

Navigation

Wayfinding

Wayfinding is the elements of the built environment that allow us to navigate through complex spaces.

paths

edges

districts

intersections

landmarks

Core components:

Orientation

Where am I right now?

Route Decisions

Can I figure out the way to go?

Mental Mapping

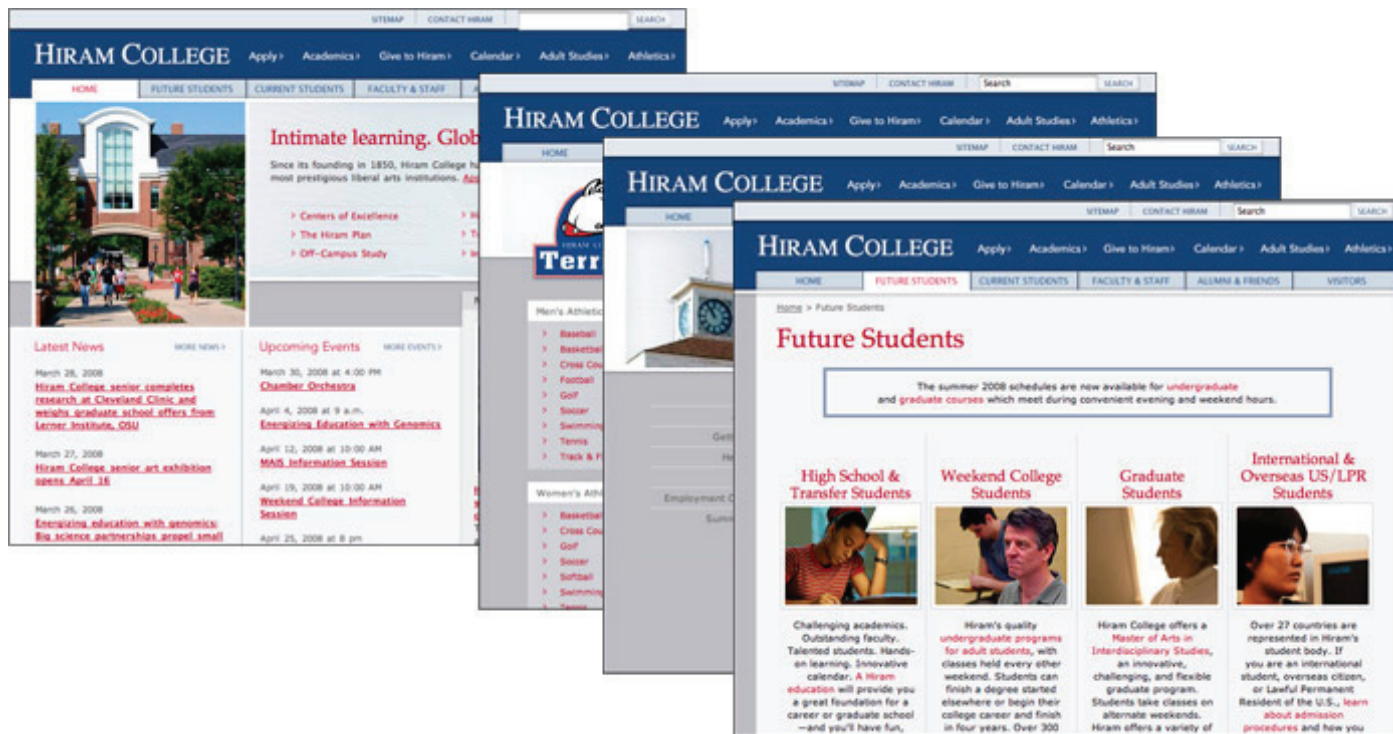
Do I understand where I've been and where I should go next?

Closure

Can I recognize that I have arrived?

Applying Wayfinding

1. Consistent Navigation on each page.



2. Leaving “breadcrumb trail” for users.

The screenshot displays the Zappos.com website interface. At the top left is the Zappos logo with the tagline "POWERED by SERVICE". A search bar contains the text "Shoes, Clothing, Bags, etc." and a "SEARCH" button. To the right of the search bar are promotional banners for "365 Day Return Policy" and "FREE Shipping Both Ways". A shopping cart icon labeled "My Cart" is in the top right corner.

Below the search bar is a navigation menu with categories: SHOES, CLOTHING, BAGS & HANDBAGS, HOUSEWARES, WATCHES, WHAT'S NEW?, BRANDS, WOMEN'S, MEN'S, KIDS', and ALL DEPARTMENTS. Below this is an alphabetical brand index.

