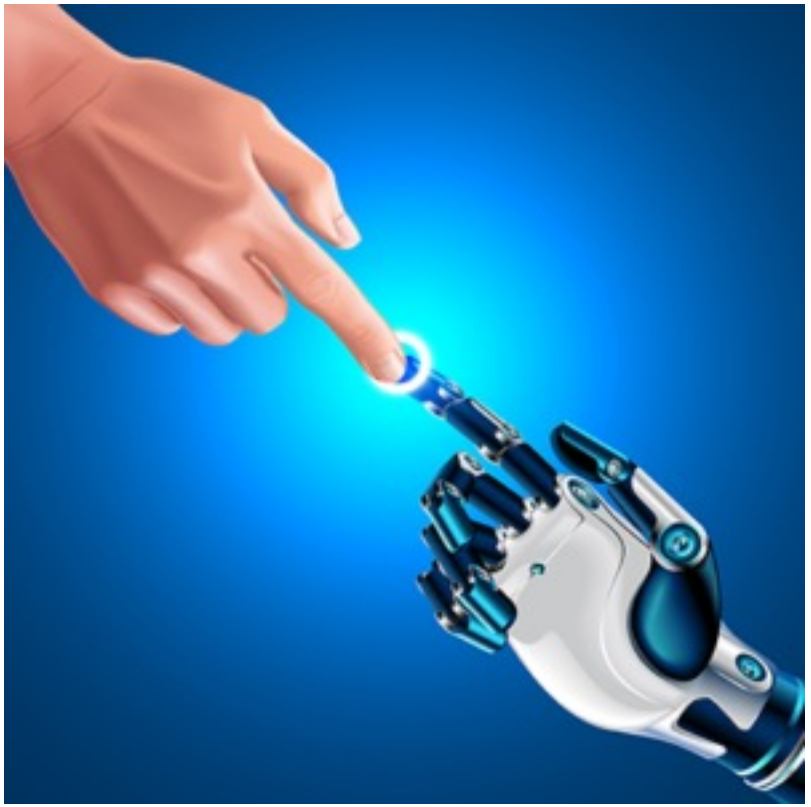
HUMAN COMPUTER INTERACTION



KASSYMOVA AIZHAN BAKHYTZHANOVNA,
PHD, ASSOCIATE PROFESSOR

A.KASSYMOVA@SATBAYEV.UNIVERSITY

LESSON PLAN

- How to design for navigation
- User Experience Research Techniques
- Competitive Research

"It's a fact: People won't use your web site if they can't find their way around it."

Steve Krug

www.interaction-design.org

Solution:

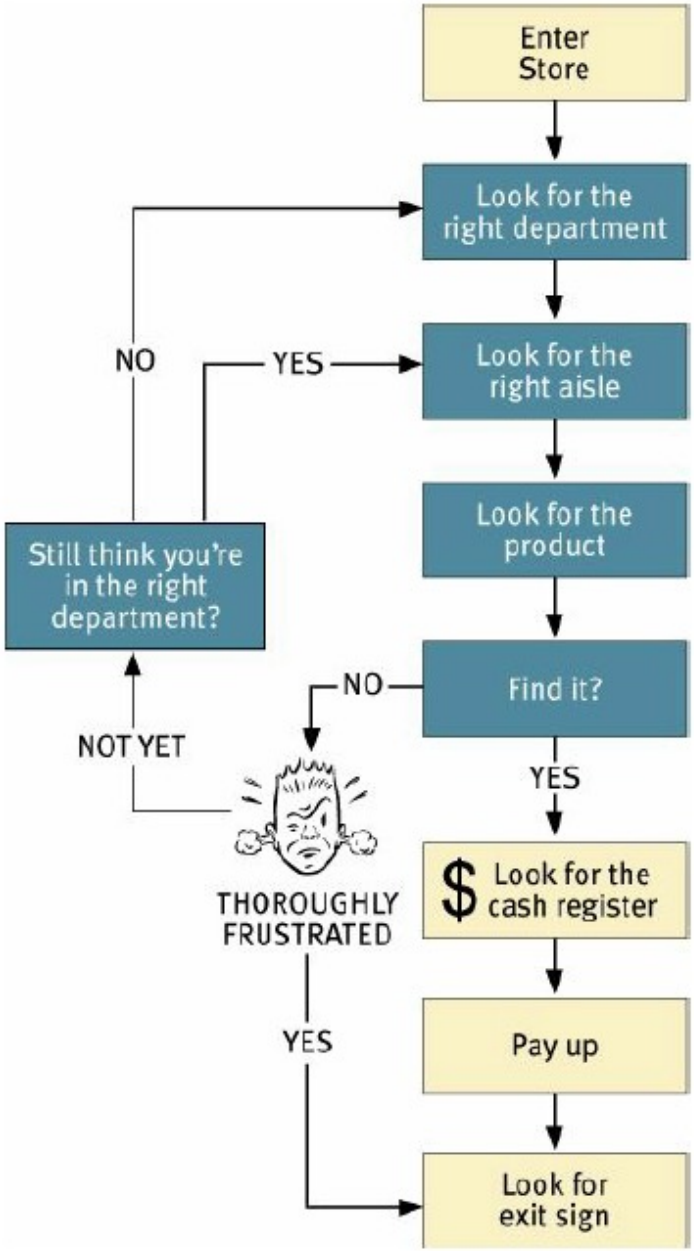
Clear, simple, consistent navigation.

SCENE FROM A MALL

- Saturday afternoon
- Head for shopping mall
- Want to buy a chainsaw

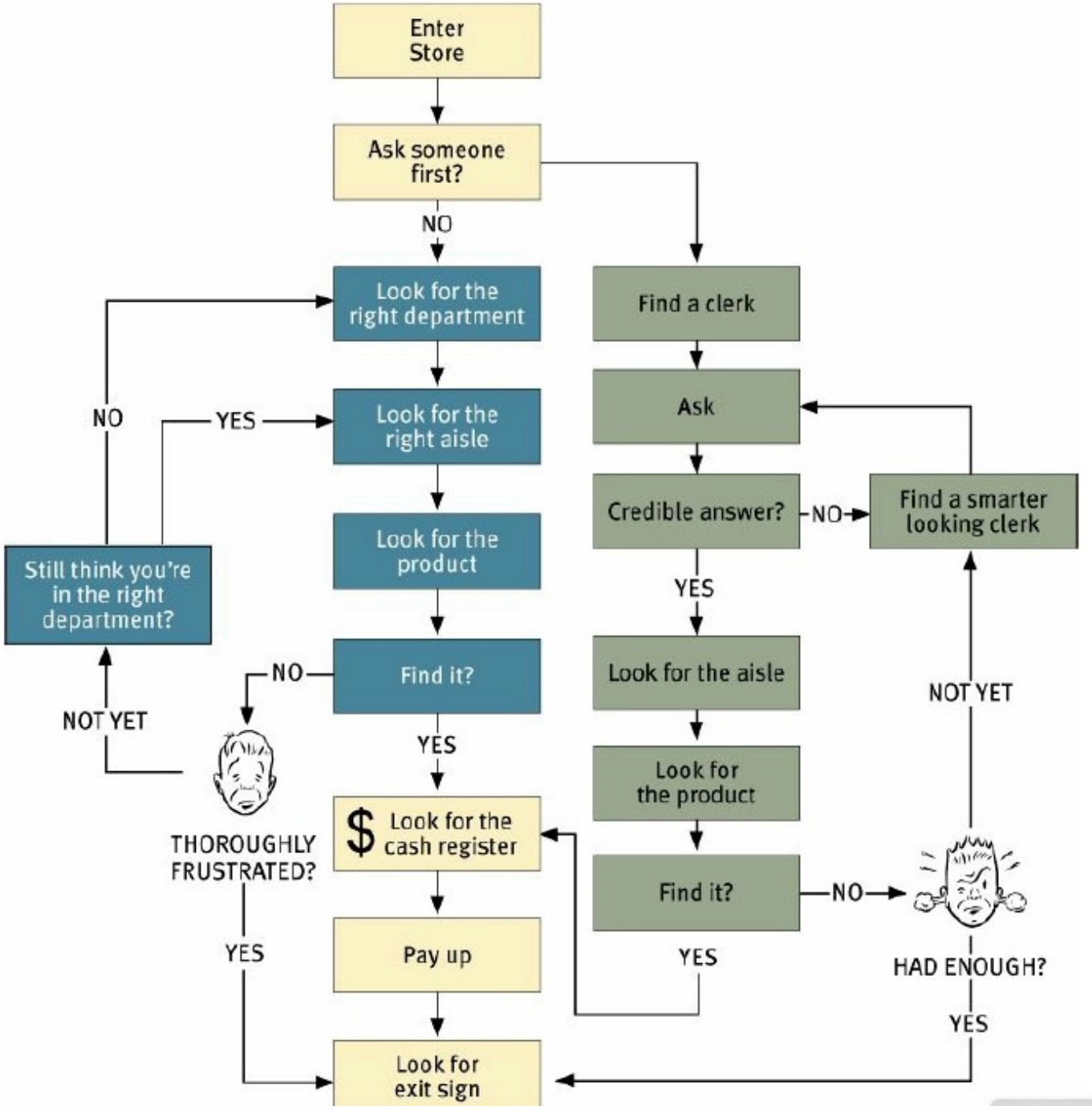
SCENE FROM A MALL

SCENE FROM A MALL



SCENE FROM A MALL

- **You may decide to ask someone instead**
- **This depends on:**
  - Familiarity with store
  - Your trust in the store's ability to organize sensibly
  - How much hurry you're in
  - How sociable you are

