

Designing for Ease of Navigation



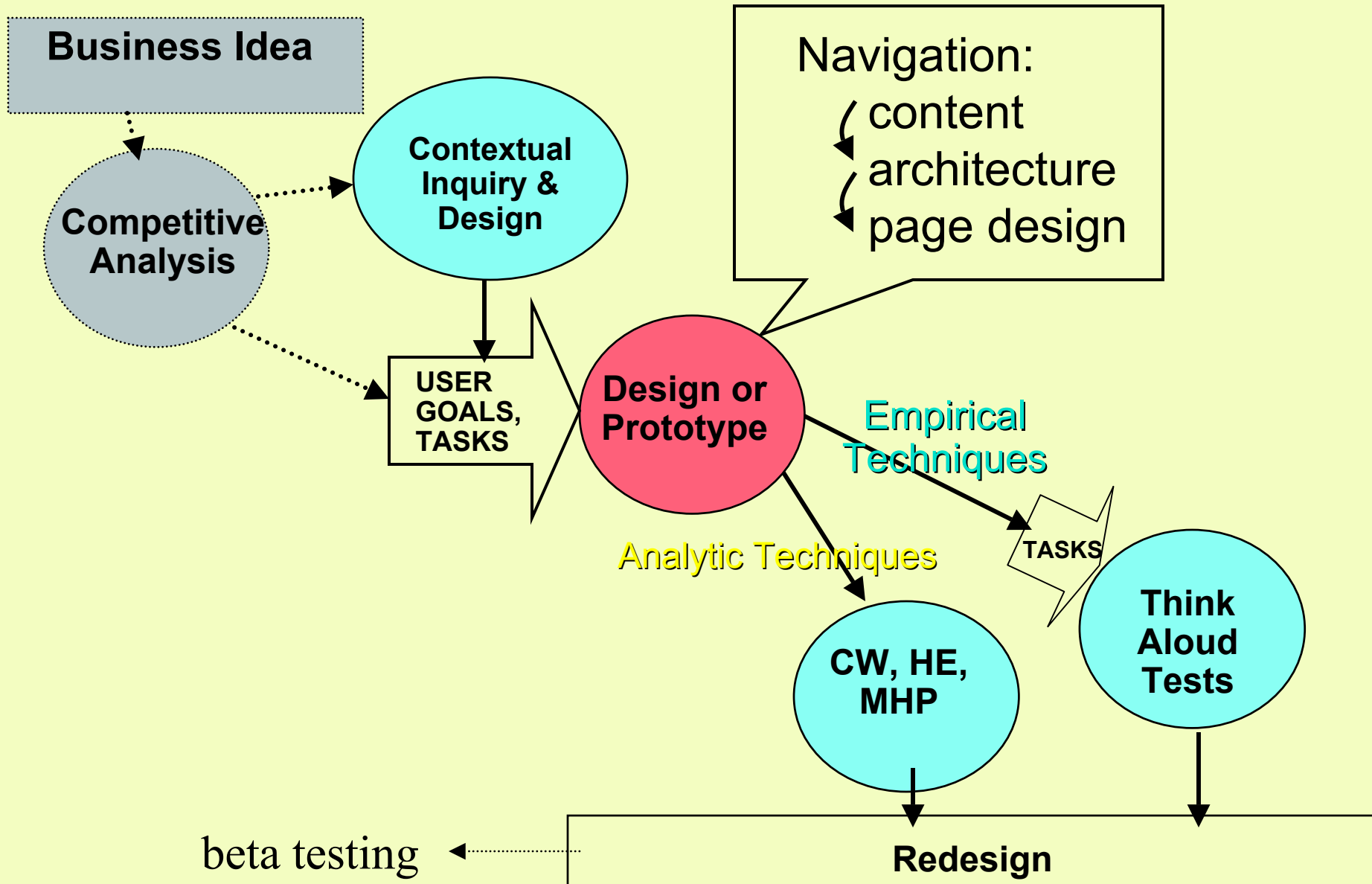
Sara Kiesler
Nov. 2002

Navigation

- Definition: Directing one's course; finding one's way to a goal.
- An old topic in information retrieval, made especially important by the advent of the Web and ecommerce.



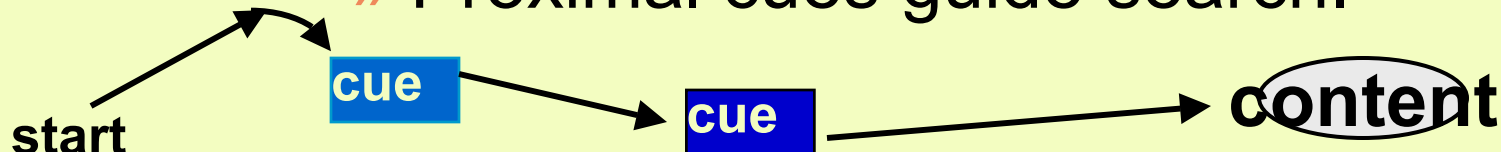
Navigation in the Design Process



Key Concept: Information Scent



- Theory from Xerox Parc
 - » Stu Card & Peter Pirolli
 - » Arose from development of hyperbolic tree browser; modelling user search
- Major assumptions.
 - » Users are “foraging”
 - » Goal is information (content)
 - » Proximal cues guide search.



Example - Looking for a job (1999-2001 site design)



click on "cue"
-category link

Link leads to another cue-
another “category link”

PG
ONLINE
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[Announcements](#)

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[Business Opps](#)

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[Place an Ad](#)

Classifieds

On Air
TV and Radio



Employment Connection



Search Employment

Category

All Categories

Date

All Dates

Type of Search

Exact Match

Keyword(s)

Search



The Pittsburgh Post-Gazette™ and JobOptions™ Employment Connection is a best-of-class forum for job seekers in the Pittsburgh area to easily access quality employers, locally and across the U. S., with a few simple clicks of the mouse. Important, too, the Employment Connection

2002

post-gazette.com Classifieds

- Classifieds
- Announcements
- Business Opps
- Business Svcs.
- Cars
- Celebrations
- Consumer Rates
- Farm & Lawn
- Garage Sales
- Great Outdoors
- Hobbies
- Jobs
- Legal Notices
- Legal Services
- Merchandise
- Mortgage Rates
- Obituaries
- Personals
- Pets
- Place an Ad
- Real Estate-Com.

Home > Classifieds

New! Place classifieds online—selected categories now available.

Click on a category name to see a list of its subcategories.

