

# Bumble Bee

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**Research Topic:** Layout Design Concept



(Photobucket, 2014)

Font

Font



*(Image taken from [huffpost.com](http://huffpost.com), 2014)*

Font and the spacing between letters can impact how reader feel when reading on a website.

# Effects of good fonts

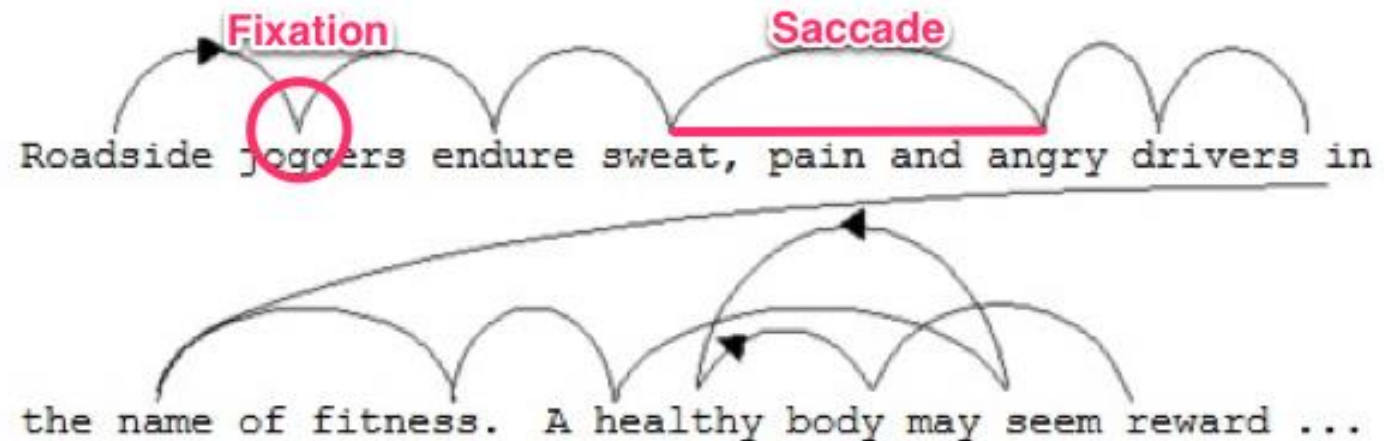
- Higher cognitive focus
- More efficient mental processes
- A stronger sense of clarity

Well-designed reading environments don't necessarily help you understand what you're reading better, but they

- Make you feel good
- Feel inspired
- More likely to take action.

# How we read

When we read, our eyes follow a natural pattern called a Scan Path.



*(Image taken from medium.com, 2013)*

We break sentences up into scans (saccades) and pauses (fixations).

- Our eyes typically move across a page for between 7-9 letters before needing to pause to process what you're reading.
- As you scan a sentence, no useful visual processing is happening in your brain.
- Visual processing is completely dependent upon the information taken in when you pause.

**How to design better  
website.....Using font.**

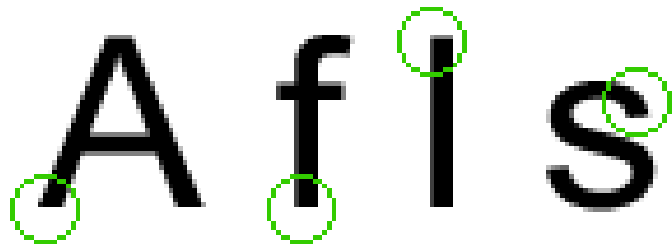


# 1) Choose an anchor font

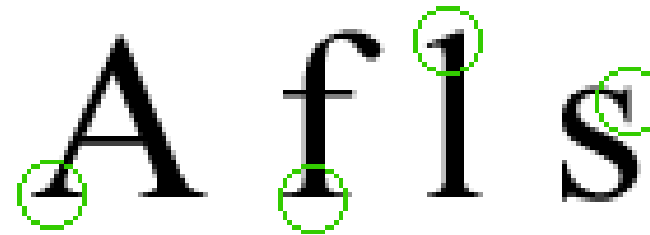
- Selecting a typeface for the content that is most prevalent in your project
- This will be the typeface that you base your other font decisions on like headlines and subheads

**Serif Fonts**—Letters with short lines coming off the edges. Viewed as more formal and traditional. Best suited for print.

**Sans-serif Fonts**—Letters without serifs. Viewed as informal and playful. Best suited for digital.

The image shows the letters 'A', 'f', 'l', and 's' in a sans-serif font. Each letter has a small green circle highlighting a specific feature: the bottom-left corner of the 'A', the bottom of the 'f', the top of the 'l', and the top of the 's'. This highlights the absence of serifs.