The main content area shows the search results for "shoes". The search bar at the top of this section says "SEARCH: We found 146 items for 'shoes'". Below the search bar is a "NARROW YOUR CHOICES" sidebar with filters for THEME and COLOR. The main product grid shows four Adidas shoes:

- adidas DK Thunder TPU Mid**: \$65.00
- adidas Samba@ Classic**: \$55.00 (5 stars)
- adidas Samba@ Classic**: \$55.00 (5 stars)
- adidas Samba@ Millennium**: \$65.00 (5 stars)

A breadcrumb trail is visible at the top of the product grid, showing the path: SHOES > MENS > SNEAKERS AND ATHLETIC SHOES > SHOES > ADIDAS.

3. Use headlines or graphical cues to orient users as to where they are within your site.

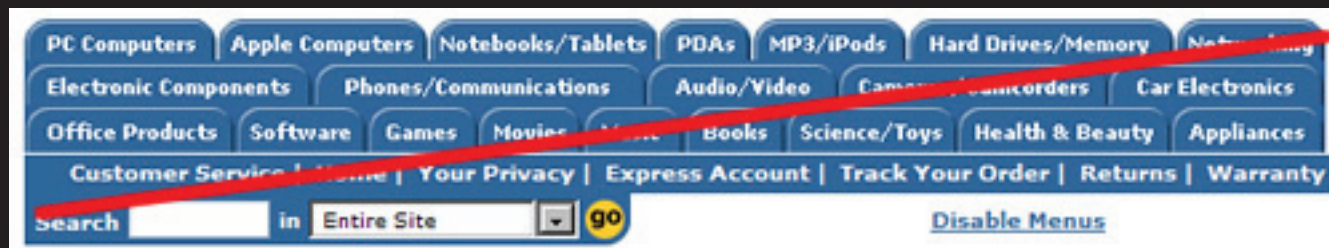
The screenshot displays the Smashing Magazine website interface. On the left, a vertical navigation menu includes links for Books, Library, Job Board, and Shop, along with social media icons for RSS, Facebook, Twitter, and YouTube. A secondary menu lists categories under three headings: CODING (CSS, HTML, JavaScript, Techniques), DESIGN (Web Design, Typography, Inspiration, Business), and MOBILE (Responsive, iPhone & iPad, Android, Design Patterns). The 'Web Design' category is highlighted in yellow. The main content area features a section titled 'Posts Tagged 'Web Design'' with a sub-header stating, 'We are pleased to present below all posts tagged with 'Web Design''. Below this is an article preview for 'Open Device Labs: Why Should We Care?' by Anselm Hannemann, dated May 28th, 2013, with 13 comments. The article text begins with 'With all of the different smartphones, tablets and other devices that sport various operating systems and versions thereof, a Web developer's job — testing (sometimes virtually) on multiple devices to resolve errors — hasn't become any simpler. This article suggests how we can manage these tasks without pouring a truck-load ...'. A 'Read more...' button is visible at the bottom of the article preview.

3. Simplify the amount of choices.

simple



complex



Navigation Patterns

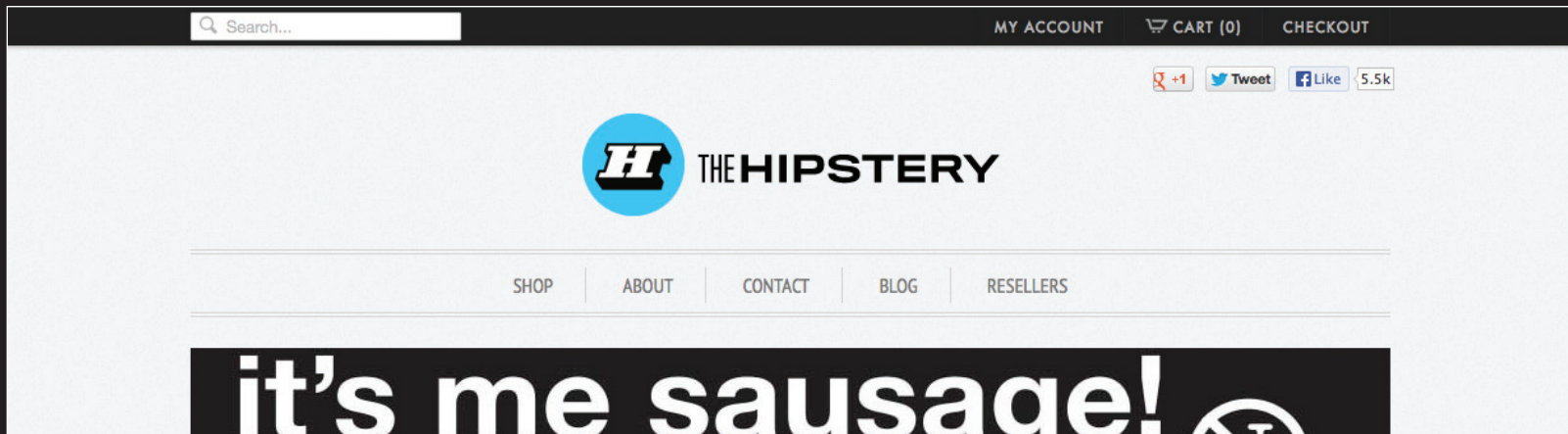
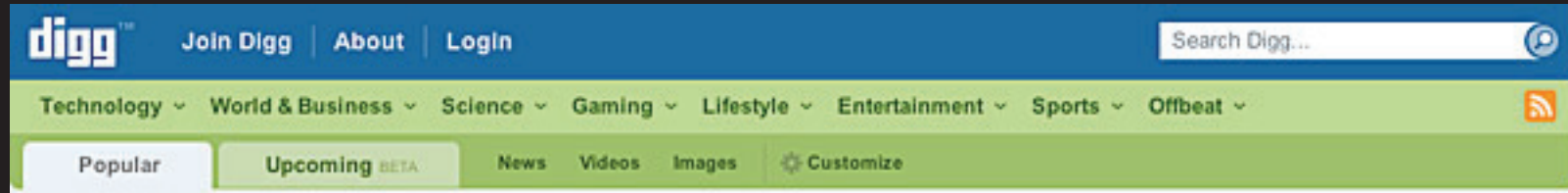
Types of Navigation