Announcements	Business Opportunities
Business Services	Cars
Celebrations	Consumer Loan Rates
Farm & Lawn	Garage Sales
Great Outdoors	Hobbies
Jobs	Legal Notices
Legal Services	Merchandise
Mortgage Rates	Obituaries
Personals	Pets
Real Estate Commercial	Real Estate Rentals
Real Estate Sales	Travel Getaways

“Jobs” link leads to named categories

post-gazette.com Classifieds

- Classifieds
- Announcements
- Business Opps
- Business Svcs.
- Cars
- Celebrations
- Consumer Rates
- Farm & Lawn
- Garage Sales
- Great Outdoors
- Hobbies
- Jobs
- Legal Notices
- Legal Services
- Merchandise
- Mortgage Rates
- Obituaries
- Personals
- Pets
- Place an Ad
- Real Estate-Com.
- Real Estate Rental
- Real Estate Sales
- Travel Getaways

Home > Classifieds > Jobs

Jobs

Search by category

☐ Search all categories

- | | |
|--|---|
| <input type="checkbox"/> Accounting/Finance | <input type="checkbox"/> Automotive Careers |
| <input type="checkbox"/> Career Training | <input type="checkbox"/> Computer Professionals |
| <input type="checkbox"/> Employment Agencies | <input type="checkbox"/> Employment Consultants |
| <input type="checkbox"/> Employment Information Services | <input type="checkbox"/> Employment Services |
| <input type="checkbox"/> Employment Wanted-Domestic | <input type="checkbox"/> Employment Wanted-Professional |
| <input type="checkbox"/> Engineering/Technical | <input type="checkbox"/> General Help Wanted |
| <input type="checkbox"/> Health Care | <input type="checkbox"/> Management Consultants |
| <input type="checkbox"/> Professional | <input type="checkbox"/> Professional Outplacement |
| <input type="checkbox"/> Resume Service | <input type="checkbox"/> Sales-Marketing |
| <input type="checkbox"/> Seasonal Jobs | <input type="checkbox"/> Temp Services |

Date: All Dates

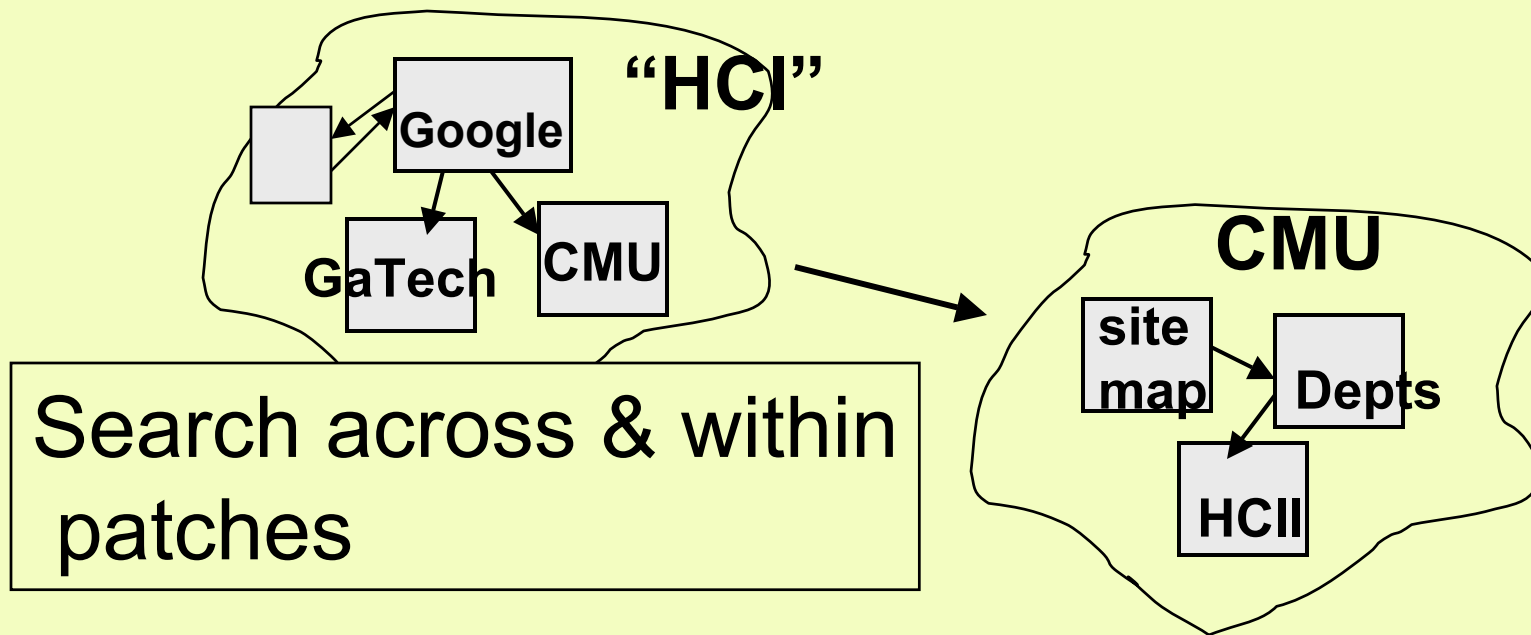
Type of Search: Exact Match

Keyword(s)

[Click here](#) for contact information, including how to place classified ads.