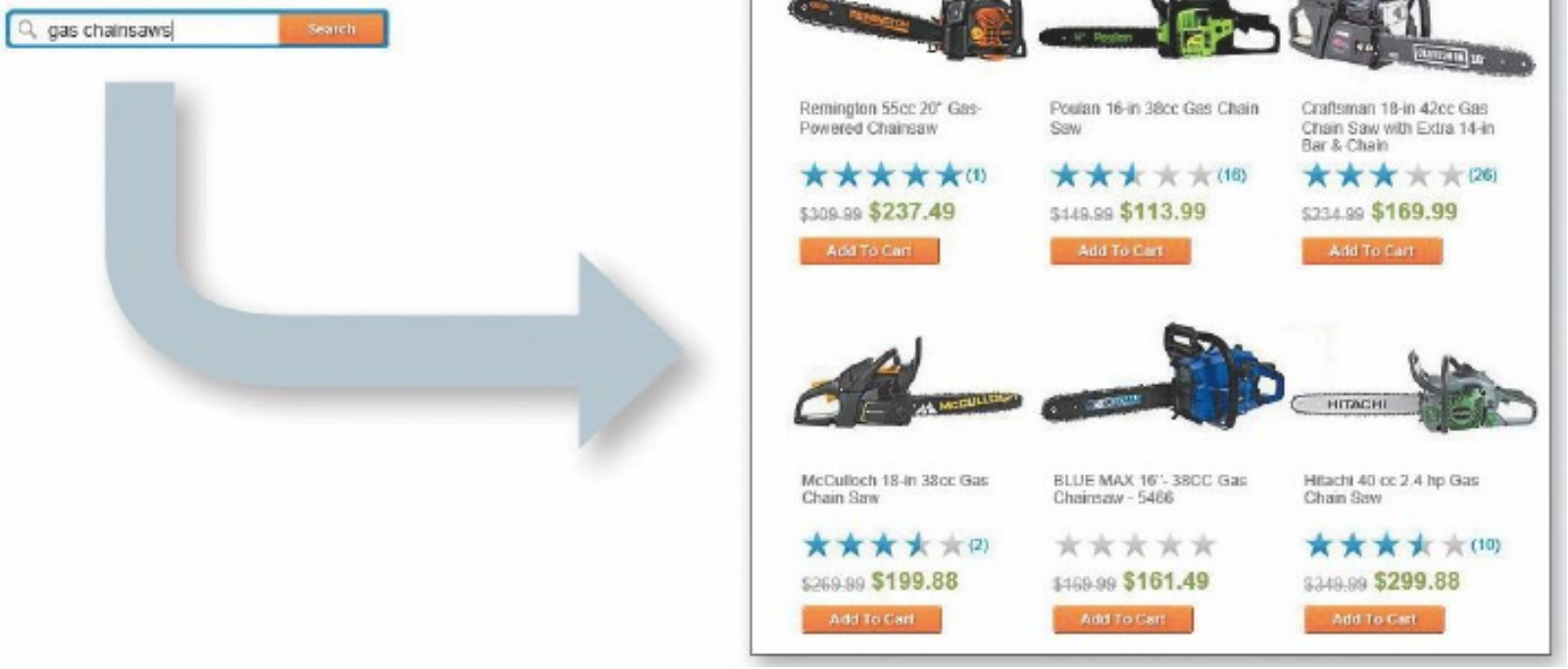

Enter Store
Ask someone first?
NO
Look for the right department
Look for the right aisle
Look for the product
Find it?
NO
YES
NOT YET
Still think you're in the right department?
NO
YES
THOROUGHLY FRUSTRATED?
YES
$ Look for the cash register
Pay up
Look for exit sign
Find a clerk
Ask
Credible answer?
NO
Find a smarter looking clerk
YES
Look for the aisle
Look for the product
Find it?
NO
YES
HAD ENOUGH?
NOT YET
YES

WEB NAVIGATION 101

- You got through a similar process when you enter a Web site:

  - you are trying to find something

  - you decide whether to ask first of browse first

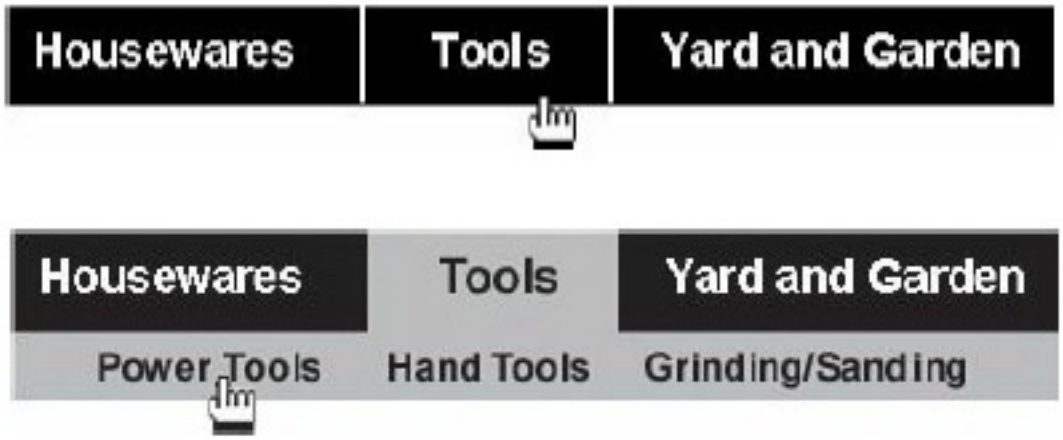

gas chainsaws
Search
Search results
Lawn & Garden > Chain Saws
"Gas Chainsaws"
Remington 55cc 20" Gas-Powered Chainsaw
(1)
$309.99 $237.49
Add To Cart
Poulan 16-in 38cc Gas Chain Saw
(16)
$149.99 $113.99
Add To Cart
Craftsman 18-in 42cc Gas Chain Saw with Extra 14-in Bar & Chain
(26)
$234.99 $169.99
Add To Cart
McCulloch 18-in 38cc Gas Chain Saw
(2)
$269.99 $199.88
Add To Cart
BLUE MAX 16"- 38CC Gas Chainsaw - 5466
$169.99 $161.49
Add To Cart
HITACHI
Hitachi 40 cc 2.4 hp Gas Chain Saw
(10)
$349.99 $299.88
Add To Cart