Global navigation – primary, main nav

Secondary navigation – secondary nav

Local navigation – individual page nav

Horizontal navigation



Vertical navigation



**C2-MTL:
A GLOBAL
INNOVATION
EVENT**

CREATED BY SID LEE
May 21 to 23, 2013

→ SEE THE VIDEO
→ BE PART OF THE 2013 EDITION

FOUNDING PARTNER
CIRQUE DU SOLEIL.

INNOVATION PARTNER
intel


CONTENT PARTNER
FAST COMPANY

PRESENTED BY
LAURENTIAN BANK

01 SID LEE
02 OUR WORK
03 SID LEE COLLECTIVE
04 CONVERSATIONAL CAPITAL
05 WHAT'S GOING ON?
06 COLLECTIVO
07 CAREERS
08 CONTACTS

f
v
y
i
s

EN FR ES 汉语



Search on Smashing Magazine

BOOKS

Books

Library

Job Board

Shop

[RSS](#)
[Facebook](#)
[Twitter](#)
[LinkedIn](#)

CODING

CSS

HTML

JavaScript

Techniques

DESIGN

Web Design

Typography

Inspiration

Business

MOBILE

Responsive

iPhone & iPad

Android

Design Patterns

GRAPHICS

Photoshop

Illustrator

Wallpapers

Freebies

UX DESIGN

Usability

Showcase Of Beautiful Vertical Navigation Designs

By [Jacob Gube](#)

🕒 April 19th, 2010
🏷️ [Navigation](#), [Showcases](#), [Web Design](#)
💬 78 Comments

Go to any website and you're guaranteed to find one thing: a **navigation menu**. Navigation menus enable visitors to move from page to page; without them, we would have no way to conveniently explore websites. Perhaps this is why designers, information architects, usability researchers and user experience specialists invest so much time and resources into devising aesthetically pleasing and user-friendly navigation systems.


Website navigation menus generally come in one of two orientations: vertical and horizontal. Horizontal navigation menus display items side by side. Vertical navigation menus stack items on top of each other. In this post, we highlight some **remarkable vertical navigation menus**, for your inspiration.

You might also like these related posts:

- [Showcase of Modern Navigation Design Trends](#)
- [Horizontal Navigation Menus: Trends, Patterns and Best Practices](#)
- [Navigation Menus: Trends and Examples](#)
- [The Case Against Vertical Navigation](#)

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WHITE LABEL EMAIL MARKETING FOR AGENCIES

[Email marketing for agencies](#)

DESIGN to HTML5/CSS3

W3-MARKUP

[PSD to HTML](#)

Sitefinity

Responsive Web Design Guide

[Web Content Management.](#)

Web fonts with typekit

[Web fonts with Typekit](#)

Hybrid or native?

Free whitepaper

[ICENIUM](#)

[Cross-platform mobile development](#)

CREATE A FREE WEBSITE

[Click Here >](#)

[Create free stunning sites!](#)

We code your design to HTML5/CSS3

[PSD to HTML5/CSS3](#)

[If You Know HTML](#)

High Quality Stock Photos

zOomy IMAGES

[Quality Stock Images & Music](#)

Note: Left side is more common—better for usability

Tabbed navigation

The screenshot shows the Inkd website homepage. At the top, there is a dark brown navigation bar with the Inkd logo on the left and links for 'Contact Us', '0 Items', 'Sign In to My Account', and 'Sign Up' on the right. Below this is a white tabbed navigation menu with tabs for 'Logos', 'Printing', 'Templates', 'All Access', and 'Sell'. A search bar is located to the right of the 'All Access' tab.