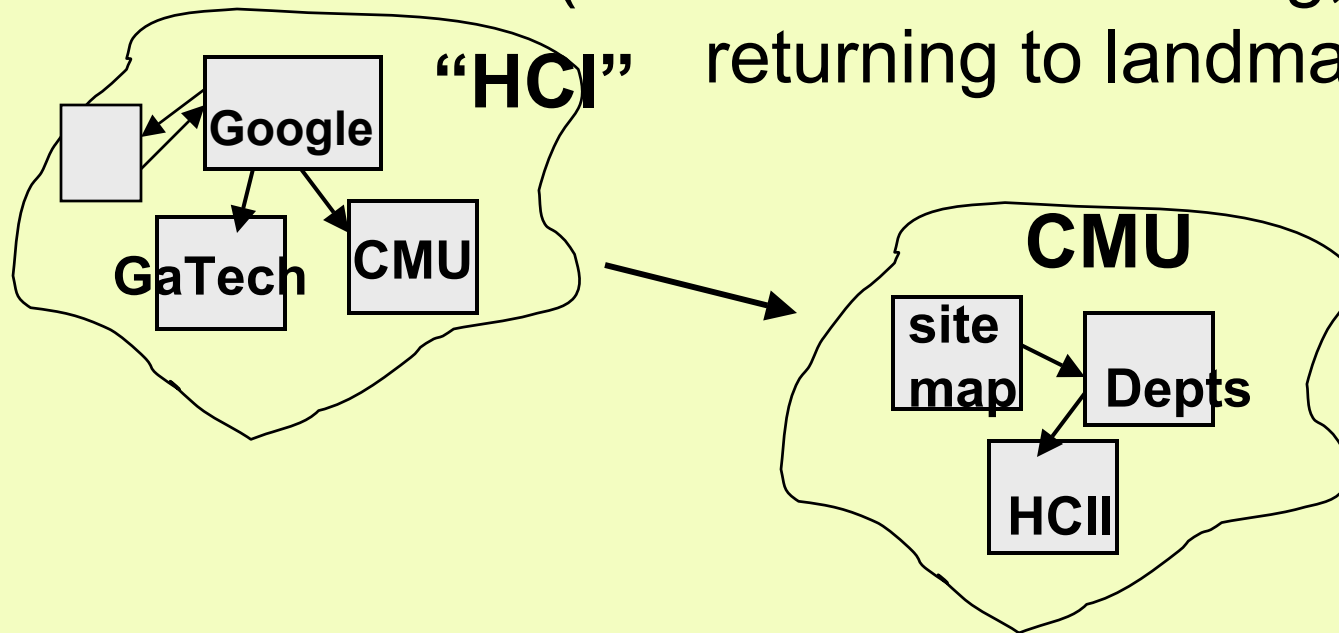
Theoretical arguments

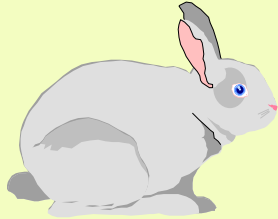
- Search has energy costs.
- Users attempt efficiency (stay within page or site if there are cues). Giving up is very low cost.



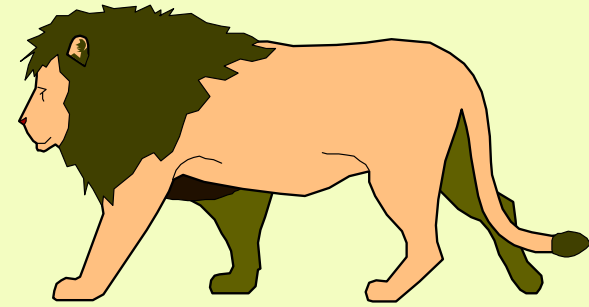
Heuristic nature of search

- Search occurs across problem spaces (MHP theoretical legacy)
 - URL typing
 - link search
 - key word
 - visual search
- “Un-GOMs-like” (nonlinear backtracking, returning to landmarks)





Ecommerce adaptation



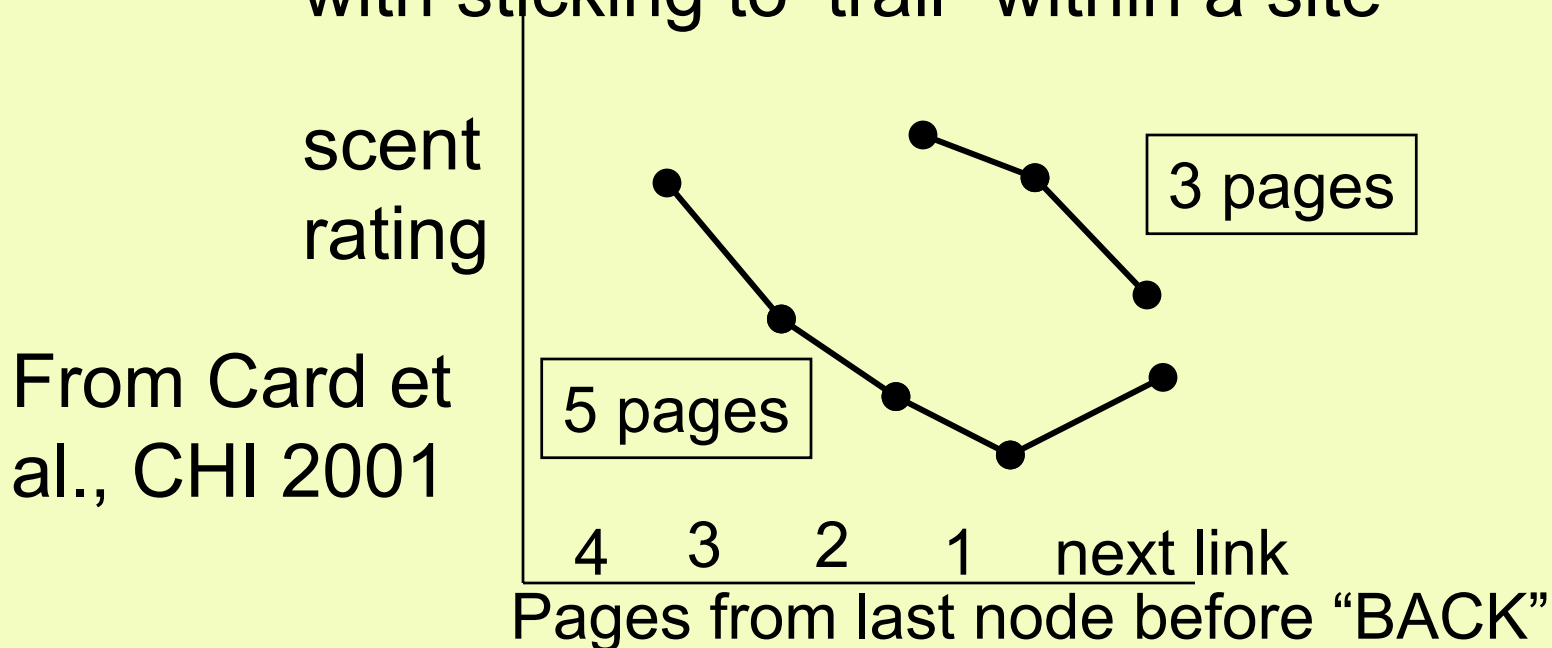
- From research on consumer behavior
 - » Hunting & gathering versus foraging
 - » Hunters follow *the* scent to prey; gatherers happen on a scent (impulse shopping).
- Must pull user towards content (a target) with a clear scent of information (cues).
- Users need confidence
 - » Before click, that they are on the right track
 - » After click, that they are closer.

Research on “Hunting”

- Users start general and then narrow.
- Users can tell you if they are on the right track
- Users can't tell you how far away they are (most think they are 1 or 2 clicks away)
- As long as users think they are on the right track, they will keep clicking.
- So. . .every design element that gives users more confidence, keeps them there and pulls them to content.

Importance of Scent

- No controlled experiments so far
- Comparison of sites with/without stronger scent (ratings of information similar to goal) shows stronger scent associated with sticking to 'trail' within a site



Great strides in the last 5 years but there remains much room for improvement. See clutter on this site.