WEB NAVIGATION 101

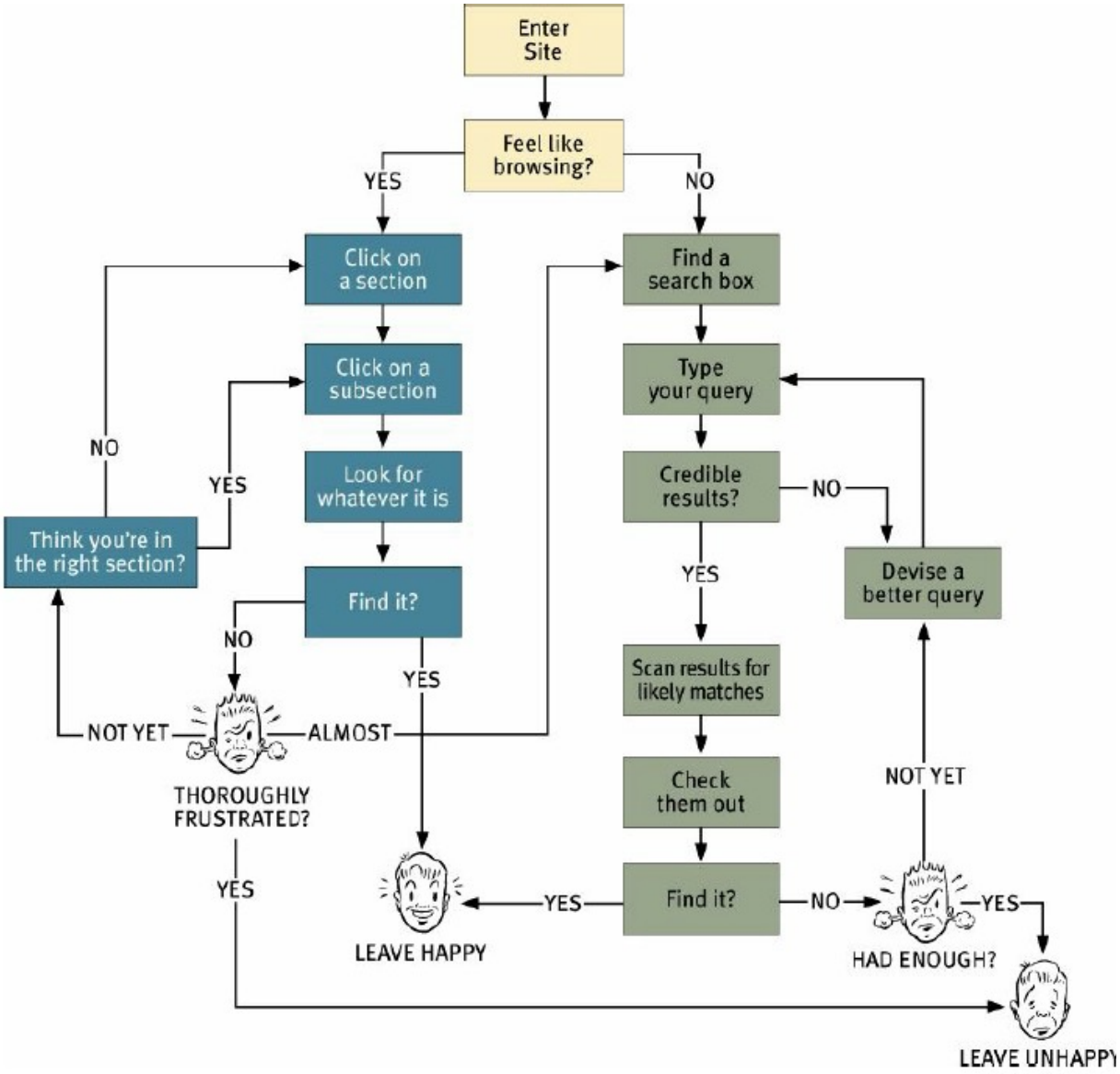
- **Search-dominant users (Jakob Nielsen)**
  - Look for search box as soon as they enter a site

- **Link-dominant users (Jakob Nielsen)**
  - Browse first
  - Search only if browsing fails

- If you choose to browse, you make your way through a hierarchy, using signs to guide you.



HERE'S WHAT THE PROCESS LOOKS LIKE:



PROBLEMS WITH THE WEB EXPERIENCE

- **Web experience similar to physical experience in the real world:**
  - Moving around in a space
  - “Cruising”, “Browsing”, “Surfing”

- **Web experience misses many of the cues we’ve relied on all our lives to negotiate spaces:**

- No sense of scale

- 1 page? 100 pages? 5000 pages?

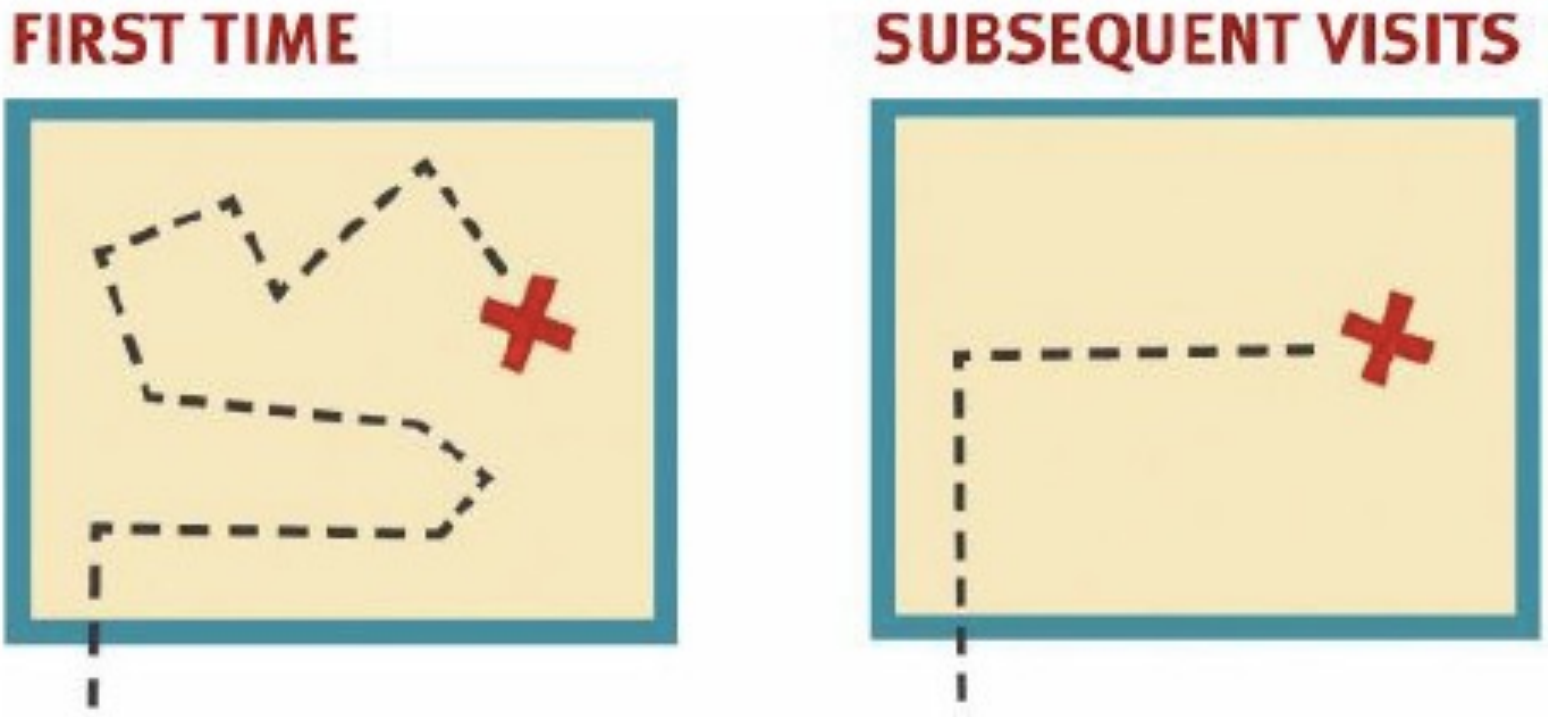
- Have I missed something? (museum, department store)

- How do I know when to stop looking?