Sans serif

The image shows the letters 'A', 'f', 'l', and 's' in a serif font. Each letter has a small green circle highlighting a specific feature: the bottom-left corner of the 'A', the bottom of the 'f', the top of the 'l', and the top of the 's'. This highlights the presence of serifs.

Serif

*(Image taken from medium.com, 2013)*

When choosing a font for body text for website, **it's usually best to stick with a Serif font or Sans-serif font.**



*(Screenshot of medium.com, 2014)*

An example of a website using only Serif font and Sans-serif font.

Check out my sweet serifs!



## Serif fonts are easier to read in printed works

This is because the serif make the individual letters more distinctive and easier for our brains to recognise quickly. Without the serif, the brain has to spend longer identifying the letter because the shape is less distinctive.

Modern, Minimal, Magnificent, I am Sans



## Sans serif fonts are better on the web

An important exception must be made for the web. Printed works generally have a resolution of at least 1,000 dots per inch; whereas, computer monitors are typically around 100 dots per inch.

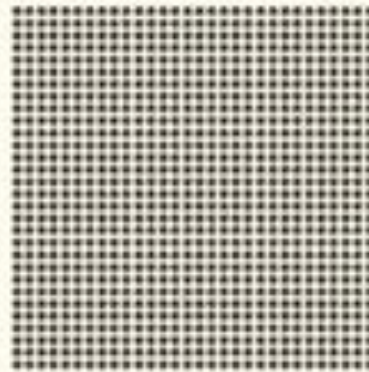
*(Image taken from  
webdesignerdepot.com, 2013)*



1000 DPI



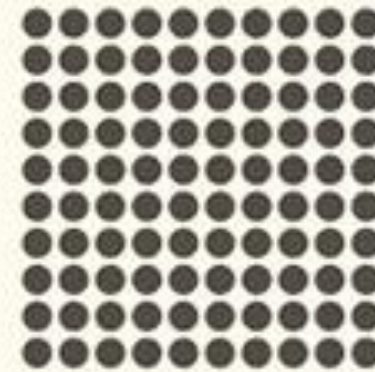
300 DPI



Even Apple's much vaunted retina display is only around 300 dots per inch — much lower than print.



100 DPI



# EXAMPLES

## Old style

(The Adobe Garamond typeface, an example of an old-style serif)

## Transitional

(The Times New Roman typeface, an example of a transitional serif)

## Modern

(The Bodoni typeface, an example of a modern serif)

## Slab Serif

(The Rockwell typeface, an example of a slab serif)

## Grotesque

(The Franklin Gothic typeface (Grotesque))

## Transitional

(The Helvetica typeface (Neo-grotesque))

## Humanist

(The Tahoma typeface (Humanist))

## Geometric

(The Futura typeface (Geometric))

# WEB TYPEFACE USAGE

GEORGIA ARIAL  
VERDANA BASKERVILLE  
TIMES NEW ROMAN HELVETICA  
LUCIDA GRANDE OTHER

MOST POPULAR TYPEFACES



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34% SERIF

66% SANS

(Image taken from [webdesignerdepot.com](http://webdesignerdepot.com), 2013)

## 2) Pick a font size bigger than 12pt

This line has a font size of 8px.

This line has a font size of 11px.

This line has a font size of 14px.

This line has a font size of 18px.

This line has a font size of 24px.

This line has a font size of 36px.