The main content area features a large promotional banner for 'Custom Logo Design'. The banner includes several examples of logos for 'ACME MEDIA FARM' and a central large logo with a ribbon. Text on the banner reads: 'Custom Logo Design. Get a professional logo you'll love with options for every budget.' A 'Start Your Logo' button is positioned to the right of the logos.

Below the banner is a blue promotional bar with the text: '30% off everything! SALE ENDS TODAY, Friday June 7. Enter promo code "SAVEALL30" in your cart and save!'. A countdown timer on the right shows 'Time Left To Save 17:40:54'.

At the bottom, there is a section titled '★ Also, Discounts On Other Business Design Products!' which displays a grid of various business design products, including logos for 'Paisley', 'morse', 'foodpair', 'DIY', and 'HAROLD'S OUTDOOR', as well as business cards and brochures.

Search navigation

amazon [Join Prime](#) [Your Amazon.com](#) [Today's Deals](#) [Gift Cards](#) [Sell](#) [Help](#)

Shop by Department Hello, [Sign In Your Account](#) [Join Prime](#) [Cart](#) [Wish List](#)

Shop by Department

- All Departments
- Amazon Instant Video
- Appliances
- Apps for Android
- Arts, Crafts & Sewing
- Automotive
- Baby
- Beauty
- Books
- Cell Phones & Accessories
- Clothing & Accessories
- Collectibles
- Computers
- Credit Cards
- Electronics
- Gift Cards Store
- Grocery & Gourmet Food
- Health & Personal Care
- Home & Kitchen
- Industrial & Scientific

Instant Video MP3 Store Cloud Player **Kindle** Cloud Drive Appstore for Android Digital Games & Software Audible Audiobooks

The Perfect Gift for Dad

kindle fire HD ~~From \$199~~ **From \$179** kindle fire HD 8.9" ~~From \$269~~ **From \$249**

Enter **DADSFIRE** at checkout
Offer valid through June 8, 2013

A Good Night's Sleep **Clothing Trends** Fast Free Shipping

Amazon Fashion Dress Shop

Our favorite wear-everywhere styles from Laundry by Shelli Segal, London Times, and more.

[Shop Dresses](#) [Shop All Clothing](#)

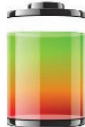




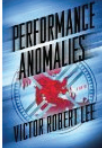

Class of 2013 **Graduation Gifts** [Shop now](#)

GET INFERNO FREE*
plus a bonus audiobook when you join Audible.

[TRY NOW](#)

The All-New **SoundLink Mini** Bluetooth Speaker [Pre-order now](#)