- No sense of direction (no left, up, right, down)

- No sense of location

IN THE PHYSICAL WORLD…



ON THE WEB…

- No physical sense
- Reliance on remembering conceptual hierarchy
- Bookmarks – stored personal shortcuts
- Back button – accounts for 30-40% of Web clicks
- Home pages – Akin to North Star

LACK OF WEB'S PHYSICALITY

Plus side

- Sense of weightlessness
- Easy to lose track of time

Negative side

- Figuring out where you are
- Figuring out how to go from one place to another

DEFINITION OF NAVIGATION

It's about doing two things

- **Getting from one place to another**
- **Figuring out where you are**

PURPOSE OF NAVIGATION

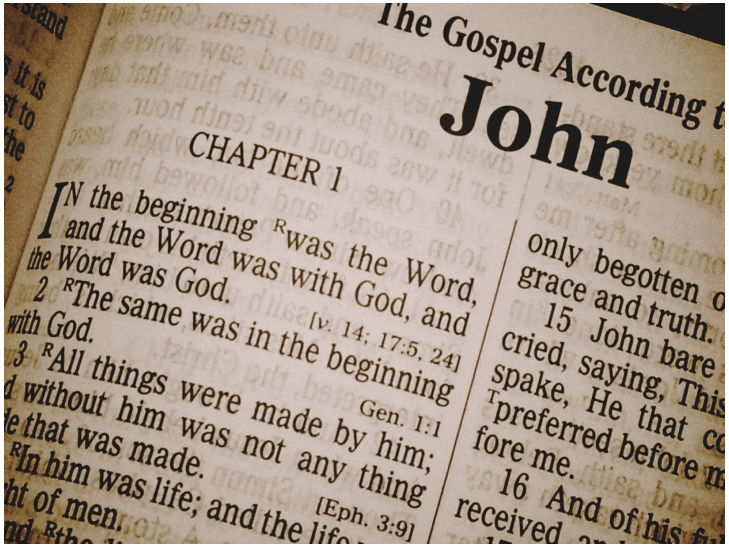
- **Helps us find what we're looking for**
- **Tells us where we are**
- **Tells us how to use the site**
  - Implicitly gives instructions
  - Where to begin
  - What options are available

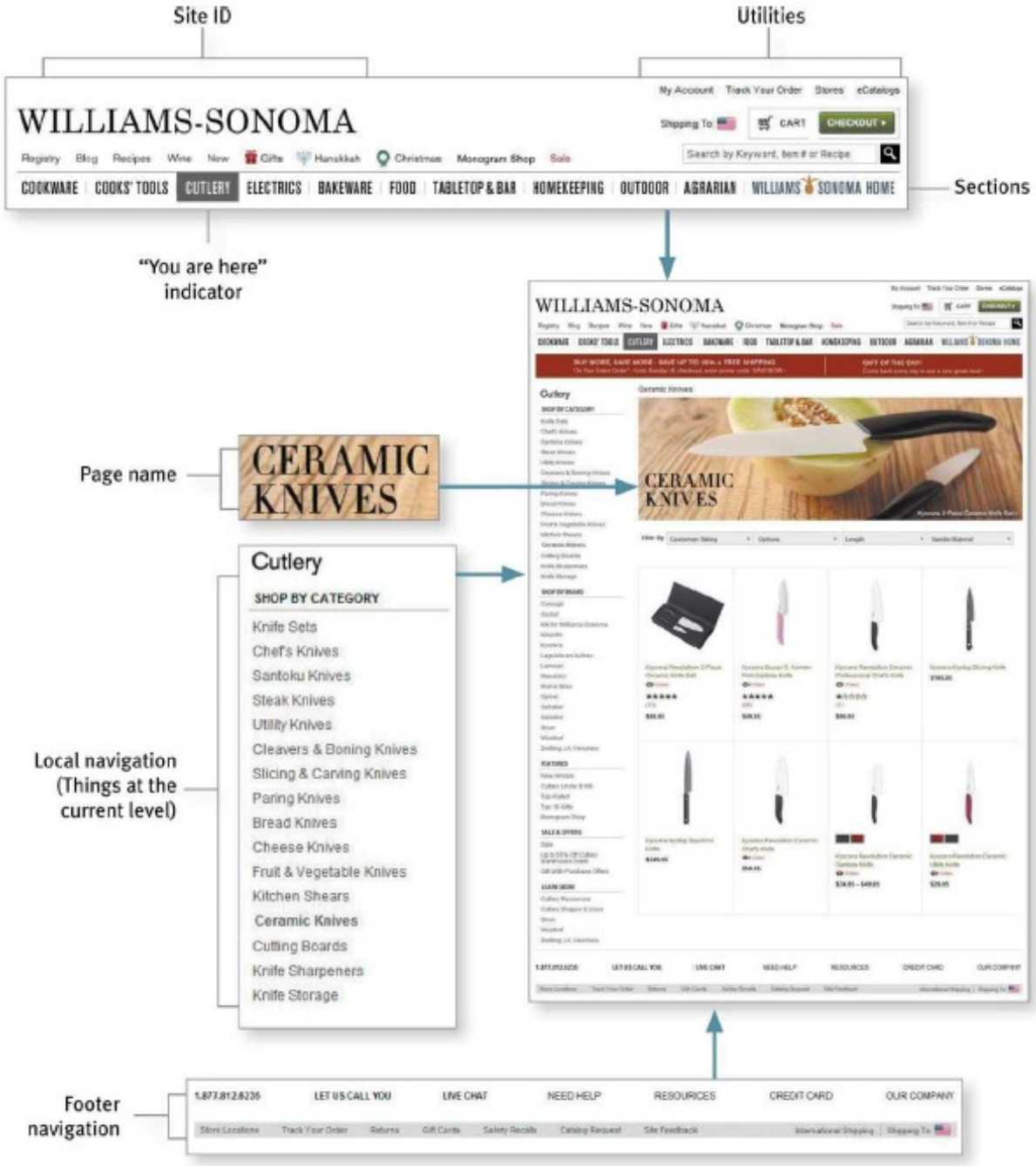
- **Gives user confidence in builders**
  - Good navigation creates good impression

CONVENTIONS FOR NAVIGATING THE PHYSICAL WORLD

- **Cities and Buildings**
  - Street signs

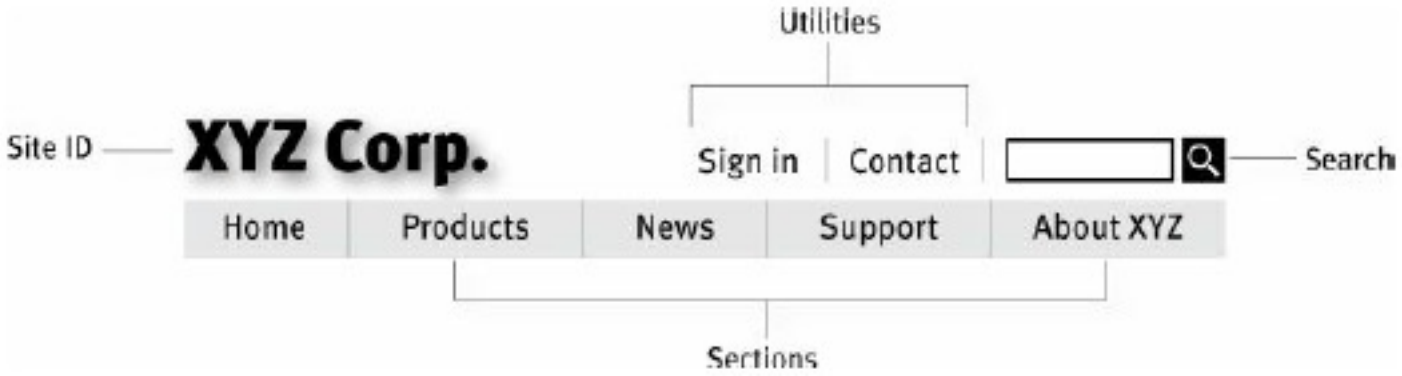
- **Books and Magazines**
  - Page numbers, chapter titles




Site ID
Utilities
WILLIAMS-SONOMA
My Account
Track Your Order
Stores
eCatalogs
Shipping To
CART
CHECKOUT
Registry
Blog
Recipes
Wine
New
Gifts
Hanukkah
Christmas
Monogram Shop
Sale
Search by Keyword, Item # or Recipe
COOKWARE
COOKS' TOOLS
CUTLERY
ELECTRICS
BAKEWARE
FOOD
TABLETOP & BAR
HOMEKEEPING
OUTDOOR
AGRARIAN
WILLIAMS SONOMA HOME
Sections
"You are here" indicator
Page name
CERAMIC KNIVES
Cutlery
SHOP BY CATEGORY
Knife Sets
Chef's Knives
Santoku Knives
Steak Knives
Utility Knives
Cleavers & Boning Knives
Slicing & Carving Knives
Paring Knives
Bread Knives
Cheese Knives
Fruit & Vegetable Knives
Kitchen Shears
Ceramic Knives
Cutting Boards
Knife Sharpeners
Knife Storage
Local navigation (Things at the current level)
Footer navigation
1.877.812.6235
LET US CALL YOU
LIVE CHAT
NEED HELP
RESOURCES
CREDIT CARD
OUR COMPANY
Store Locations
Track Your Order
Returns
Gift Cards
Safety Recalls
Catalog Request
Site Feedback
International Shipping
Shipping To

GLOBAL NAVIGATION AKA PERSISTENT NAVIGATION

- **Should be consistent**
- **Should consist of: Site ID, Sections, Utilities, Home, Search**