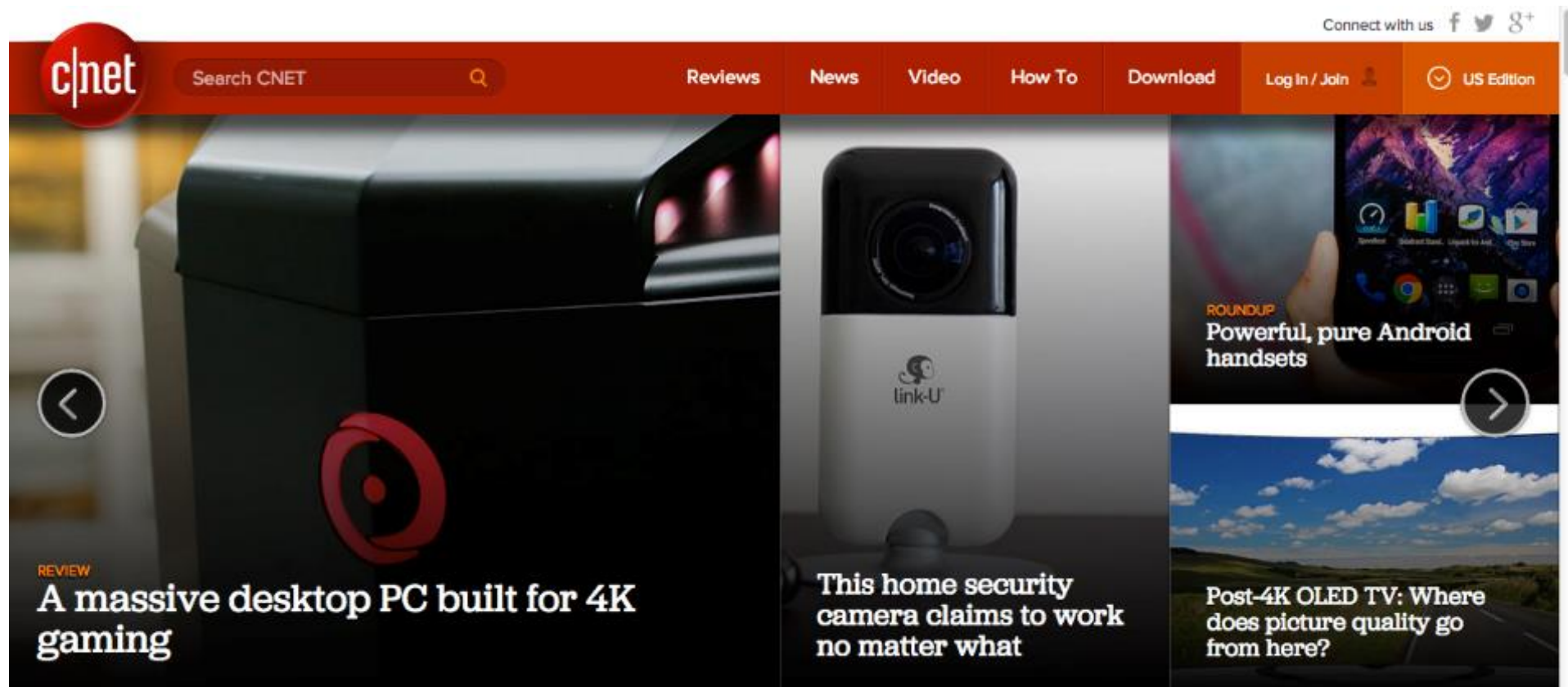
**This line has a font size of 48px.**

*(Image taken from cksource.com, 2013)*

As digital and screen resolutions improve, many designers mention that 16px font is the ideal size for website font.



A recent study has also shown that larger font sizes can elicit a stronger emotional connection.



*(Screenshot of cnet.com, 2014)*

A website using larger font sizes to attract the attention of reader to click into their featured story.

While having a huge font over 30px most likely wouldn't make sense, many blogs have font in the 10px-12px range.

Home Mail News Sports Finance Weather Games Groups Answers Screen Flickr Mobile More

YAHOO! MUSIC

Search Music Search Web Sign In Mail

The "A Team" singer really brings his A-game in "Thinking Out Loud," flawlessly executing a ballroom dance routine that looks like something out of a *Dancing With the Stars* finale. But "Thinking Out Loud," which has received 2.7 million views in less than 24 hours, was actually choreographed by a team from another TV dance competition, *So You Think You Can Dance*: Emmy-winners Tabitha & Napoleon D'umo, aka "Nappytabs."

Brittany Cherry and Ed Sheeran backstage on tour (photo: Twitter)

And you may actually recognize the girl in the video, [Brittany Cherry](#), from *So You Think You Can Dance* as well. While Brittany only made it to the top 20 of SYTYCD Season 10, she's obviously come out a winner — not just sharing the spotlight in "Thinking Out Loud," but also getting the opportunity to dance with Ed five hours a day, secretly training him for the video while she was on tour with him earlier this year.

*I've learned to dance...*  
— Ed Sheeran (@edsheeran) October 7, 2014

It seems Ed's more than 40 hours of dance training has paid off: Not only does he admirably and effortlessly keep up with Brittany, but he looks noticeably slimmer as he ditches his trademark shabby hoodie for a natty, physique-flaunting waistcoat. Ed actually has shed 35 pounds in the past three months, although he recently told *ET* that that's the result of cutting out beer... and

Prisoner Song - Live from Roseland Theat ...  
02:49

Trampled by Turtles

What to read next

Yahoo On the Road Artist: Spoon

Yahoo Music Blog

(Screenshot of music.yahoo.com/blog, 2014)

### 3) Watch your line length

- Line length is how far the sentences stretch across the page.
- The ideal line length should be between about 50-75 characters.
- If the line length is too short, reader's rhythm will break because their eyes must travel back to the left of the page too often.

- A line length that is too long makes it hard to find where lines of text start and end. It can make it difficult for reader to get to the next line without accidentally jumping to the wrong place.
- Research shows that subconscious mind gets a boost of energy when jumping to a new line (as long as it doesn't happen too often) but this energy dwindles as readers read over the duration of the line

This line length has been shown to be most effective in helping readers move through their Scan Path.

