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·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”
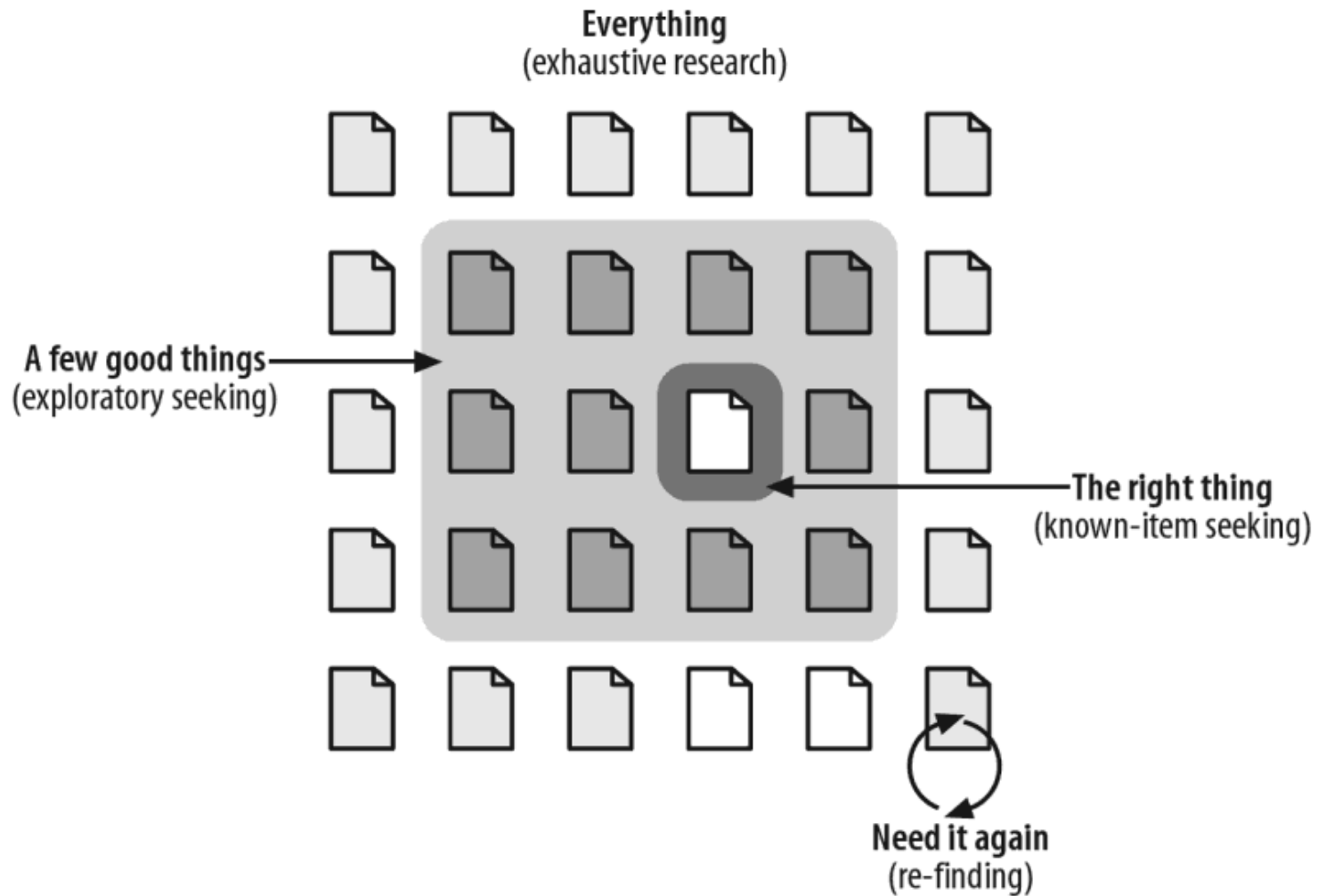 - Everything

