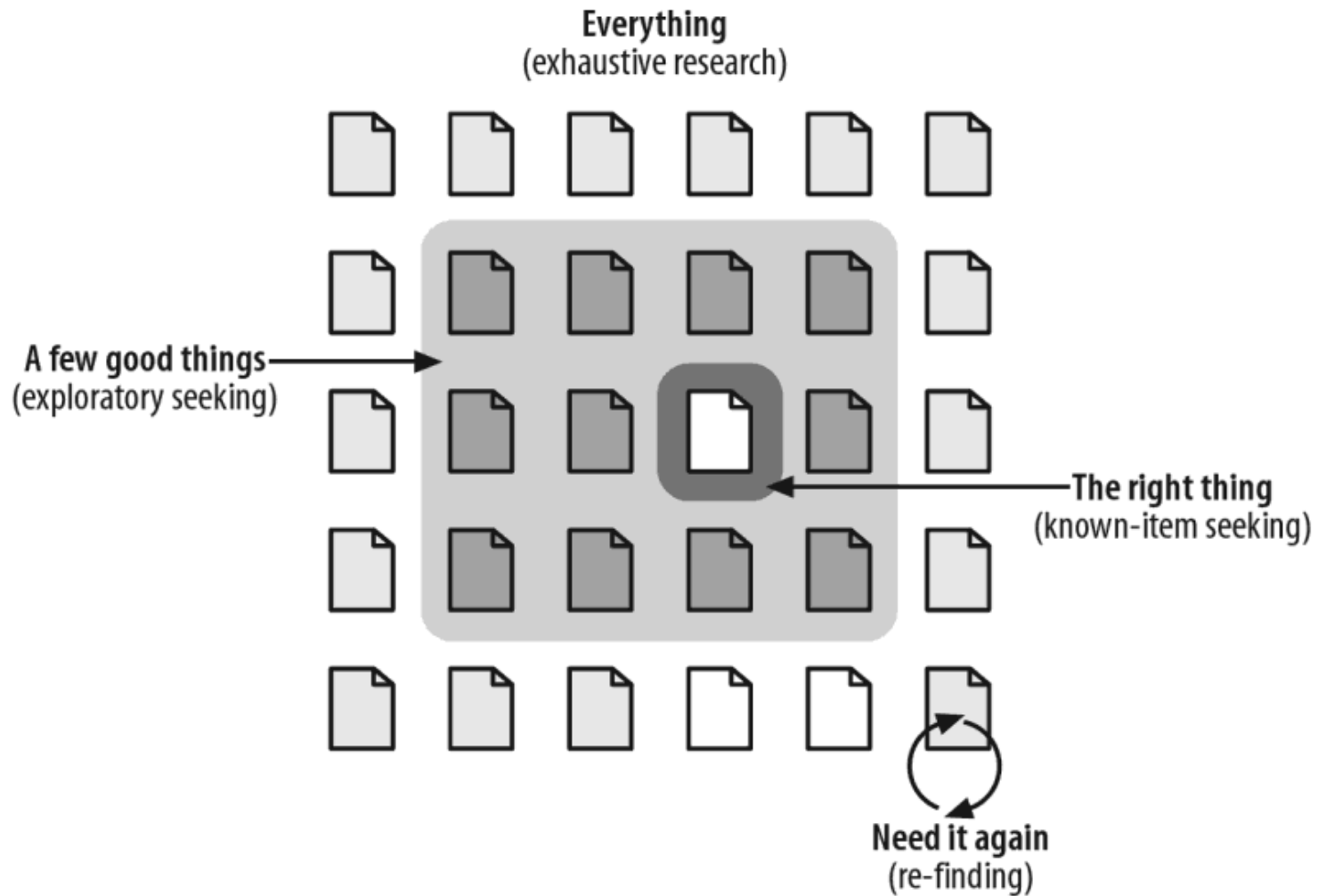
Information need

- Exploratory seeking
 - "What modules are there for Google+?"
 - A few good things

Information need

- Refinding
 - Where's the Rules tutorial that I saw yesterday?"
 - Need it again

Information needs



Information needs

Exhaustive search
Exploratory seeking

→ **Clicking** (exploring)

Known-item seeking
Refinding

→ **Typing** (searching)