What Other Customers Are Looking At Right Now

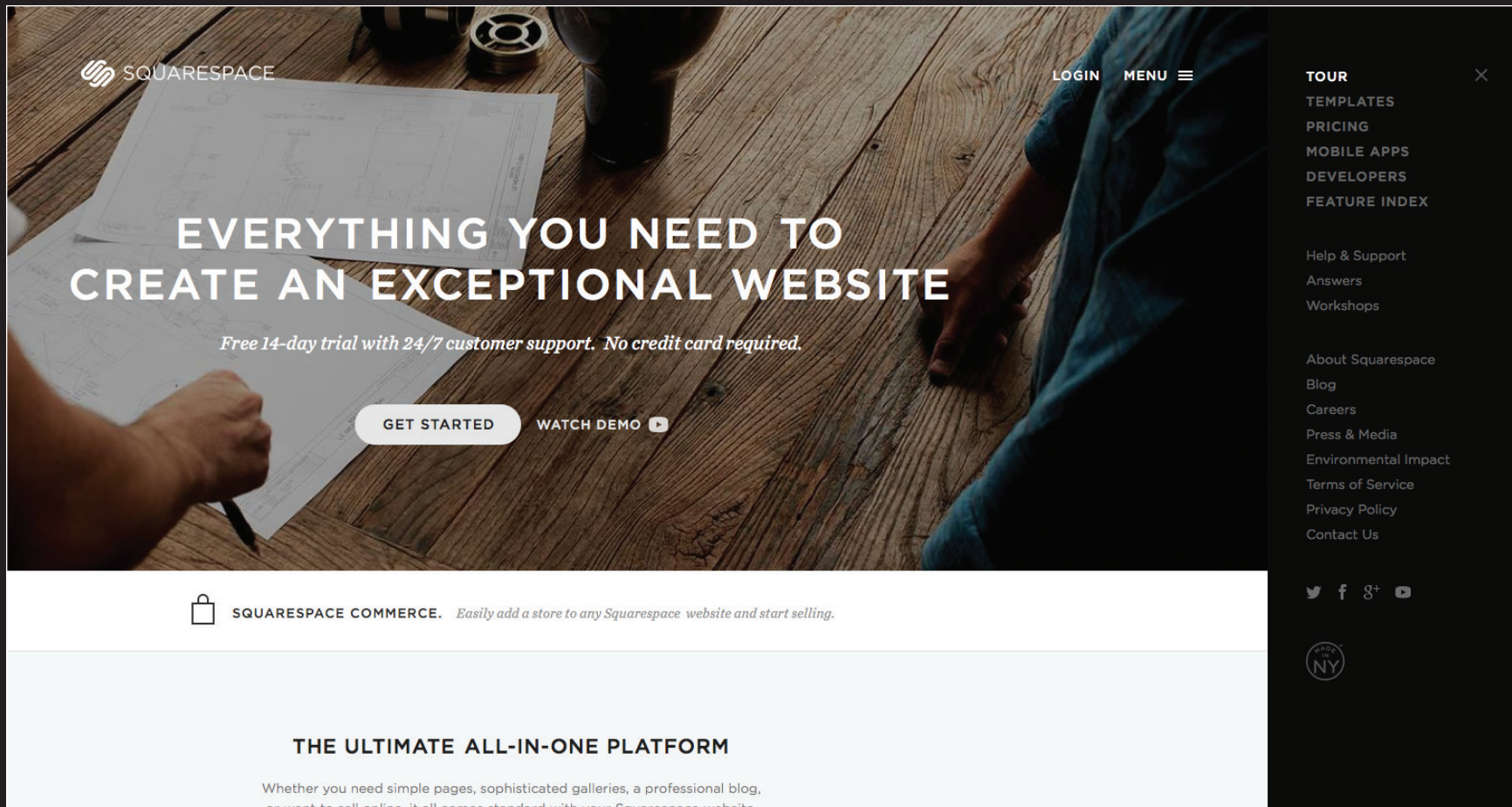
| | | | | | | |
|---|---|---|---|---|--|--|
|  |  |  |  |  |  |  |
| Battery Pro MacroPinch ★★★★☆ (54) \$0.00 | Chamberlain WD962KEV Whisper Drive... ★★★★☆ (115) \$226.00 \$236.65 | Camco 57293 Deluxe Grilling Table ★★★★☆ (12) \$420.74 \$83.27 | Southern Champion Tray 0973K Kraft... ★★★★☆ (7) \$46.00 \$36.86 | Kindle Paperwhite, 6" High Resolution... Amazon Digital Services Inc. ★★★★☆ (12,237) \$119.00 | Performance Anomalies by Victor Robert Lee Kindle Edition ★★★★☆ (11) \$3.99 | Kindle Fire HD 7", Dolby Audio... Amazon Digital Services Inc. ★★★★☆ (12,979) \$199.00 |

\$25 Off a \$100 Select Bosch Purchase [Learn more >](#)

\$30 Off Instantly [Learn more](#)