Netscape: Expedia Travel -- discount airfare, flights, hotels, cars, vacation packages, cruises, maps

Back Forward Reload Home Search Netscape Images Print Security Shop Stop

Location: <http://expedia.msn.com/daily/home/default.asp?CCheck=1> What's Related

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More flight search options: [One-way trips, multiple destinations...](#)

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- Las Vegas sale: Great rates on great rooms – from **\$19**
- Orlando hotel sale: Save **25%** or get your 4th night free
- Cruise Carnival: Get up to **\$100** in shipboard credit
- Fly home for the holidays: Roundtrip flights from **\$100**

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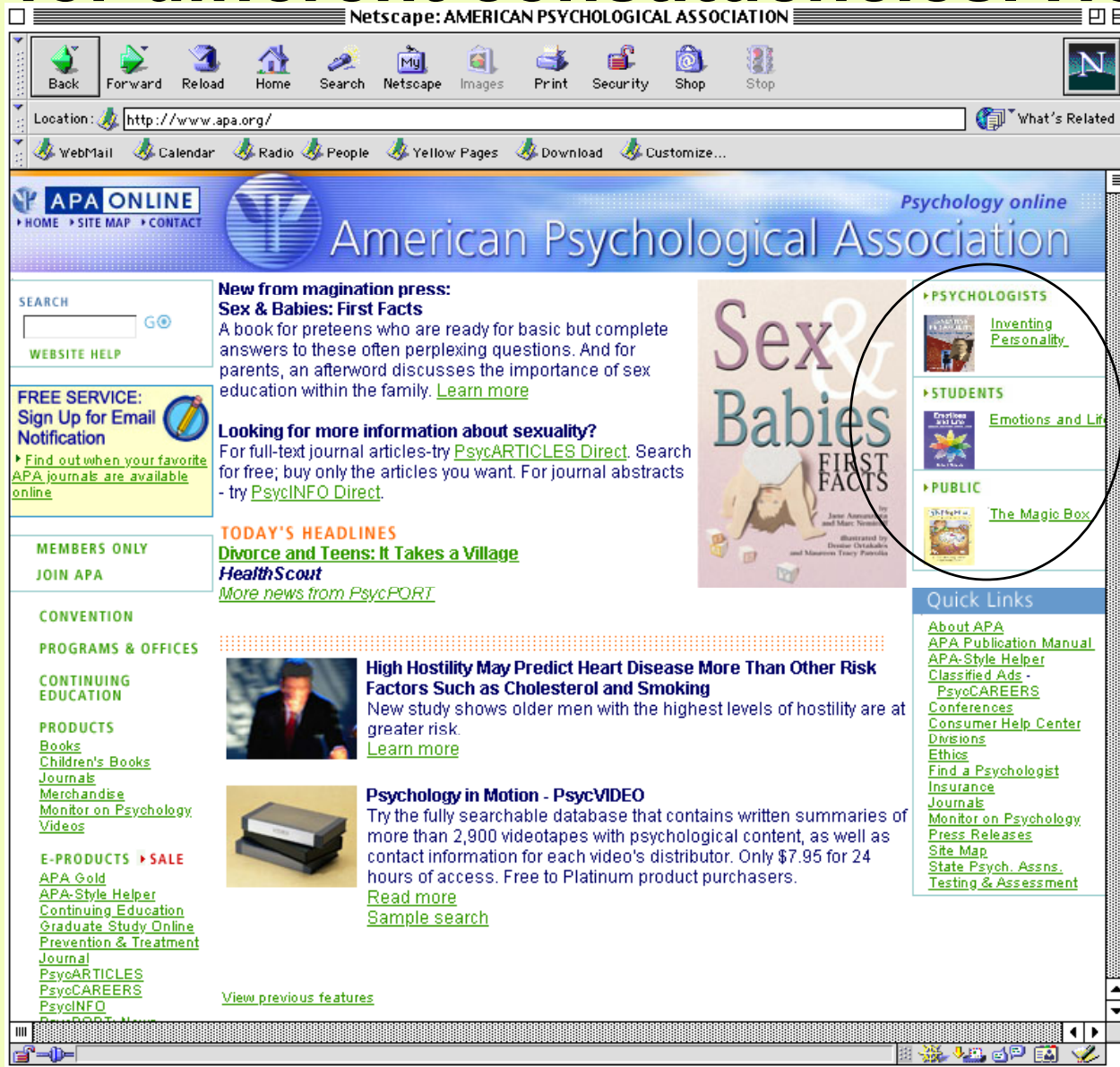
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This is only 1/3 of the home page.

Customers find simple flight search but other tasks harder.

How people gain and lose scent: APA home has a mix of information for different constituencies. How to appeal



User categories

Task: You are looking for a therapist who practices in Florida. What do you do next?



If you clicked "Public"

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New study shows older men with the highest levels of hostility are at greater risk.

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Click on "Find a psychologist"

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Assumes you
recognize
"therapist" =
"psychologist"

All that for a phone number?

Find a Psychologist

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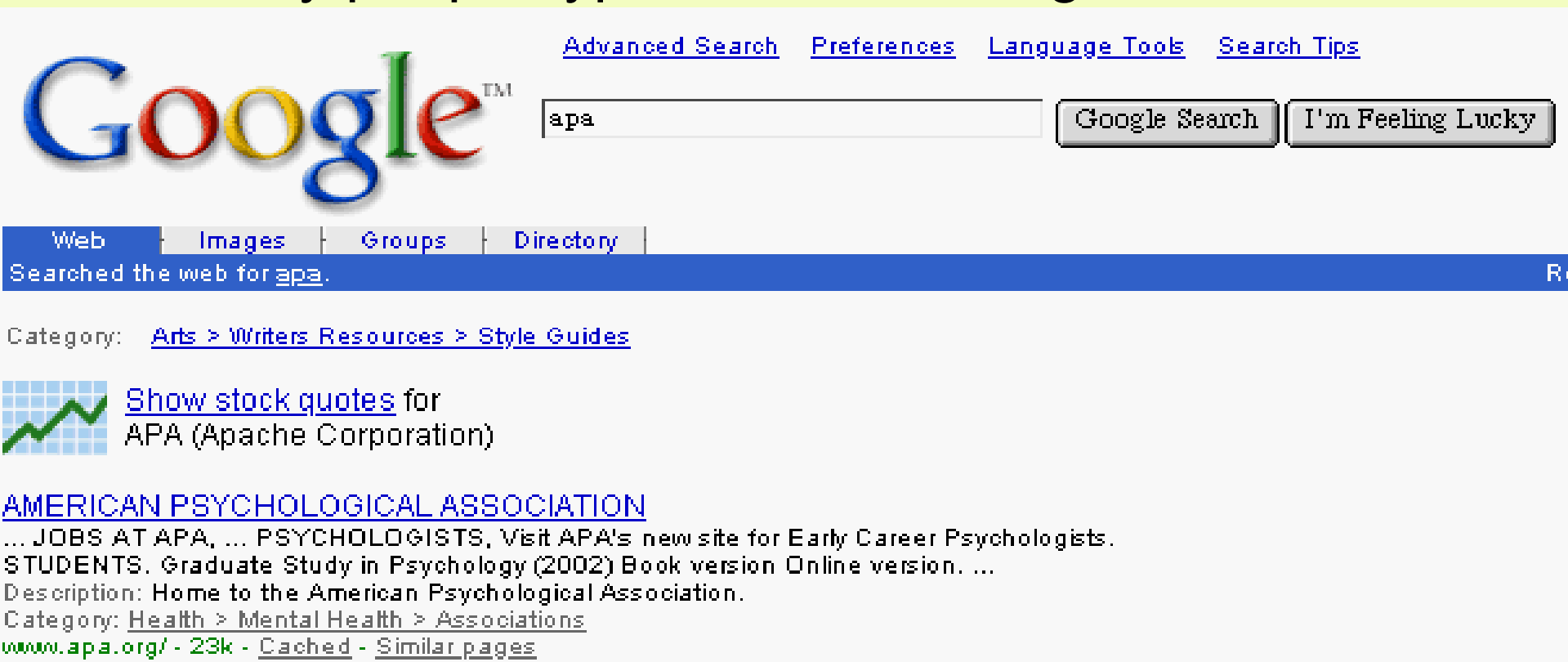
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Research on Scent and Scent Blockers