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

Information needs

Exhaustive search
Exploratory seeking

→ **Clicking** (exploring)
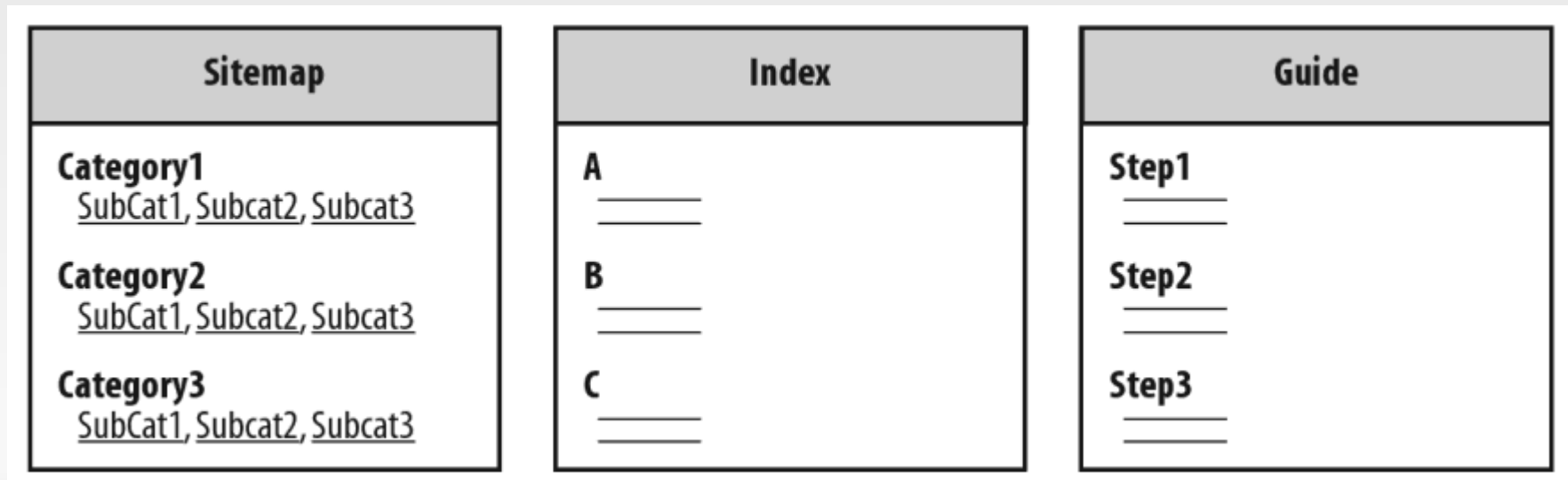
Known-item seeking
Refinding

→ **Typing** (searching)

Navigation systems

- Embedded
  - Global
  - Local
  - Contextual

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

Navigation systems

- Supplemental
  - Site maps
  - Indices
  - Guides

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

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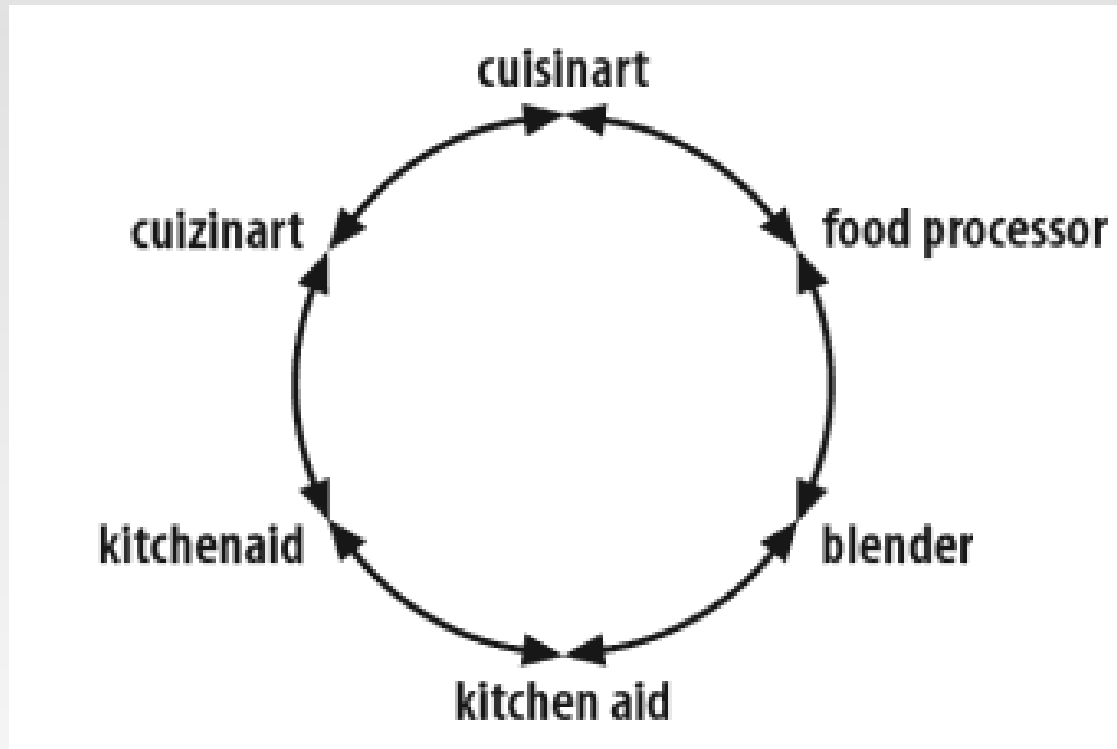
"Information Architecture for the World Wide Web" - Rosenfeld, Morville (O'Reilly)