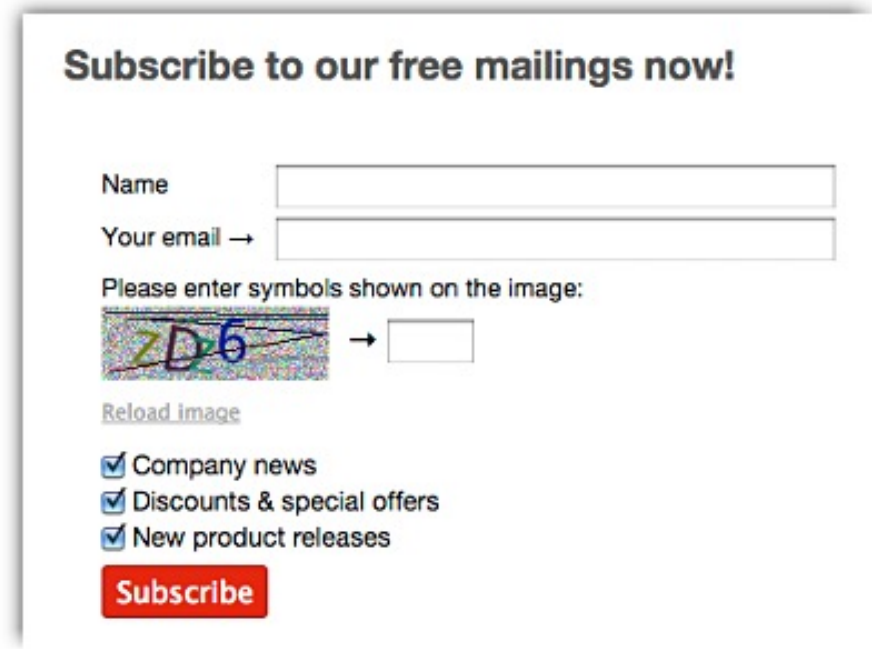
GLOBAL NAVIGATION AKA PERSISTENT NAVIGATION

- **Exceptions in consistency**
  - Home Page
  - Forms (e-commerce site)
  - Printable pages

- **Exceptions can have minimal versions**

EXAMPLES

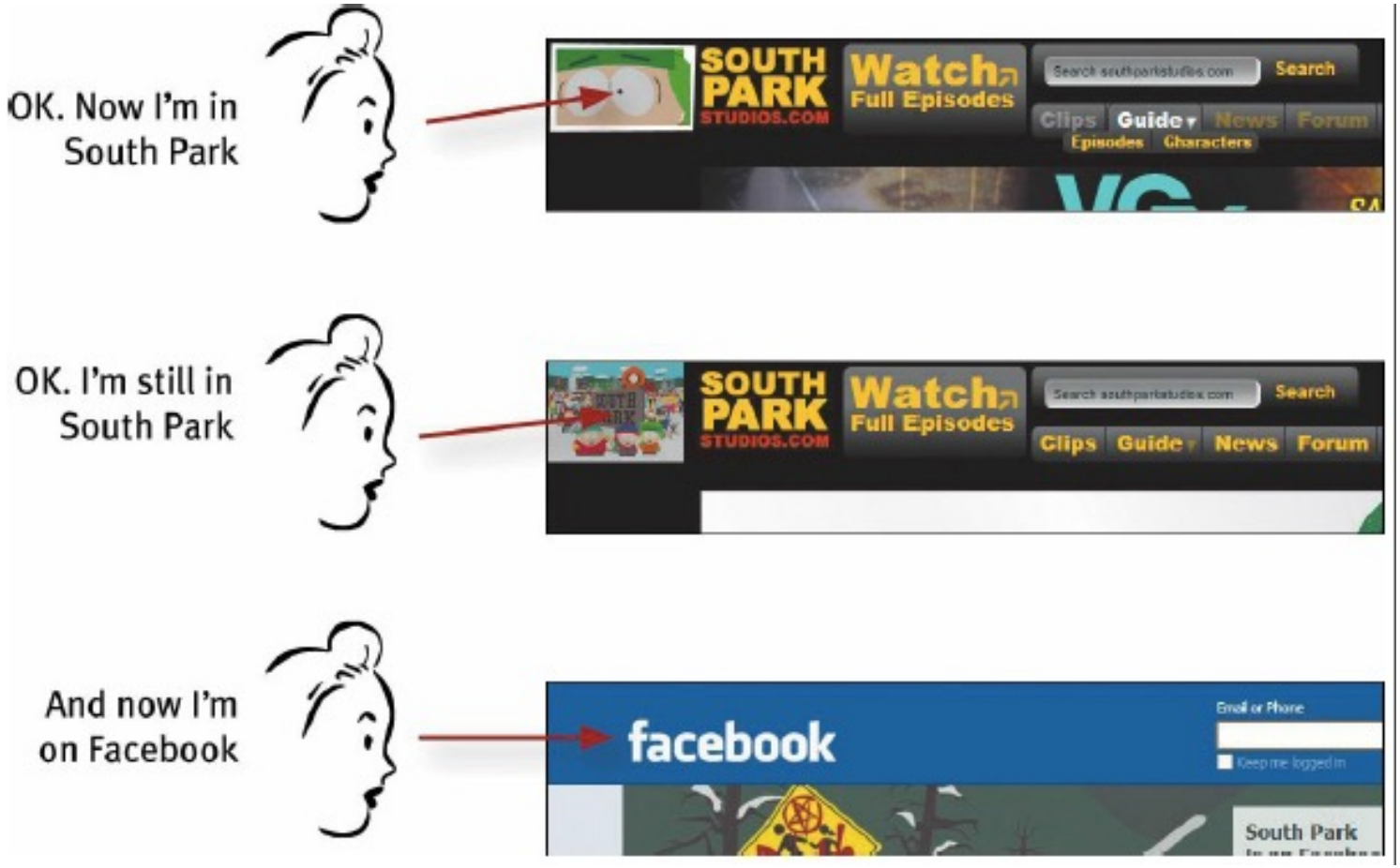
Feedback Form
We would love to hear your thoughts, concerns or problems with anything so we can improve!
Feedback Type
Comments
Bug Reports
Questions
Describe Feedback: *
Name *
First Name
Last Name
E-mail *
ex: myname@example.com
SUBMIT FEEDBACK


Subscribe to our free mailings now!
Name
Your email →
Please enter symbols shown on the image:
Reload image
Company news
Discounts & special offers
New product releases
Subscribe

SITE ID (OR LOGO)

- **Building name for a Web site**
- **Only need to see it once on a building**
- **Need to see it on every page on the Web**
  - Why? Primary mode of transportation is teleportation
- **Placement – Top of page**
- **Represents whole site**
  - Highest thing in logical hierarchy of the site

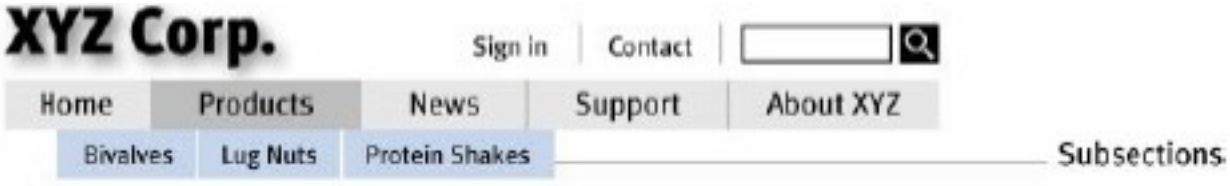
This site
Sections of this site
Subsections
Sub-subsections, etc.
This page
Areas of this page
Items on this page


OK. Now I'm in South Park
SOUTH PARK STUDIOS.COM
Watch Full Episodes
Search
Clips
Guide
News
Forum
Episodes
Characters
OK. I'm still in South Park
SOUTH PARK STUDIOS.COM
Watch Full Episodes
Search
Clips
Guide
News
Forum
And now I'm on Facebook
facebook
Email or Phone
Keep me logged in
South Park

THE SECTIONS

- *Primary navigation* – are the links to the main sections of the site: the top level of the site's hierarchy.

- *Secondary navigation* - the list of subsections in the current section.



- In others, pointing at a section name or clicking on it reveals a dropdown menu. And in others, clicking takes you to the front page of the section, where you'll find the secondary navigation.

THE UTILITIES

Utilities are the links to important elements of the site that aren't really part of the content hierarchy.

These are things that either can help me use the site (like Sign in/Register, Help, a Site Map, or a Shopping Cart) or provide information about its publisher (like About Us and Contact Us).