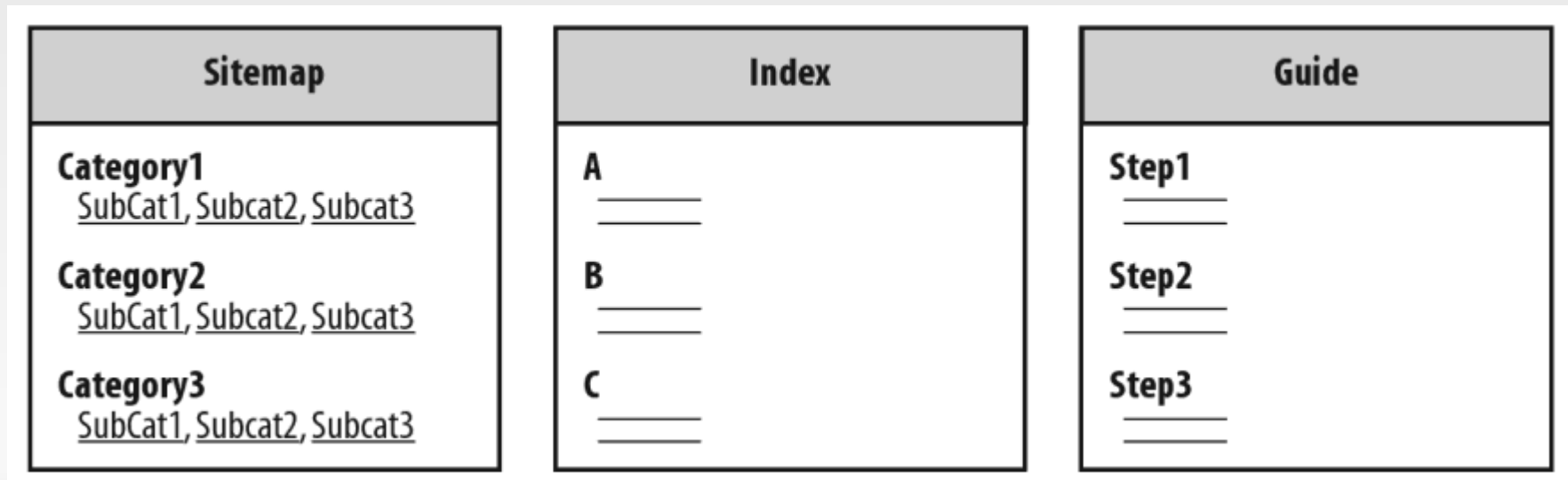
Navigation systems

- Embedded
 - Global
 - Local
 - Contextual



Navigation systems

- Supplemental
 - Site maps
 - Indices
 - Guides



Ideas on navigation design

Navigation for searching

- Do You need it at all?
 - 100 Pages Rule
 - Exception 1: e-shop
 - Exception 2: news site
 - Google
 - Ignore the search
 - or use Google Custom Search
 - Common sense