Navigation for searching

- The box

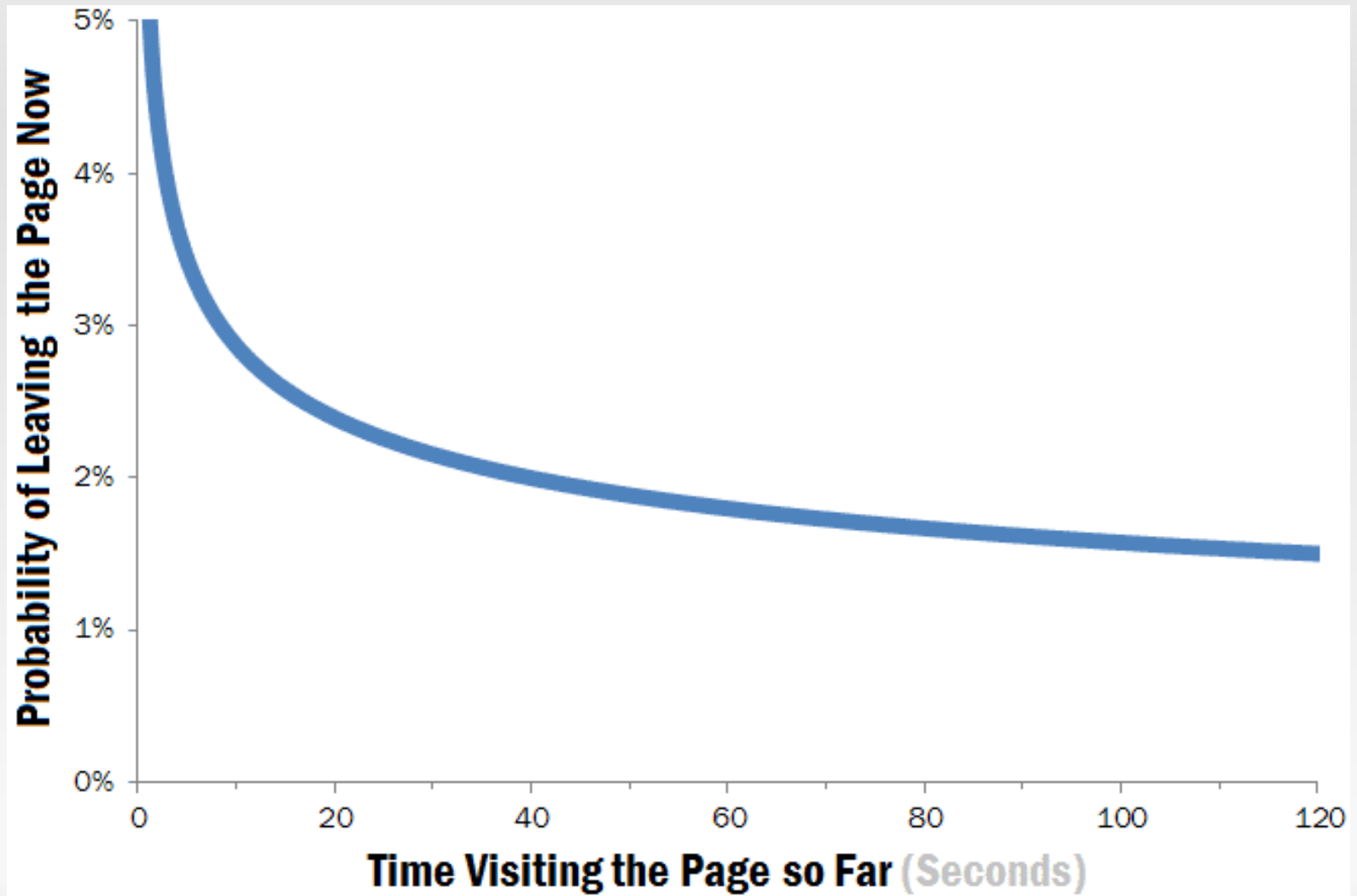 - Big enough (padding)

  - 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

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)
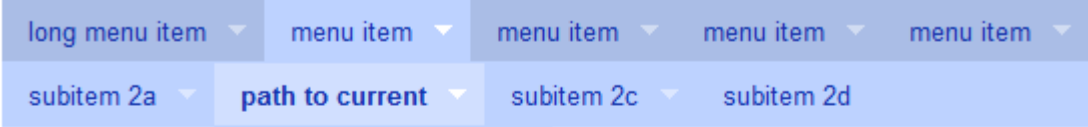
Examples

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

Modules

Modules

- Superfish
- Nice Menus
- Megamenu

Modules

- Context

Modules

- Views :-)

SUMMARY

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

Thanks for Your time

**Let's discuss
or go away**