Utilities will vary for different types of sites

About Us	Downloads	How to Shop	Register
Archives	Directory	Jobs	Search
Checkout	Forums	My _____	Shopping Cart
Company Info	FAQs	News	Sign in
Contact Us	Help	Order Tracking	Site Map
Customer Service	Home	Press Releases	Store Locator
Discussion Boards	Investor Relations	Privacy Policy	Your Account

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Open Source Software Conference
Software Architecture Conference
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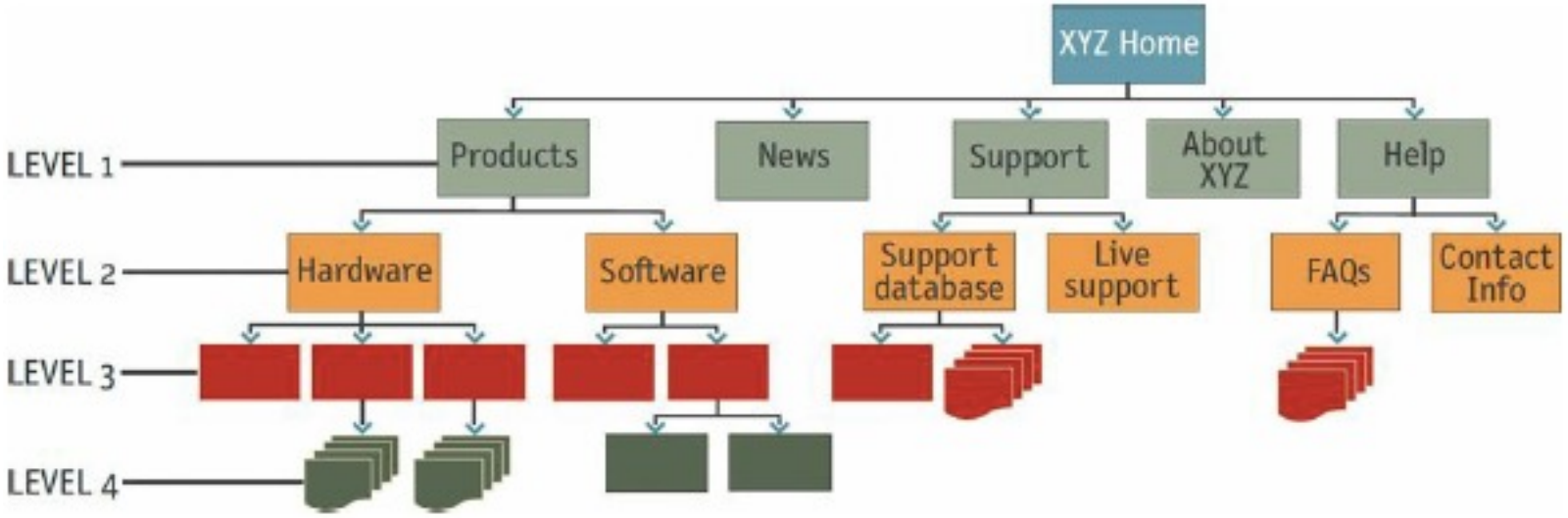
LOW-LEVEL NAVIGATION



Home

Second level page

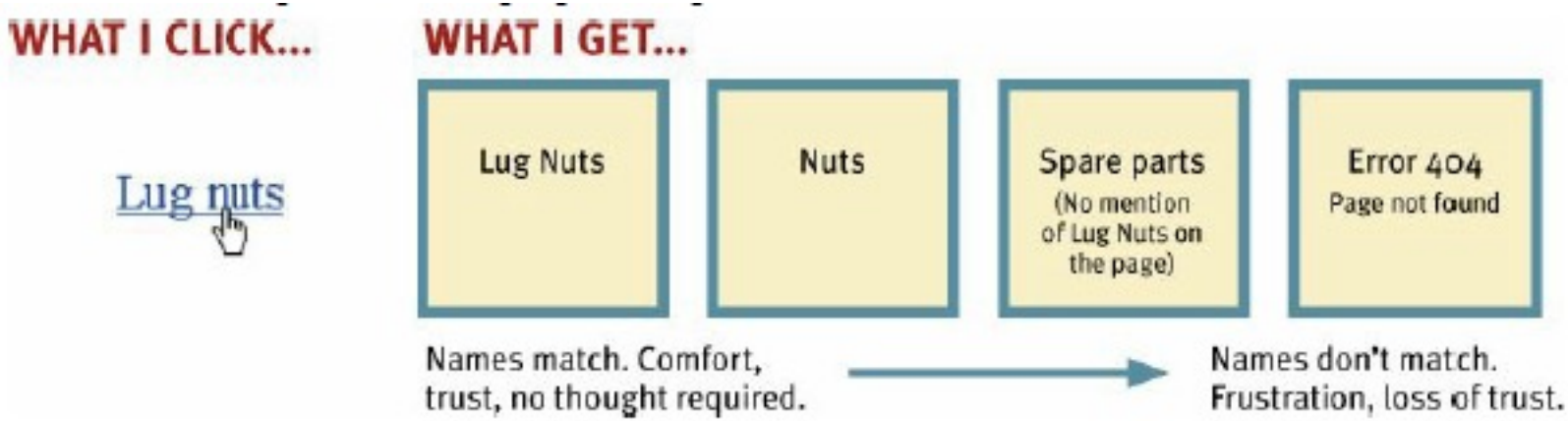
Subsection page

PAGE NAMES

There are four things you need to know about page names:

1. Every page needs a name.
2. The name needs to be in the right place.

1. The name needs to be prominent.
2. The name needs to match what I clicked.



“YOU ARE HERE”

“YOU ARE HERE”

There are a number of ways to make the current location stand out:

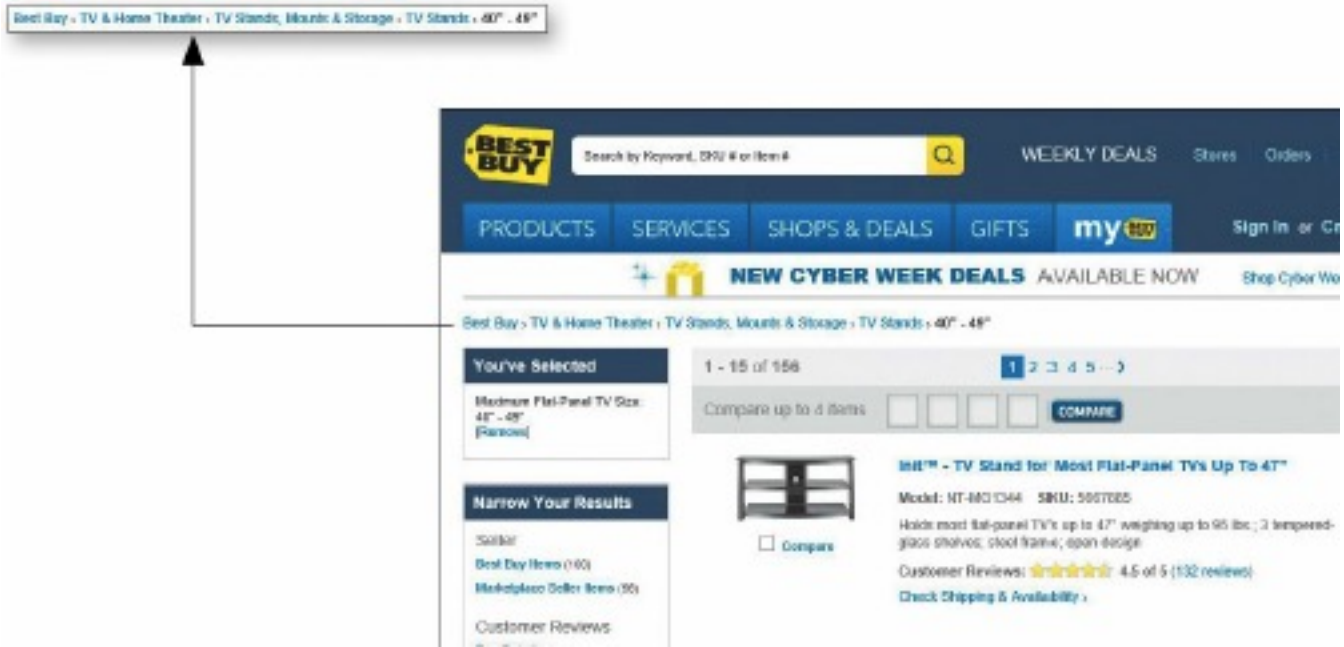
Put a pointer next to it	Change the text color	Use bold text	Reverse the button	Change the button color
Sports	Sports	Sports	Sports	Sports
Business	Business	Business	Business	Business
▸ Entertainment	Entertainment	Entertainment	Entertainment	Entertainment
Politics	Politics	Politics	Politics	Politics

BREADCRUMBS

Like “You are here” indicators, Breadcrumbs show you where you are.