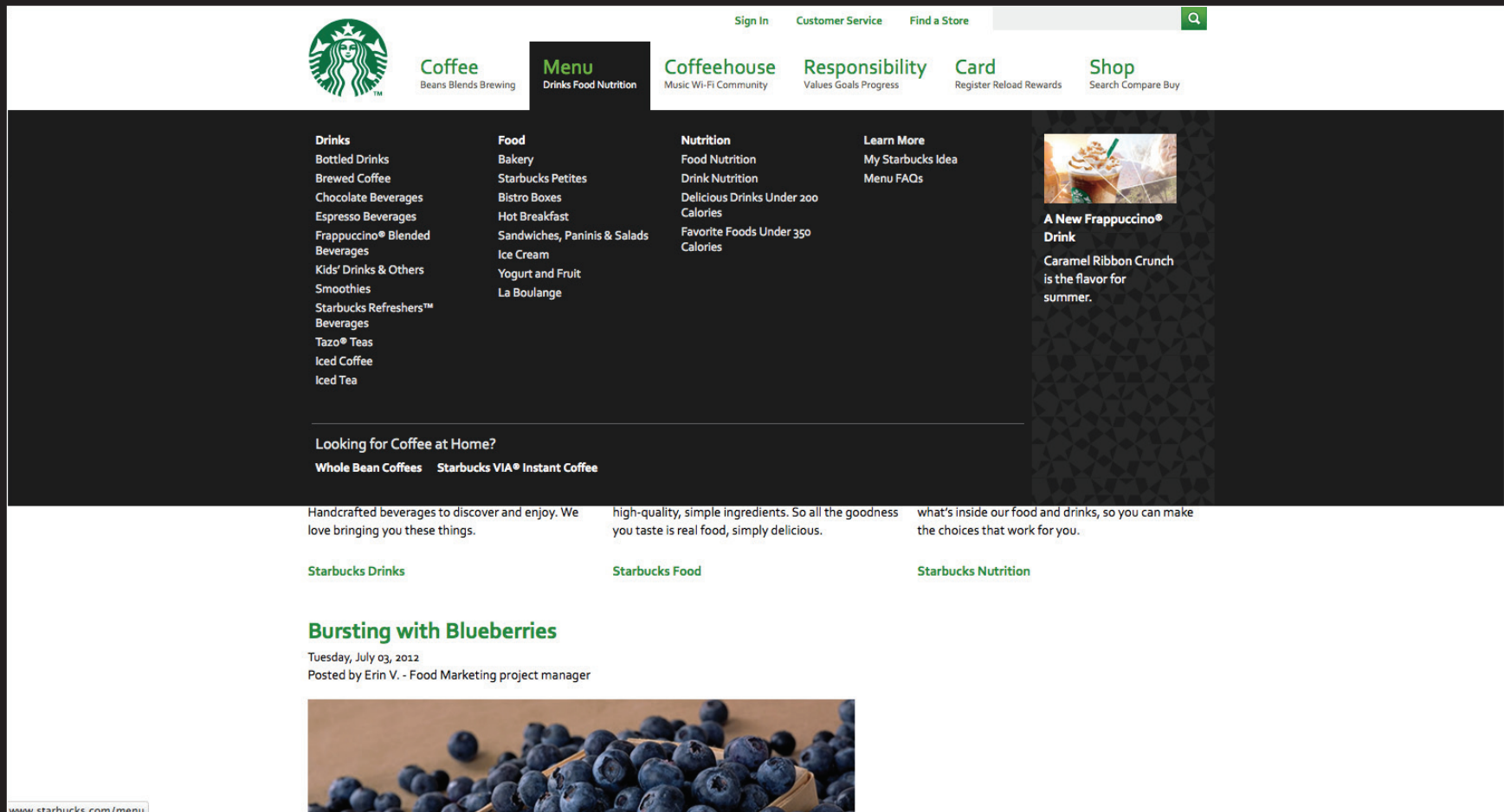
www.amazon.com/ref=gno_logo/178-8543629-5384743

Slide out navigation



Note: More common in mobile websites and apps

Drop down navigation



The screenshot shows the Starbucks website's navigation menu. At the top, there is a search bar and links for Sign In, Customer Service, and Find a Store. The main navigation bar includes Coffee, Menu, Coffeehouse, Responsibility, Card, and Shop. The Menu dropdown is open, showing categories like Drinks, Food, and Nutrition. A featured section highlights a new Frappuccino drink, and another section promotes blueberries with a photo of fresh fruit.

Starbucks
Beans Blends Brewing

Coffee
Beans Blends Brewing

Menu
Drinks Food Nutrition

Coffeehouse
Music Wi-Fi Community

Responsibility
Values Goals Progress

Card
Register Reload Rewards

Shop
Search Compare Buy

Sign In Customer Service Find a Store

Drinks
Bottled Drinks
Brewed Coffee
Chocolate Beverages
Espresso Beverages
Frappuccino® Blended Beverages
Kids' Drinks & Others
Smoothies
Starbucks Refreshers™ Beverages
Tazo® Teas
Iced Coffee
Iced Tea

Food
Bakery
Starbucks Petites
Bistro Boxes
Hot Breakfast
Sandwiches, Paninis & Salads
Ice Cream
Yogurt and Fruit
La Boulange

Nutrition
Food Nutrition
Drink Nutrition
Delicious Drinks Under 200 Calories
Favorite Foods Under 350 Calories

Learn More
My Starbucks Idea
Menu FAQs

A New Frappuccino® Drink
Caramel Ribbon Crunch is the flavor for summer.


Looking for Coffee at Home?
Whole Bean Coffees Starbucks VIA® Instant Coffee

Handcrafted beverages to discover and enjoy. We love bringing you these things. [Starbucks Drinks](#)

high-quality, simple ingredients. So all the goodness you taste is real food, simply delicious. [Starbucks Food](#)

what's inside our food and drinks, so you can make the choices that work for you. [Starbucks Nutrition](#)

Bursting with Blueberries
Tuesday, July 03, 2012
Posted by Erin V. - Food Marketing project manager



www.starbucks.com/menu

Footer navigation

About us carano

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a normal distribution of letters, using making it look like readable