- Users find content in 4 ways
 - » memory - type URL
 - » search engine - type key words
 - » link following
 - » visual search of page (next lecture)
- Any method can turn up scent
 - » e.g., “www.landsend.com”

Memory

- People recall brand name URLs
 - » cancer.net.gov or NCI.gov vs. macys.com
- Many people type URL into Google



The screenshot shows a Google search interface with the Google logo on the left. To the right of the logo is a search bar containing the text 'apa'. Above the search bar are links for 'Advanced Search', 'Preferences', 'Language Tools', and 'Search Tips'. Below the search bar are two buttons: 'Google Search' and 'I'm Feeling Lucky'. Below the search bar is a navigation bar with links for 'Web', 'Images', 'Groups', and 'Directory'. Below the navigation bar is a blue banner that says 'Searched the web for apa.' Below the banner is a category link: 'Category: Arts > Writers Resources > Style Guides'. Below the category link is a link to 'Show stock quotes for APA (Apache Corporation)' with a small stock chart icon. Below the stock quote link is the title 'AMERICAN PSYCHOLOGICAL ASSOCIATION' in blue. Below the title is a description: '... JOBS AT APA, ... PSYCHOLOGISTS, Visit APA's new site for Early Career Psychologists. STUDENTS. Graduate Study in Psychology (2002) Book version Online version. ...'. Below the description is a category link: 'Category: Health > Mental Health > Associations'. Below the category link is a link to 'www.apa.org/ - 23k - Cached - Similar pages'.

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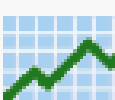
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Google Search I'm Feeling Lucky

Web Images Groups Directory

Searched the web for apa.

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Description: Home to the American Psychological Association.

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Search Engines

- Web search better than site search
- Site searches often fail within web sites
- Usability Engineering study of video and CD sites, 2001
 - » Hunters: 53% users found content goal with category links vs. 30% with search engine
 - » Gatherers: 74% users found new content of interest with category links vs. 26% with search engine
- New study in 2002 of apparel and home goods sites: Search did worse.

Example. “Return policy” in search box found 39 books, no policy.

The screenshot shows the Amazon.com homepage. At the top, the Amazon logo is on the left, and navigation links for 'VIEW CART', 'WISH LIST', and 'YOUR ACCOUNT' are on the right. Below these are category buttons: 'WELCOME', 'SARA'S STORE', 'BOOKS', 'ELECTRONICS', 'TOYS & GAMES', 'COMPUTER & VIDEO GAMES', 'MUSIC', and 'HEALTH & BEAUTY'. A search bar on the left contains the text 'Search All Products:' followed by a search box and a 'GO!' button. To the right of the search bar is a 'Browse:' button with a dropdown menu showing 'Books'. A large orange banner across the middle of the page reads 'Free shipping on orders over \$99!' with a link to 'Click for details'. Below the banner, the page is divided into two main sections. The left section, titled 'Sponsored results', contains a link to 'Be a sponsor' and a link to 'Show points'. The right section, titled 'Top matches for "return policy" from all stores', contains a link to 'Books: See all 39 results in Books...'. Below this link is a list of three books: 'Palestinian Refugees : The Right of Return' by Naseer Aruri, 'Wake Up America : A Call to the President, the Congress, Our National Leaders, and the American People to Return to Greatness' by Courtney, Jr. Burton, and 'American Solution Without Sacrifice : An End to Special Interests a Return to American Middle-Class Interests' by Ronald A. Drum.

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Search All Products: Browse: Books

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Top matches for "return policy" from all stores

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- [Palestinian Refugees : The Right of Return](#) -- Naseer Aruri (Editor); Paperback
- [Wake Up America : A Call to the President, the Congress, Our National Leaders, and the American People to Return to Greatness](#) -- Courtney, Jr. Burton; Hardcover
- [American Solution Without Sacrifice : An End to Special Interests a Return to American Middle-Class Interests](#) -- Ronald A. Drum; Paperback

Link Following

- Problem is to differentiate links

AT HOME	WOMEN	MEN	YOUNG ATTITUDE	JEWELRY	GIFTS	TRENDS	BOUTIQUES
---------	-------	-----	----------------	---------	-------	--------	-----------

You are an 18 yr old female student, shopping for clothes for college.

- women or young attitude?
- beauty or boutiques?

• Design challenge: many differentiated categories easy to find and linked to content

Earliest empirical study of interface features that increase store traffic and sales

Gerald Lohse and Peter Spiller (1996)

- Measured 32 store features for 28 Internet retail stores.
- Examined monthly traffic & sales in April 1996
- Multiple regressions to predict traffic and sales

Features studied

- Store navigation
- Product search
- Site maps
- Product lists: name, navigation, images, price
- Number of products
- Product descriptions
- Multiple shopping modes
- Multiple store entrances
- Service information
- Company information, etc.

Product lists

VIDEOS

Click on the Product Name to see additional information:

Product Name	Product Type	Price
A Baby's World	Video	\$ 39.95
A Little Duck Tale	Video	\$ 9.99
African Shark Safari	Video	\$ 19.95
Amazing Earth	Video	\$ 29.95
Amer. Rd. Trips: Blue Ridge Mtns, Vermont and Mich	null	\$ 19.95
Amer. Rd. Trips: California, Hawaii and Alaska	Video	\$ 19.95
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Order by Catalog No.

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User Name

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(if applicable)

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0 Line items in your cart

[Hide Item Summary](#)

Qty. Item Summary

Subtotal: \$0.00

Free Delivery on most orders
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Shopping made easier!
Save lists of the products
you buy most with Favorite
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alerted when it's time to
reorder.

Click on Add to Favorites
next to any product to get
started.

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Make browsing easier!
Use Favorite Aisles to
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categories you visit most.

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Be among the first to
receive hot offers and
news from Staples!

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Go

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Order Online or Call 1 800 889 9950 to place your order.

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Picture: DCI |
© [Copyright](#) 1999 Discovery Communications

Main findings

- Product list navigation explained. . .
 - 7% of variance in monthly traffic
 - 61% of variance in monthly sales.

Each additional mouse click reduced the probability of a purchase.

- Store entrances.
 - 7% variance in traffic
 - 10% variance in sales
 - 3% sales per entrance

Most stores had too few entrances.