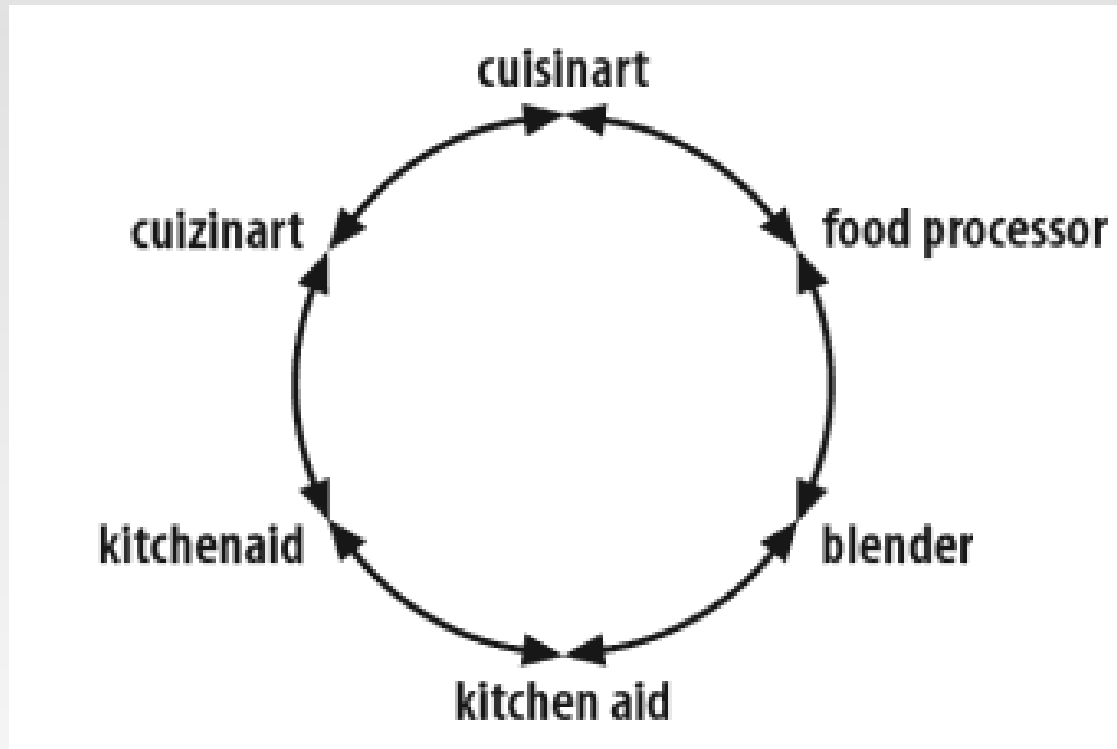
Navigation for searching

- All or nothing
 - Keep it accurate and up-to-date
 - Time and means to optimise
 - Algorithms
 - Infrastructure
 - Know-how
 - Better alternatives

Navigation for searching

- All or nothing – tech perspective
 - Spell checking
 - Stemming tools (inflection!)
 - Thesauri – semantic relations
 - Synonyms / antonyms
 - Hyperonym / hyponym
 - Meronym / holonym
 - Natural language

Navigation for searching



"Information Architecture for the World Wide Web" - Rosenfeld, Morville (O'Reilly)

Navigation for searching

- The box
 - Big enough (padding)
 - Autosuggestions if it makes sense

Navigation for exploring

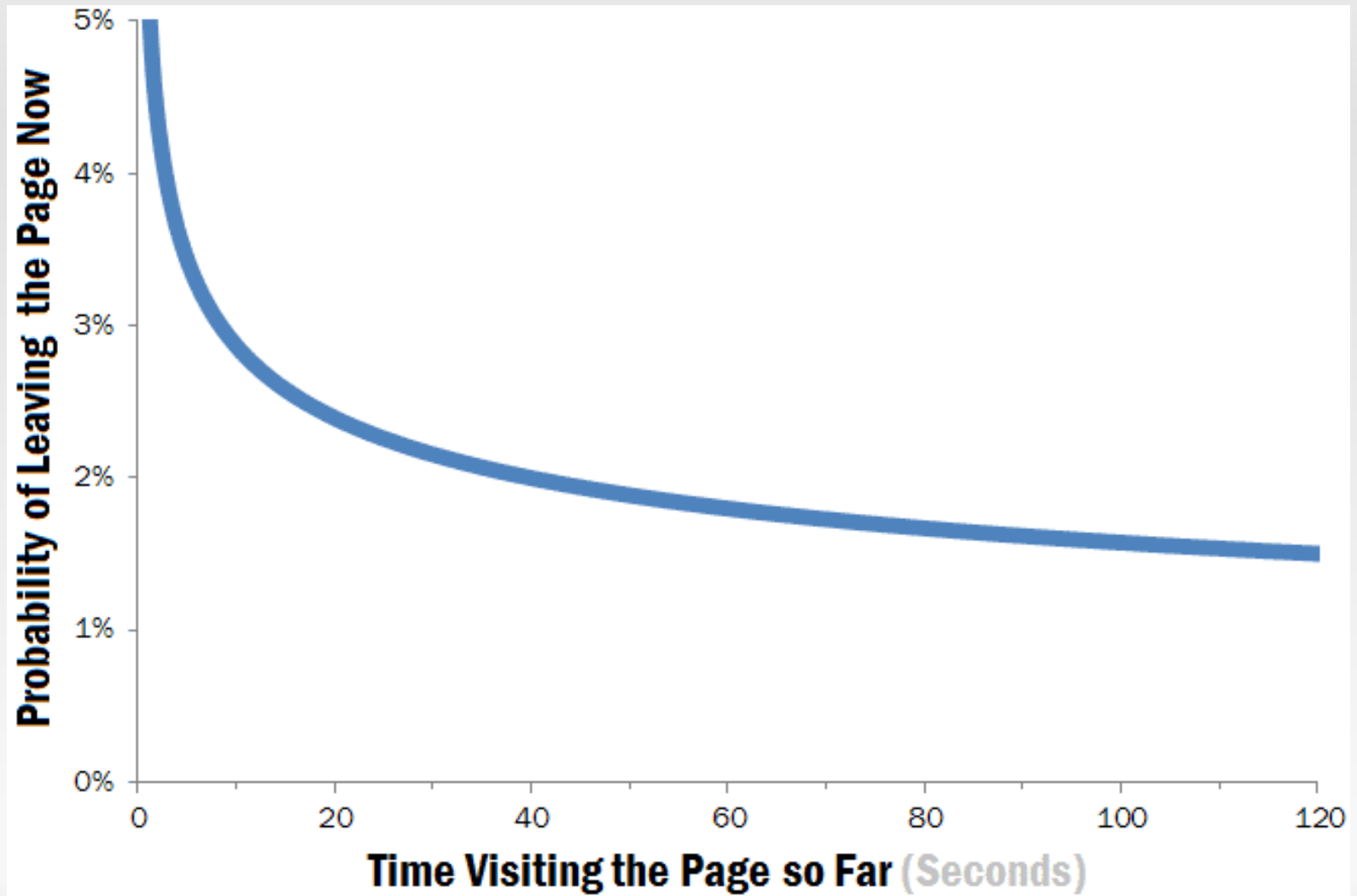
- 3 Clicks Rule
- Easy to choose the right item (ultimate goal)