Popular items

DayBreaker
Bedden & boxsprings
Dames jeans
Dekbedovertrekken
Jassen
Mango
Sacha

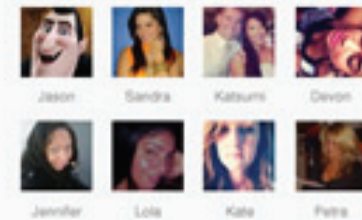
Twitter

fresh_creations Follow us on http://dribbble.com/fresh_creations (for those that are on dribbble)
10 hours ago

fresh_creations That thin Macbook Pro looks awesome #WWDC #Apple
10 hours ago

Facebook

334 people like caranoshops



My Account

My orders
My addresses
My personal info
My vouchers
Log in

Our service

Returns & Damage
Clothing size
FAQ
Buy a gift voucher
Helpdesk

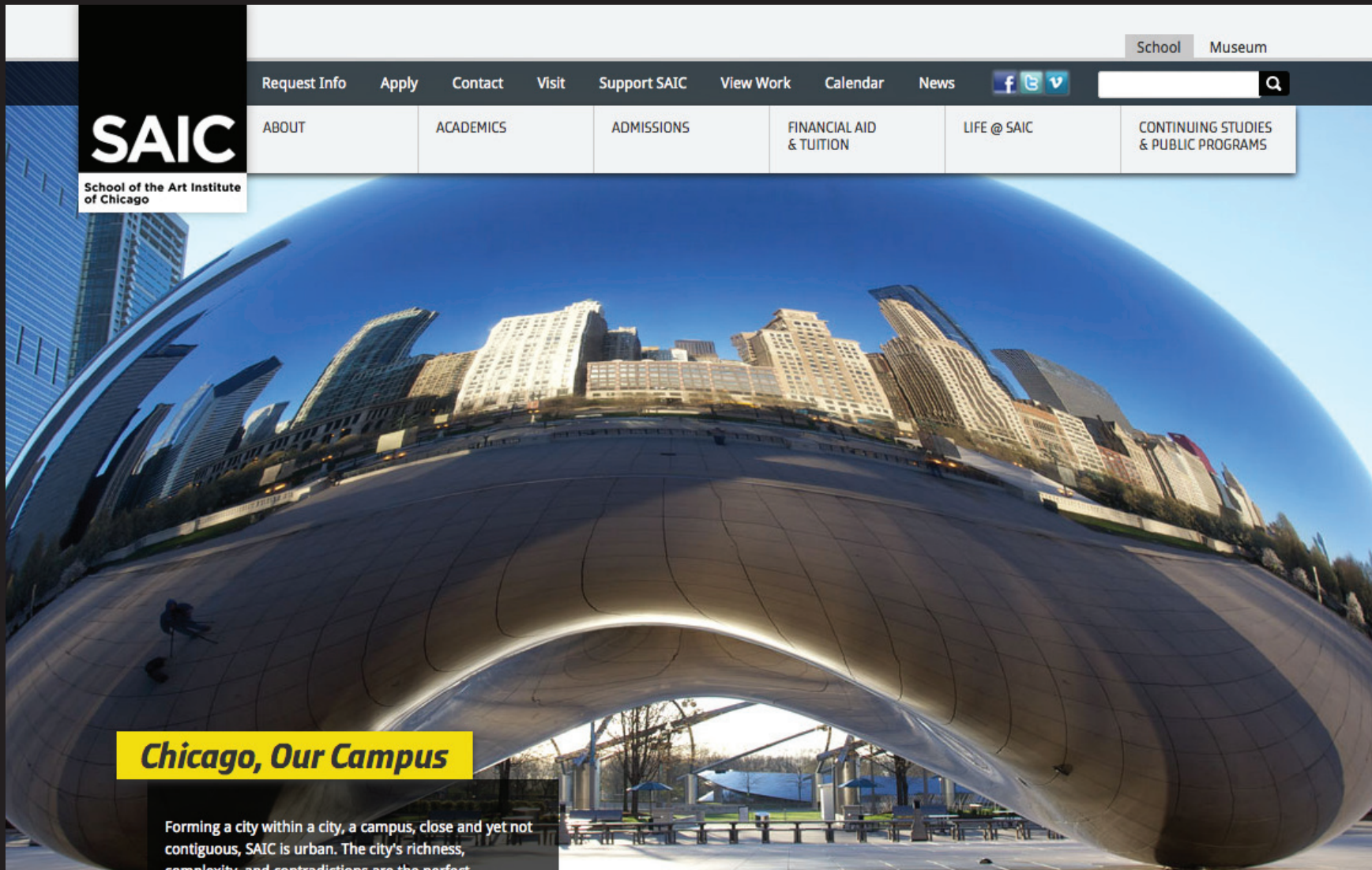
Contact

768 5th Avenue
New York, NY 10019, United States
Tel: +212 759-3000
Email: support@carano.com

Payment









Secondary navigation



Local navigation

| | | | | |
|-----------------------------|-------------|-------------|---------------|-------------|
| ART INSTITVTE CHICAGO | VISIT | EXHIBITIONS | RESEARCH | SHOP ONLINE |
| | COLLECTIONS | LEARN | JOIN AND GIVE | |

Visit

Buy Tickets

Calendar

Directions and Parking

Maps, Guides, and Apps

Accessibility


Collection Updates

Dining

Visiting with a Group





Visiting with Your Family

Visiting Chicago



| | | | |
|--------------|------------------------------|--------------------------|-------------|
| Hours | Admission Information | Museum Guidelines | FAQs |
|--------------|------------------------------|--------------------------|-------------|

Museum Hours
Open daily 10:30–5:00
Thursday until 9:00

Facebook

ART INSTITVTE CHICAGO 15 HOURS 52 MIN AGO
The Art Institute of Chicago
"Don't think so Vicki. Whatever..." on their own photo.

