

Web Design

Best Practices, Part 2: Navigation

Two Key Ideas



Layout



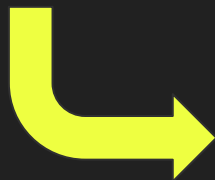
Navigation



Navigation

The way a user moves from one page to another.

A well designed website that has good navigation will **allow the user can find what they are looking for.**



- Searching for Information
- Buying a new pair of shoes
- Trying to find the best meme
- etc.

What are the 3 basic **User Actions** on the web?

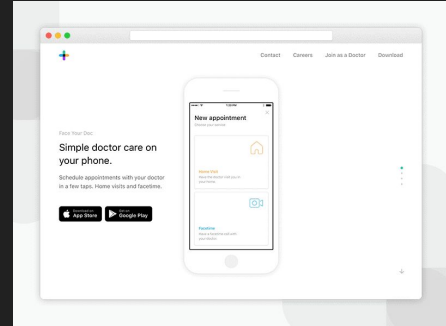
Clicking (now also tapping)



Purpose?

- To select an item
- To go to a new location
- To press a button

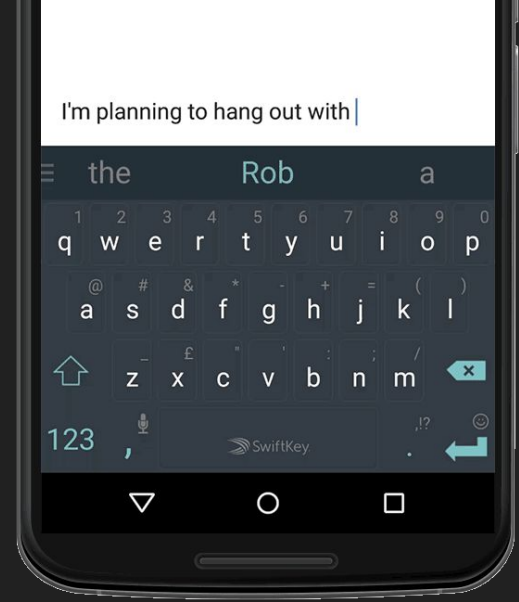
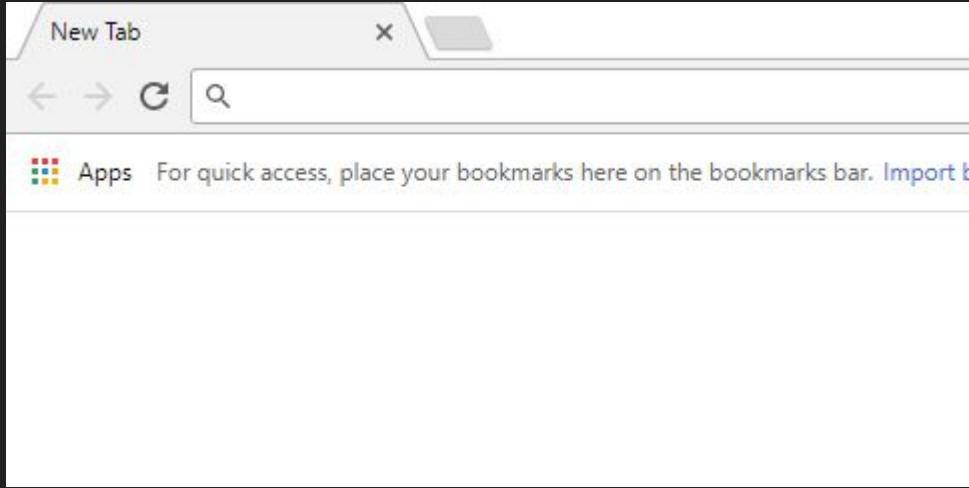
Scrolling (now also swiping up/down)



Purpose?

- To see more info when it doesn't all fit into one screen.
- Sometimes also to zoom in / out

Another “key” interaction on the web?



Typing using a keyboard (either physical or virtual) is essential for telling your browser where you want to go and for communicating information on the web.



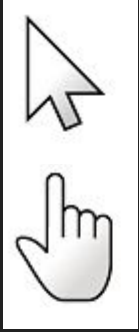
But how does
the user know
what to click on?

Humans have actually learned a lot of special symbols and cues that tell us how we can interact and how to navigate.

But how does the user know *what* to click on?

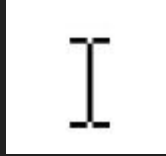
Underline and different color tells us that this link is something we can click on!