Navigation for exploring

People

- Are lazy
- Take shortcuts
- Don't care about your hard work
- < 10 seconds on a website

Navigation for exploring



<http://www.useit.com/alertbox/page-abandonment-time.html>

Navigation for exploring

- 3 Questions Rule
 - Where am I?
 - Where can I go?
 - Where have I been?

Navigation for exploring

- 3 most common use cases
 - Keep them in mind

Navigation for exploring

- Half of the half
 - 5-9 Items Rule
 - Keep only the essential!
 - Less to read/process
 - More understandable

Navigation for exploring

- Keep the names short
 - Consider the context
 - Don't be too polite
 - Don't be too smart
 - Avoid certain word repetitions

Navigation for exploring

- Contextual navigation
 - Guess the next action
 - Don't throw all the metadata at people

Navigation for exploring

- Ultimately
 - "How can I display subsubsubmenu?"
 - Don't throw all the metadata at people
 - **Explain all the navigation in 3 sentences**

Examples

Examples

- <http://drupal.org>
 - main menu
 - <http://drupal.org/project/modules>
 - bad descriptions
 - lots of information, lacking some important (popularity, Drupal versions)

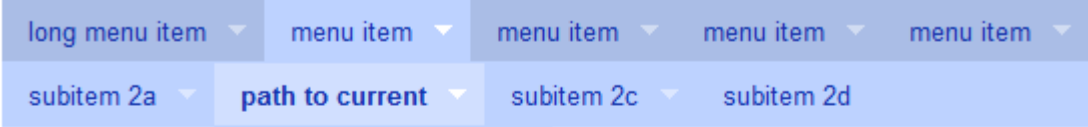
Examples

- <http://wordpress.org>
 - http://codex.wordpress.org/Main_Page
 - good navigation

Modules

Modules

- Superfish
- Nice Menus
- Megamenu



The screenshot shows a horizontal navigation bar with five items: "long menu item", "menu item", "menu item", "menu item", and "menu item". The second "menu item" is expanded into a vertical sub-menu containing four items: "subitem 2a", "path to current", "subitem 2c", and "subitem 2d". The "path to current" item is highlighted in blue, indicating the current page.

Notice that if you click on the "path to current" item, the sub-menu degrades very nicely – as do all the other examples.

The code:

To create a horizontal menu with a second tier and optional vertical third tier, simply include the parent ul along with the following classes (space-separated, eg. class="sf-menu sf-navbar"),

A nice option to add is to store the relevant sub-menu when the user is not editing, adding to the relevant `` elements to indicate the path to the current page. I often have the server

Modules

- Context

Conditions

Trigger the activation of this context

<Add a condition> ▼

- <Add a condition>
- Context
- Language**
- Menu
- Node type
- Taxonomy
- Path
- Sitewide context
- Taxonomy term
- User role
- User page
- Views

s context is ac

Reactions

Actions to take when this context is active

<Add a reaction> ▼

- <Add a reaction>
- Blocks
- Breadcrumb**
- Debug
- Menu
- Theme Page
- Theme HTML

Modules

- Views :-)

PAGER

Use pager: [Display all items](#) | [All items](#)

More link: [Yes](#)

SUMMARY

**Good menu
leaves no doubts
what to click**

Thanks for Your time

**Let's discuss
or go away**