A few best practices for implementing them:

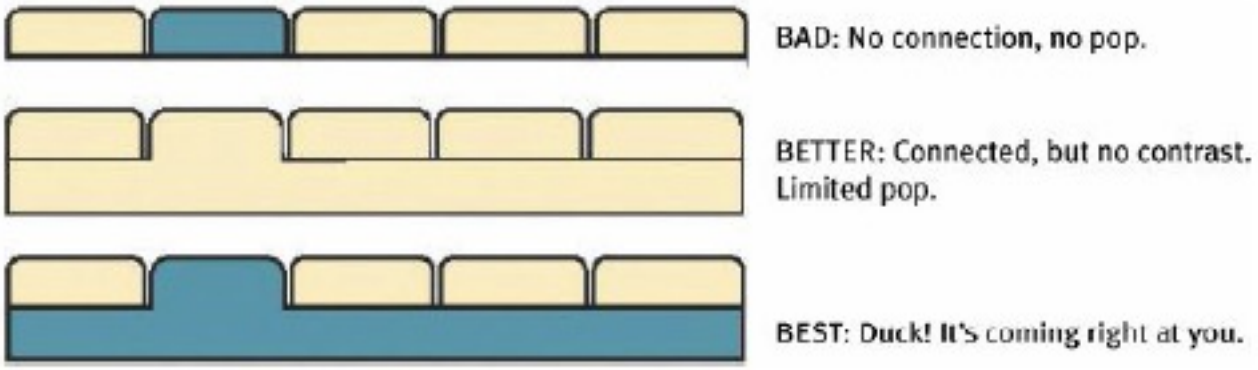
- Put them at the top.
- Use > between levels.
- Boldface the last item.



TABS

Tabs are:

- Self-evident.
- Hard to miss.
- Slick.



TRUNK TEST

Here's how you perform the trunk test:

Step 1: Choose a page anywhere in the site at random, and print it.

Step 2: Hold it at arm's length or squint so you can't really study it closely.

Step 3: As quickly as possible, try to find and circle each of these items:

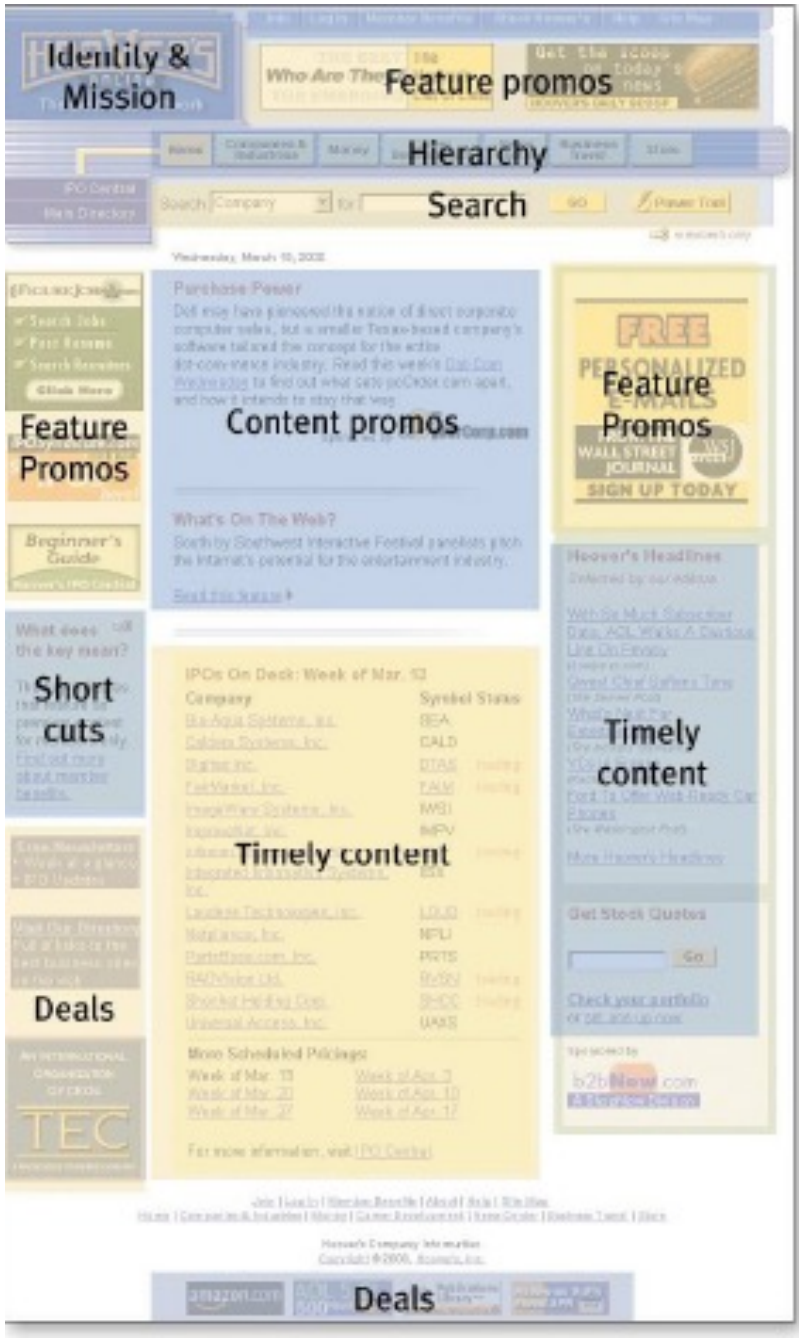
- Site ID
- Page name
- Sections (Primary navigation)
- Local navigation
- "You are here" indicator(s)
- Search

Try it on your own site and see how well it works. Then ask some friends to try it, too. You may be surprised by the results.

HOME PAGE

Things the Home page has to accommodate:

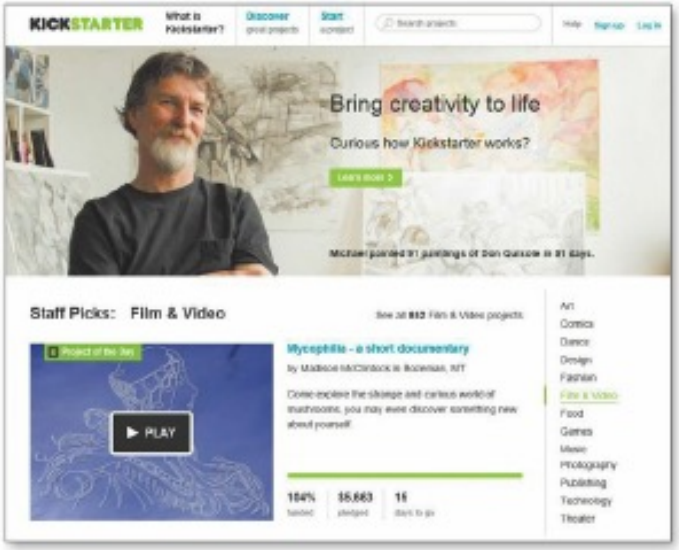
- Site identity and mission.
- Site hierarchy.
- Search.
- Teases.
- Content promos.
- Feature promos.
- Timely content.
- Deals.
- Shortcuts.
- Registration.
- Show me what I’m looking for.
- ...and what I’m not looking for.
- Show me where to start.
- Establish credibility and trust.


Identity & Mission
Feature promos
Hierarchy
Search
Feature Promos
Content promos
Feature Promos
Short cuts
Timely content
Timely content
Deals
Deals

THE HOME PAGE NEEDS TO ANSWER THE FOUR QUESTIONS

What is this?

What do they have here?



What can I do here?