- Promotions.
 - 1% variance in traffic
 - 4% variance in sales

Worked for main entrances not exit

More findings

- More products

No effect on sales but 17% of variance in traffic

- FAQ section

Stores with a lot of traffic added FAQ to deal with customer questions.

- Customer feedback

9% variance in monthly traffic

1% variance in monthly sales

Good service associated w. higher sales.

Scent blockers

- Links that lie
- Missing keywords
- More general content
- Cute or weak links
- Intrusive gateways

Loss of confidence causes people to give up. They often leave for good.



ZDNet *PAGE NOT FOUND*

[ZDNet](#) > Page Not Found


Who is the expert on pollution in yo

The page you're viewing has information that requires a browser "plug-in", which is not supported by your browser. Get the plug-in now, then return to the page to enjoy all it has to offer.

Get the Plug-In


Not Found

The requested URL /AnErrorPage.shtml was not found on this server.

 The page cannot be displayed because you need some fresh air

The page you are looking for is currently unavailable. Your ISP has told us that you're on-line several hours, but it just ain't right.

Please, for the love of god, try the following:

- Don't click the  Refresh button.
- If you are about to spend another hour on this page, then please contact Amazon Anonymous

[tag](#)
[code](#)
[wards](#)
[ournals](#)
[ubscribe](#)
[lder stuff](#)
[ob's page](#)
[ferences](#)

404 ERROR MESSAGE

The page you requested cannot be found. The page you are looking for may have been moved, changed, or is temporarily unavailable.

Please try the following:

- If you typed the page address in the Address bar, make sure that it is spelled correctly.
- Open the www.cnn.com home page and look for links to the information you are looking for.
- Use the navigation bar on the left to find the link you are looking for.
- Click the Back button to try another link.
- Enter a term in the search form below to look for information on CNN site.

Sorry, the page you requested cannot be found.

It is possible you typed the address incorrectly, or that the page no longer exists. You can get your local weather forecast or visit any of the pages listed below.

Get Your Local Weather Forecast

1 2 

Connect With Your Weather

[Health Outlook](#)
[Travel Outlook](#)
[Events Outlook](#)
[Recreation Outlook](#)
[Home & Garden Outlook](#)

Other Useful Links

[weather.com Homepage](#)
[Weather Maps](#)
[Weather News](#)
[Weather Video](#)

Error — Page Not Found

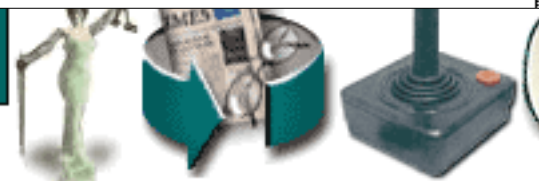
The page you've requested has been moved or taken off the site. We apologize for the inconvenience.

There are several ways you can find the information you need:

Search the TIME Archive

Slashdot

News for Nerds. Stuff that matters.



404 File Not Found

The requested URL (AnErrorPage.html) was not found.

If you feel like it, mail the url, and where ya came from to pater@slashdot.org.

Event Calendar Search Results

11 - 20 of 241

[Search again](#)

sort by:

[date](#)

[name](#)

[venue](#)

[category](#)

Dec 1, 2001

Family

[Sparkle Activity Stations](#)
Downtown Pittsburgh

Recreation

[Max & Erma's Jingle Bell Run for Arthritis](#)
Jingle Bell Run For Arthritis

Sports

[Pitt Panthers vs. Savannah State at Fitzgerald Field House](#)
Fitzgerald Field House-University of Pittsburgh

Through Dec 1, 2001

Entertainment

[Holiday Splendor](#)
Phipps

[Karaoke](#)
Trio Lo

[Ronald](#)
Byham

Recreation

[Pittsbu](#)
Pittsbu

Through Dec 2, 2001

Community

[2001](#)
Bradys

[Drive Time](#)

King's Chapel United Methodist Church

Get matched to local home service experts
[ServiceMagic.com](#)

Win over \$5,000 in groceries!
[www.gianteagle.com](#)

Remodeling? [Click here](#) to get matched to pre-screened contractors

Go back.
Get ahead.

Remodeling? [Click here](#) to get matched to pre-screened contractors

Netsite: http://www.servicemagic.com/servlet/RedirectServlet?D=HOME&m=cox&entry_point_id=175

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Let ServiceMagic find pre-screened contractors to compete for your job!

[Home](#) | [About Us](#) | [Member Login](#) | [Help](#)[Start a Service Request Online](#) OR call: (800) 474-1596

We Bring Customer-Rated Contractors to You!

Choose from [pre-screened](#) home service pros matched to your needs.

- FREE SERVICE
- NO OBLIGATION
- QUICK RESPONSE



Start by selecting a category:

Additions & Remodels



Search here for projects and articles:



IMPROVE

[Addition | Remodel](#)
[Bath Remodel](#)
[Kitchen Remodel](#)
[Appraisers](#)
[Architects](#)
[Designers](#)
[Gen Contractors](#)
[Home Inspectors](#)

REPAIR

[Carpentry](#)
[Electrical](#)
[Flooring](#)
[Plumbing](#)
[Roofing](#)
[Walls | Ceilings](#)
[Handyman](#)
repairs, installs
& small jobs

MAINTAIN

[Appliances](#)
[Cleaning Services](#)
[Decks | Fences](#)
[Heating](#)
[Home Security](#)
[Maid Service](#)
[Painting](#)
[Windows | Doors](#)

[...More](#)

Start by selecting a category:

Additions & Remodels



[Addition | Remodel](#)
[Bath Remodel](#)
[Kitchen Remodel](#)
[Appraisers](#)

Home
The First
Checklist

[Read the Article](#)

FREE Monthly Tips & Advice
[Click Here to Learn More](#)

Ratings & Reviews: Our Cornerstone



Honest reviews from
previous customers.
[Ratings and Reviews](#)

Finance Your Project
Find the right loan for you.
[Visit Our Loan Center](#)

Netsite: <http://www.servicemagic.com/servlet/CategoryServlet>

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Additions & Remodels

Choose the task that best fits your needs to narrow your search for a service professional with the right skills to complete your project.

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[Other Remodel Jobs](#)
[Plumbing](#)
[Major Remodels](#)
[Heating & Cooling](#)
[Home Security](#)
[Painting/Staining](#)
[Disability Services](#)
[Glass & Mirrors](#)
[Flooring](#)
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[Drywall & Plaster](#)
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General Additions

Select the type of addition you want.

[Sunroom/Enclosure - Addition](#)[General Home Additions](#)[Carport Metal - Build](#)[Carport Wood - Build](#)

Select the type of addition you want.

