Slide 1

The storyboard looks good but I'm not sure about the navigation.

We are going to use a metaphor that will make the website entertaining and simplify its navigation.

Slide 2

Navigation Levels
Global .. Local .. ad-hoc
(primary …. Secondary)

Global
ad-hoc
local
ad-hoc
Global

Slide 3

The stain detective website uses the metaphor of a house to facilitate users' search for a particular stain type.

1. Click the most likely location where your stain occurred.

2. Select a stain and click go.

http://www.tide.com/staindetective/selectStain.jhtml#

Slide 4

NAVIGATION LEVELS

LOCAL
Within this web site's section

GLOBAL
Between web site sections

AD-HOC
Link to another web site

BREADCRUMBS
Where you are in this web site

Structure

Develop a user-centered structure for

For your site to be successful, you will need to organize information in a way that makes sense to your users. People different types of information and how to accomplish particular tasks. They may expect to search alphabetically (as whe to groups of similar items (as in a grocery store), or in a sequence of steps to fulfilling certain tasks.

Recruit some representative users to help organize the information content of your site in a way that seems most logic method we have used:

- Create cards of topics your site will cover
- Ask representative users to sort the cards into logical groups
- Analyze the groups that your users create and determine the optimal organization structure for your site

For more a detailed description of Card Sort Testing, and a tool to help you analyze card sort data, check out EZ Sort i

In your user analysis, you may have done a task analysis--analyzing how people accomplish the tasks that your web s analysis to organize the steps within the tasks according to user preferences.

Instructional Design

Metaphor Navigation

Newer (third generation) sites use a navigational method that is based on *metaphor*. A third generation site not only has an overall theme for the site, but the organization of the information and the navigational scheme is based on a metaphor of the theme

"A strong metaphor can guide a visitor and glue a site together....Metaphors pull in visitors, making them feel at home while giving them features to explore." (*Creating Killer Web Sites:* Hayden Books, 1996: p. 35).

Web sites using metaphors often don't have home pages with links. Instead, they use "splash" pages as the entrance to the site. Splash pages are designed to load fast and create visions of the metaphors being used, thus engaging the imagination and emotions of the visitors to enter the sites and explore the worlds of fantasy presented there. In effect, the splash pages introduce stories, and we all love stories!

Stephanie's Office

http://www.stephanieburns.com/office/menu/office3.asp

Web Site Metaphors

http://www.stephanieburns.com/office.html

Navigation Metaphors

http://www.tafefrontiers.com.au/static/OnlyConnect/default.html

"This online lesson is very much a voyage of discovery and is why we have chosen a map metaphor to assist you on your journey."

Web Site Navigation
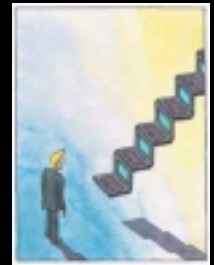
Your navigation system is the backbone of your information structure. Navigation should be defined by your information structure.

The maximum clicks principle: "No matter where a visitor is on the site, it won't take more than 3 clicks to get specific details about any product or service.
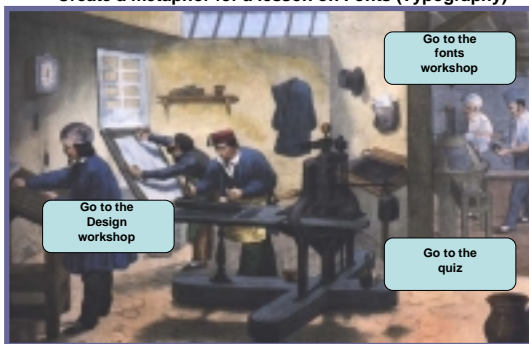

By providing your own consistent and predictable set of navigation buttons you also help give the user a sense of your site's organization, and makes the logic and order of your site visually explicit.

Recommended web sites:

Create a metaphor for a lesson on Fonts (Typography)

Go to the fonts workshop

Go to the Design workshop

Go to the quiz

HOME   FONTS   DESIGN   QUIZ

Use the image facility in Google to find an image on which to base your metaphor.