Specifically for clicking, the **mouse cursor** switches between many icons that tell us information about what you are about to click (mouse over).



Point

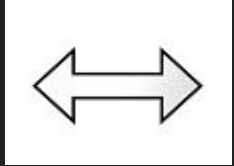
Select
(used for hyperlinks)



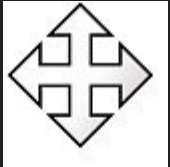
Select / Edit Text



Zoom in / out



Stretch



Grab / Move

Unfortunately, this doesn't work as well anymore because we don't have a mouse on touch devices.

Iconography: Know Your Icons



Search

Indicates a search field where you can search for something.



Settings

Click to show settings



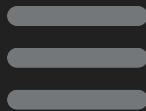
“Like”

Click to indicate you like an image or post.



Home

Click to navigate back to the homepage of a website.



Hamburger

Click to reveal a hidden menu. (Has a few different names but they all do the same thing)

Iconography: Know Your Icons



Edit

Resembles a pencil. Allows you to edit a post.



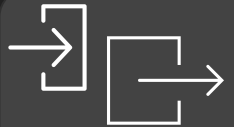
Attach

Resembles a paper clip. Allows you to add an attachment (file, photo)



User / Profile

A silhouette. Allows you to view your profile



Log In / Out

Arrow entering or exiting through a doorway.
Log in or log out of a website





































































Hyperlink

Like a link in a chain. Allows you to embed a link or to follow a link (depending on the context)

view a full list of web icons

<https://blog.spinweb.net/50-web-and-technology-icons-explained-infographic>

50+ COMMON WEB & TECHNOLOGY ICONS AND WHAT THEY MEAN

 MOBILE MENU	 GO BACK	 NEWS	 LIKE
 SAVE	 ALERT / ERROR	 USER / PROFILE	 FACEBOOK
 DOWNLOAD	 POWER	 ERASE	 TWITTER
 PRINT	 MOBILE	 REFRESH	 PINTEREST
 EMAIL	 WIFI	 LOADING	 INSTAGRAM
 VOLUME	 BLUETOOTH	 INFORMATION	 LINKEDIN
 MUTE	 HYPERLINK	 UPLOAD	 YOUTUBE
 SETTINGS	 CLOSE/DELETE	 CALENDAR	 MOVE
 SHOPPING CART	 DELETE	 SITEMAP	 TOOLS / SETUP
 SHARE	 MAP/LOCATION	 RSS FEED	 LOGIN
 USB	 SECURITY/PASS	 ATTACH	 LOGOUT
 ADD FOLDER	 FILE MANAGER	 PHONE/CONTACT	 PAUSE
 ZOOM OUT	 WEBPAGES	 EMAIL ADDRESS	 CLOUD
 ZOOM IN	 FORM	 RATE	 IMAGE
 SEARCH	 DOCUMENT	 COLLAPSE / SUBTR.	 PIN
 PLAY	 EDIT	 EXPAND / ADD	 Aa FONTS
 ENTER	 HELP / FAQ	 MICROPHONE	 PDF

Web Company Icons: Interacting and Sharing

Some companies have very distinct icons related to sharing on social media.

Because they allow people to communicate in new ways they have become *more* than just company logos.



Common Navigation Trends

- **Search bar** at the top
- **Use of icons** to reduce need for text
- More information available when you scroll down. Keep scrolling to find out more
- **Use of links** to jump to different parts of the site or sometimes to jump up or down to a different part of a page (anchors)
- **Navigation Bar** or Column somewhere very visible on the page
- Hyperlinks in paragraphs and hyperlinks in images to allow the user to find out more about things they click on.

Meeting #5

In this meeting, the goal is to share the HTML pages each person in the team created last week.

Part 1

- A. **Share** each layout (show the team your work and explain).
- B. **Get feedback** (positive and negative).
- C. Include photos / screenshots as well as links to the Repl.it projects
- D. Make a list of the layout ideas you all like
- E. **Be specific** with which idea was from which person or if one idea was shared by multiple people.

Part 2

- A. Create a Multiplayer Repl.it project and start building your homepage and other group pages. Remember that the minimum requirements:
 - a. **The Homepage**
 - b. The Product Page
 - c. The About Us Page - which should link to individual pages.
- A. Describe the key features of this layout plan in the meeting minutes.
- B. Describe what navigation techniques you will use.

**Some of this process
may be completed
outside of class.**



How do you *implement*
good navigation in HTML?

We will discuss later this week!

[View Next Presentation If You Want
to look ahead. \(how to implement\)](#)