[Sunroom/Enclosure - Addition](#)[General Home Additions](#)[Carport Metal - Build](#)

Netsite: <http://www.servicemagic.com/servlet/TaskServlet?catOID=-10141&taskOID=40378>

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General Home Additions

Questions? Use [Live Chat](#) for personal assistance or [learn more about our service](#).**required (*)**ZIP Code: *

At which stage is your project? *

When would you like your project to be completed? *

Do you need financing for this project? *

Check any of the following that apply to your project:

- ☐ This project requires work on an historical structure.
☐ I will provide some or all of the materials.

YOU'RE IN CONTROLYour answers ensure
that we notify our
professionals who:

- Work in your area
- Do the type of work
you need

Form asks for
addition details
(costs increase
but scent remains)

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If you have thoroughly described your project above, click here to [skip project questionnaire](#).

1. What kind of addition do you want? (Check all that apply) [Helpful Info](#)

- | | |
|--|--|
| <input type="checkbox"/> Ground level addition | <input type="checkbox"/> Second story addition |
| <input checked="" type="checkbox"/> Add dormer | <input type="checkbox"/> Detached addition |
| <input checked="" type="checkbox"/> Remodel existing space | <input type="checkbox"/> Not sure |
| <input type="checkbox"/> Other | |

2. What type of design preparation has been done? [Helpful Info](#)

- | | |
|---|---|
| <input checked="" type="radio"/> None | <input type="radio"/> Photos & sketches |
| <input type="radio"/> Professional drawings | <input type="radio"/> Permits pulled |
| <input type="radio"/> Other | |

3. How many square feet do you expect to add to your home approximately?**4. What rooms and areas will be included in this project? (Check all that apply)**

- | | |
|--|--|
| <input type="checkbox"/> Kitchen | <input checked="" type="checkbox"/> Bathroom |
| <input type="checkbox"/> Master suite | <input type="checkbox"/> Bedroom |
| <input type="checkbox"/> Living room | <input type="checkbox"/> Family/Great room |
| <input type="checkbox"/> Dining room | <input type="checkbox"/> Recreation/Theater room |
| <input type="checkbox"/> Laundry room | <input type="checkbox"/> Porch |
| <input type="checkbox"/> Attic/Storage | <input type="checkbox"/> Garage/Workshop |
| <input type="checkbox"/> Basement | <input type="checkbox"/> Other |

5. Have you established a budget for this project?

- | | |
|---|---|
| <input checked="" type="radio"/> Yes, I have funds available | <input type="radio"/> No, I need an estimate to get funding |
| <input type="radio"/> No, I need to determine how much I can afford | <input type="radio"/> Other |

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1 CHOOSE PROJECT

2 DESCRIBE PROJECT

3 SUBMIT REQUEST

Project Information

[Already a Member? Login Here](#)Questions? Use [Live Chat](#) for personal assistance or [learn more about our service](#).**required (*)**

First Name*

Address of Job Location*

City*

ZIP Code*

15232

Uh Oh!

PRIVACY FIRST

Information you
provide on this page is
used to help
connect you to our
service professionals.
[Privacy Policy](#)

How can matched professionals contact you?

Daytime Phone*

 - - Ext Evening Phone ☐ Same As Daytime - -

Cellular Phone

 - -

Preferred Contact Time*

 Select One

GETTING CONNECTED

Only AFTER member
pros express interest
in your job do we
provide your contact
information

Completing all fields
increases your
chances of quickly
connecting with your
service professionals

Login Information

E-mail Address*

Password

Re-enter Password

WHEN YOU COME BACK

Your e-mail address
and password allow
you to log in to our site
to review detailed
company information

Beautiful site but difficult to shop

NETSCAPE: Katy Beh Contemporary Jewelry Home

Back Forward Reload Home Search Netscape Images Print Security Shop Stop

Location: <http://www.katybeh.com/>


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KATY BEH
CONTEMPORARY JEWELRY

Distinctive Solutions for Luxurious Needs.

Artist Gallery

please click on a ring



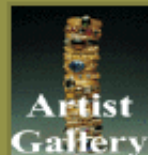
**A COMMITMENT
TO EXPRESSION**
Exquisite Handcrafted Jewelry
for the
Bride & Groom
([click here.](#))

Katy Beh Contemporary Jewelry is for today's individual. It is fine jewelry classic yet selected with a modern, intelligent eye. Katy Beh has personally selected designers as well as fresh talent from across the United States, assembling a group of over thirty jewelry artists that are redefining traditional fine jewelry. The Katy Beh is jewelry that begs to be worn. The artists masterfully embrace classic techniques and treasures for today's fast paced world. Defying an industry in which jewelry is not where quality is sacrificed for quantity, Katy Beh's collection is worthy of the celebration it represents. The warmth and personal attention of a gallery setting showcases the and beauty of the exquisite jewelry collection. **Katy Beh Contemporary Jewelry** distinctive solution for luxurious needs.

Katy Beh Christmas Party
Featuring the works of Heidi Nahser
December 7th, 2002

3701 Magazine Street, New Orleans, Louisiana 70115-2636 (phone) 504-896-9600 (email) Katy@katybeh.com

Click on a ring
to navigate



Katy Beh's Essential Gift Portfolio

Katy Beh's Essential Gift Portfolio offers you a unique collection, hand selected by Katy, to solve your gift giving needs.

Please visit this site frequently during gift giving seasons, as we will update the choices as our artists create new pieces.



Pillow Collection By Michele Mercaldo

18k Yellow Gold and Sterling Silver

Poppy Collection By Darrien Segal

Sterling Silver with Pink Pearls



Peridot Petal Collection By Liz Norkus

Oxidized Sterling Silver with Peridot



To place an order

Please call or e-mail us!

1-504-896-9600
(Monday through Saturday,
10am-5pm CST)

Practical Tips

- Quality of links
- Links inspire confidence through
 - » Type of link
 - » Amount of information
 - » How the link is organized with other links



PG Home

Classifieds

Employment

Real Estate

Automotive

Great Outdoors

Farm & Lawn

Merchandise

Hobbies

Pets

Types of links

- Content link (goes to pages containing content)
- Category link (goes to pages containing mostly other links)
- Keyword link (search; what the user types)
- Back or home link

Typical category link

Arts and Entertainment
Art, theater, concerts, food, festivals, museums, music, literature, more

Art Galleries
Information about local art galleries and museums, such as The Andy Warhol Museum.

Clubs / Nightlife
Search our database of over 200 clubs by type of music, location or name.