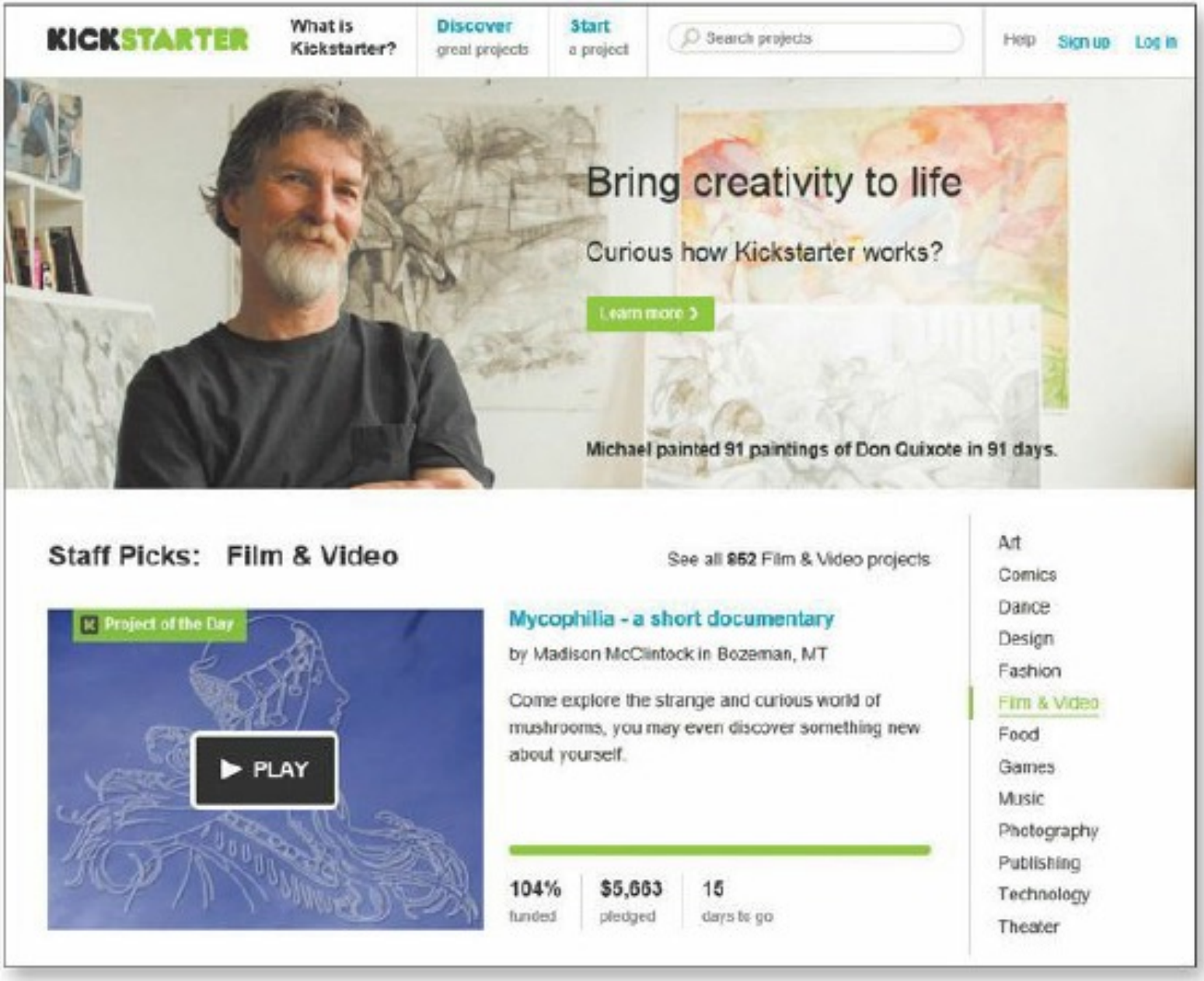
Why should I be here—and not somewhere else?

WHAT THE SITE IS ABOUT

Everything on the Home page can contribute to our understanding of what the site is. But there are 3 important places on the page where we expect to find explicit statements of what the site is about.

- The tagline
- The Welcome blurb.

- The “Learn more.”
- Use as much space as necessary
- Don’t use a mission statement as a Welcome blurb.


KICKSTARTER
What is Kickstarter?
Discover great projects
Start a project
Search projects
Help
Sign up
Log in
Bring creativity to life
Curious how Kickstarter works?
Learn more ›
Michael painted 91 paintings of Don Quixote in 91 days.
Staff Picks: Film & Video
See all 852 Film & Video projects
Project of the Day
PLAY
Mycophilia - a short documentary
by Madison McClintock in Bozeman, MT
Come explore the strange and curious world of mushrooms, you may even discover something new about yourself.
104% funded
$5,663 pledged
15 days to go
Art
Comics
Dance
Design
Fashion
Film & Video
Food
Games
Music
Photography
Publishing
Technology
Theater

TAGLINE

- Good taglines are **clear** and **informative** and explain exactly what your site or your organization does.

-

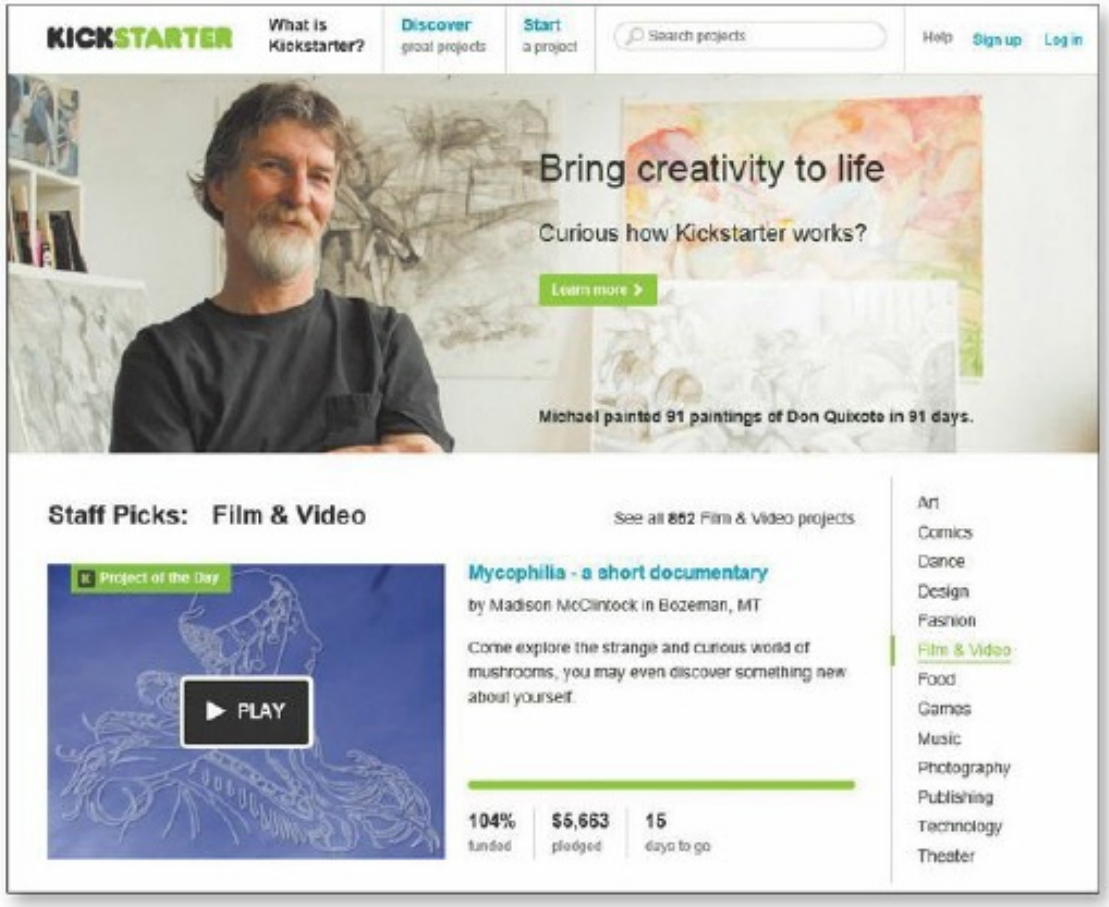
Six to eight words seem to be long enough to convey a full thought, but short enough to absorb easily.
- Good taglines **convey differentiation** and a clear benefit.
- Bad taglines sound **generic.**
- Good taglines are personable, lively, and sometimes clever. Clever is good, but only if the cleverness helps convey—not obscure—the benefit.

THE DAILY
BEAST
READ THIS SKIP THAT

REAL SIMPLE
LIFE MADE EASIER

THE BREAKFAST BLOG
IN SEARCH OF THE BEST EGGS IN TOWN

WHERE DO I START?



Where do I start?