ART INSTITVTE CHICAGO 1 DAY 18 HOURS AGO
The Art Institute of Chicago
"http://www.artic.edu/exhibition/..." on their own link.

ART INSTITVTE CHICAGO 1 DAY 20 HOURS AGO
The Art Institute of Chicago
This Saturday—The Art Institute Teen Council invites teenagers to an afternoon of art,

Mobile Navigation Patterns

Do Nothing Approach

home archives feed twitter
contact

TimKadlec.com
musings of a random nature

February 21st, 2012 ∞
tagged: media queries, mobile, performance, responsive

Media Query & Asset Downloading Tests

When you're building a responsive site, there will undoubtedly be times when you need to change a background image, or when you need



TimKadlec.com
musings of a random nature

home archives feed twitter


Media Query & Asset Downloading Tests

When you're building a responsive site, there will undoubtedly be times when you need to change a background image, or when you need to hide an image for a specific resolution range. Unfortunately if you're not careful, this can lead to multiple images being downloaded even when they aren't being used. A few people—including [Jason Grigsby](#), [Greg Rewis](#) and [Aaron Mentele](#)—have done some excellent testing about how images are downloaded when media queries are involved. So far, the tests have been conducted using manual methods. There is absolutely nothing wrong with that, but I wanted to find a way to make the testing more

February 21st,
tagged: med
mobile, perfor
responsive
0 Comments

Toggle

Sign In Find a Store



X

Coffee
Beans Blends Brewing


Menu
Drinks Food Nutrition

Coffeehouse
Music Wi-Fi Community

Responsibility
Ethical Local Global

Shop
Search Compare Buy

Card
Register Reload Rewards




00:00

Do you prefer Starbucks® Blonde Roast, Medium or Dark?



Sign In Customer Service Find a Store



Coffee
Beans Blends Brewing


Menu
Drinks Food Nutrition

Coffeehouse
Music Wi-Fi Community

Responsibility
Ethical Local Global

Shop
Search Compare Buy

Card
Register Reload Rewards



00:00 / 00:31

Do you prefer Starbucks® Blonde Roast, Medium or Dark?

Discover your perfect roast.

What's your Everylove story?

The story behind Blonde Roast.

Can we treat you to a drink?

Select Menu



Flyout Menu

The image displays a flyout menu on the left side of the Obama-Biden website. The menu is organized into several categories: STATE, ABOUT, ISSUES, and GROUPS. Under the ABOUT category, there are links for Barack Obama, Michelle Obama, Joe Biden, and Dr. Jill Biden. Under the ISSUES category, there are links for Election Calendar, Jobs and the Economy, Education, Energy and the Environment, Equal Rights, Health Care, National Security, and Taxes. Under the GROUPS category, there is a link for Missions. The main content area on the right features a top navigation bar with links for STATE, ABOUT, ISSUES, GROUPS, BLOG, VIDEOS, VOLUNTEER, STORE, and a DONATE button. The main content area includes a 'DINNER WITH BARACK' promotion with a registration form, a 'VOLUNTEER' section, and a 'KEEPING HIS WORD' section with a 'LEARN MORE' link.

Menu

- STATE
- ABOUT
 - Barack Obama
 - Michelle Obama
 - Joe Biden
 - Dr. Jill Biden
 - Election Calendar
- ISSUES
 - Jobs and the Economy
 - Education
 - Energy and the Environment
 - Equal Rights
 - Health Care
 - National Security
 - Taxes
- GROUPS
 - Missions

Next GET the LATEST

OBAMA BIDEN Log in | Create account | Español

STATE | ABOUT | ISSUES | GROUPS | BLOG | VIDEOS | VOLUNTEER | STORE **DONATE**

DINNER WITH BARACK

THREE SEATS REMAIN. ONE COULD BE YOURS.

Here's your chance to meet Barack

Email ZIP **GET STARTED**

OBAMA BIDEN en Español

VOLUNTEER

FREE BUMPER STICKER

KEEPING HIS WORD

OBAMA'S RECORD IN BRIEF

Putting Americans back to work **LEARN MORE**

Footer Anchor