Fairs & Conventions
Arts and crafts, seasonal

Attractions
Inclines, and Phipps are some you'll find

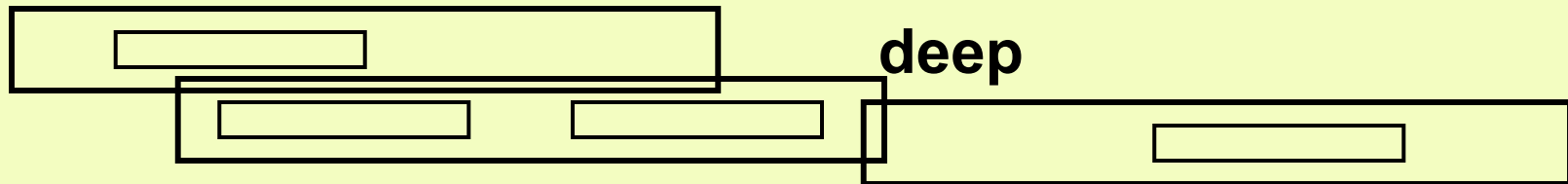
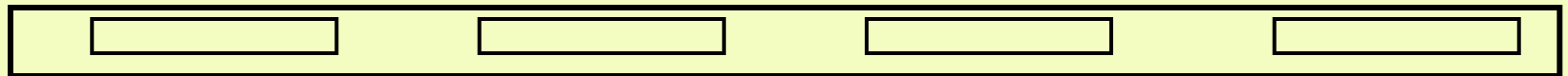
Dining Guide
Search over 800 restaurants by name or location

Literature and Learning
Places and events

Content links work best

- Users are more likely to be successful when they use content links
 - » But most sites have more category links
- Back/Home are a symptom of a problem
 - » User has lost the scent
- Can you create more content links?
 - » Suggests shallow architecture

shallow



deep

Link Organization

Organization affected by

- Grouping
- Structuring
- Differentiating
- Avoiding links altogether

Grouping

- Users perceive items in close proximity are related
 - Increases confidence before clicking
- Web pages with more groups of links do better
 - Groups of content links do MUCH better

Groups of links

House Floor This Week	House Floor Now	Senate Schedule
<h1>THOMAS</h1> <p><i>Legislative Information on the Internet</i></p>		
Search CURRENT CONGRESS for Text of Bills: By Bill Number <input type="text"/> By Word/Phrase <input type="text"/> <input type="button" value="Search"/> <input type="button" value="Clear"/>		
<h2>LEGISLATION</h2> <p>Bill Summary & Status: 106th or Previous</p> <p>Bill Text: 106th or Previous</p> <p>Major Legislation: Definition 106th or Previous</p> <p>Public Laws By Law Number: 106th or Previous</p> <p>Roll Call Votes: House (Help) Senate (Help)</p>	<h2>CONGRESSIONAL RECORD</h2> <p>Congressional Record Text: Most Recent Issue 106th or Previous</p> <p>Congressional Record Index: 106th or Previous</p> <p>Résumés of Congressional Activity: Previous</p> <p>Days In Session Calendars: Previous</p>	<h2>COMMITTEE INFORMATION</h2> <p>Committee Reports: 106th, 105th, 104th</p> <p>Committee Home Pages: House or Senate</p> <p>House Committees: Schedules and Oversight Plans Hearing Transcripts Committee Jurisdictions</p> <p>Senate Committees: Hearings Schedule</p>

Structuring

- Structure provides a way to assess completeness of the content
 - » What's here
 - » What's missing (know when to stop looking)
- Helps users scan

Structured lists

For a great introduction to the Greek world, check out Thomas Martin's [Overview of Archaic and Classical Greek History](#). This work contains over 3000 links to Perseus' primary materials and is also available as a book from [Yale University Press](#). Also check out [highlights](#) of the Perseus Web site.

Catalogs of sites, buildings, and objects



[Architecture Catalog](#) *All images are available.*



[Site Catalog](#) *All images are available.* Also with clickable site plans.



[Coin Catalog](#) *Images from the [Arthur S. Dewing Collection](#) available to all*



[Vase Catalog](#)

What constitutes structure?

- Common taxonomy
 - » Does the user know it?
- Familiar domain
 - » Car manufacturers, sports teams
- Hierarchy
 - » Alphabetizing alone often does not convey structure.

Differentiating links

- Links that lead to different content need to make their differences clear
 - » Links that aren't well differentiated from each other make it harder to choose.

☒ Round Trip

☐ One Way

[Multiple Destinations](#)

Select a fare search option.

☒ **Travelocity best fare finder:** **NEW!** [Click here to find out more!](#)

My travel dates are flexible. Search for the lowest fares offered and show me the dates I can travel. Only for economy class travel within or between the United States, the U.S. Virgin Islands, Canada and Puerto Rico.

☐ **9 Best Itineraries:**

My travel dates are not flexible but my travel times are. Search for the nine best-priced itineraries for my date(s).

☐ **Search by Schedule:**

I need to travel on specific dates and times. Search all flights so that I can build my own itinerary, then show me the total price. (Travelocity will also find up to three lower-cost alternatives.)

Why do brackets, indents, and bullets help?

- Help users chunk information
- Help with scanning
- Help users distinguish links from each other.

Money Market Funds

Money Market

Federal Municipal Money Market

State Municipal Money Market

Users thought there were 4 funds here



home and home office

- search
- contact hp

home and home office

- products
- personal services
- creative projects
- technology tips
- digital living
- special offers

- registration and profiling
- subscriber's choice:
driver updates and more
- support and
troubleshooting

FREE shipping

on orders
of \$250
or more



hps shopping
.com

hp subscriber's choice
your connection to...

home and home office

hello. this is your connection to hp. learn, shop, and create.

products

computing

- desktops
- notebooks
- handhelds

printers

- inkjet
- LaserJet
- multifunction &
all-in-one

photo & imaging

- digital cameras
- scanners

supplies & accessories

- supplies by printer
- printer accessories

product support

- driver downloads
- troubleshooting
- warranty upgrades

creative projects

- projects for every
occasion
- card studio
- seasonal

special offers

- national offers and
promotions
- great deals from
HPShopping
- internet service
providers

learning library

- technology tips
- community
- online training courses

digital
living

products working
together for you
→ click here

→ buy direct online

useful things



comes with
MS Windows
XP and
internet serv

→ n5425 notebook



see in color
and store
more files with
this powerful
pocket pc!

→ 568 jornada

things to do and see



→ thanksgiving kid's table

Even adults will want to sit at the kid's table with these fun decorations and more.

HP's differentiation is better

→ digital living

Dive into articles, how-to demos, interactive games, product tools, and more at HP's new website "digital living". You'll be amazed at where you can go.

→ GO

Redundant links

- Redundant links lead to the same page
- They support users with:
 - » Different backgrounds
 - » Different contexts
 - » Different goals
- Fit with research on multiple entrances
- Give multiple scents to a single target

Redundant links...



Three links to the same page



No links

Using new technology (e.g., Flash) to avoid links:
Example <http://www.vwasia.com/start/visualiser/index.html>,
Configure a car without following multiple links.

- See the whole picture
- Fill in forms in any order



Conclusion

- Links must offer & maintain scent
 - » Link following is a major source of success in web navigation
- Topics not covered today: content design, page design, use of technologies, community.
- Technology, businesses, and usability are changing fast. (Examples in this lecture could be outdated by next year.)
- Guidelines interact with content. Theory is just at a beginning stage. Therefore you must do user testing.