So I don't take any special credit for running the race. If anything, most of the credit belongs to my friend Scott Dinsmore, who encouraged me to run it and then played a huge role in getting me to the finish.

*(Image taken from medium.com, 2013)*

It's 78 characters, about 6.5 inches.

## 4) Mind your spacing

- Adequate spacing between letters is important for readers to be able to move through sentences fluidly.
- The tighter the letters are together, the harder it is for people to identify the shapes that make up different letterforms

Here's an example from Jessica Hische of the readability of Helvetica versus Avenir. Hische recommends Avenir because of its more open spacing:

#### Helvetica

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed congue aliquam mauris consectetur tincidunt. Proin placerat ultricies purus vel interdum. Praesent congue lectus vitae turpis commodo nec auctor erat sollicitudin. Fusce posuere justo et mauris vehicula id viverra urna condimentum. Maecenas vitae elementum turpis. Pellentesque tincidunt purus vel augue pellentesque mattis. Ut faucibus ipsum nec elit tempus in vehicula ligula imperdiet.

#### Avenir

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed congue aliquam mauris consectetur tincidunt. Proin placerat ultricies purus vel interdum. Praesent congue lectus vitae turpis commodo nec auctor erat sollicitudin. Fusce posuere justo et mauris vehicula id viverra urna condimentum. Maecenas vitae elementum turpis. Pellentesque tincidunt purus vel augue pellentesque mattis. Ut faucibus ipsum nec elit tempus in vehicula ligula imperdiet.

*(Image taken from medium.com, 2013)*

The best font choices are ones  
where readers do not notice  
the font but the message.



# LAYOUT

is the sizing, spacing, and placement of contents in design.

# Features of An Effective Website Layout

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# FOCUS

showing users what need to look first



(Screenshot of foreverheavy.com, 2011)

Good Example : Users will first focus on the center which contains the tagline of the company.

www.ARNGREN.net

23 Butikker Teknologi & Gadgets Index el-retur

2722419 Index ( Fra 07.11.2004) Søk Arngren.net < Fribiljet i sin Fly-Bil Silk Betaler du

Bygg ditt eget 2-seters Helikopter. kr. 398.000.-

Index

- Akvarium
- Alarm
- Alkotester
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- Bildefiliser
- Bil (elektrisk) gas
- Bilbane
- Conrad-elektronikk
- Digital-Kikkert
- Bildefiliser
- Bil (elektrisk) gas
- Bilbane
- Conrad-elektronikk
- Digital-Kikkert
- Disko-Lys
- Dummy-Kamera
- DVD-Spiller
- Elektronikk & DAB
- EL-Scouter & Bil
- Figurer
- Golf-biller (m/skilt)
- Hobby & RC
- Hoverpod
- HP-Måler (Bil)
- Isbilmaskin
- Kamera (trådløst)
- Kino (bærbart)
- Kompass (bærbart)
- Laser-Jamer (Bil)
- Luft-Jekk
- Lykt (oppladbar)
- Mobiltelefon-1, 2
- Motorsykkel-Mini
- Omformer (110V)
- Qversetter (44 språk)
- PC-mini (9 "), 2
- Rakett-Fly
- RC Produkter
- Robot-Hund
- Robot-Støvsuger
- Roboter
- Solcelle-Ryggesek
- Star Wars
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- Teobane (til PC)
- Traktor (elektrisk)
- TV-Ur & Armb. Ur
- Walkere
- Wok

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Mopedlappen 16 år

RC-Drone med Kamera

Walkere QR X350 og GoPro kamere-holder fra kr. 2.998.- med GPS

Forbruker Elektronikk

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Elektrisk-scooter

Nyhet

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44 Språk-Talende Oversetter m/Norsk fra kr. 298.-

Uten skilter. 7998.-

Alle Produktene på denne siden lagerføres hos ARNGREN i Oslo. Se Lagerkoden etter

Prisene (lev. 2 - 5 dager) :

- Er på Lager
- Kommer før 3 uker
- Lengre enn 3 uker

RC Produkter

120cm langt. Computer-styrt

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Rakett-Fly fra kr. 798.-

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EL-Scouter 5000 watt kr. 29.998.-

RC Fly-Båt 70 cm lang fra kr. 1299.-

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Avatar-Gueste Helikopter

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RC Produkter

RC Tank i Metall (55 cm) med Luftkanon fra kr. 998.-

Dinosaur-Robot. Lever fra kr. 2998.-

RC-Produkter

Avatar Nyhet

FreeGo Selvbalanserende el-Scooter fra kr. 19.998.-

Kikkert med Digital-Kamera & LCD skjerm. kr. 1598.-

Laser-Show fra kr. 599.-

Oppladbar-Lykt (30mil.) Verdens Sterkeste. fra kr. 598.-

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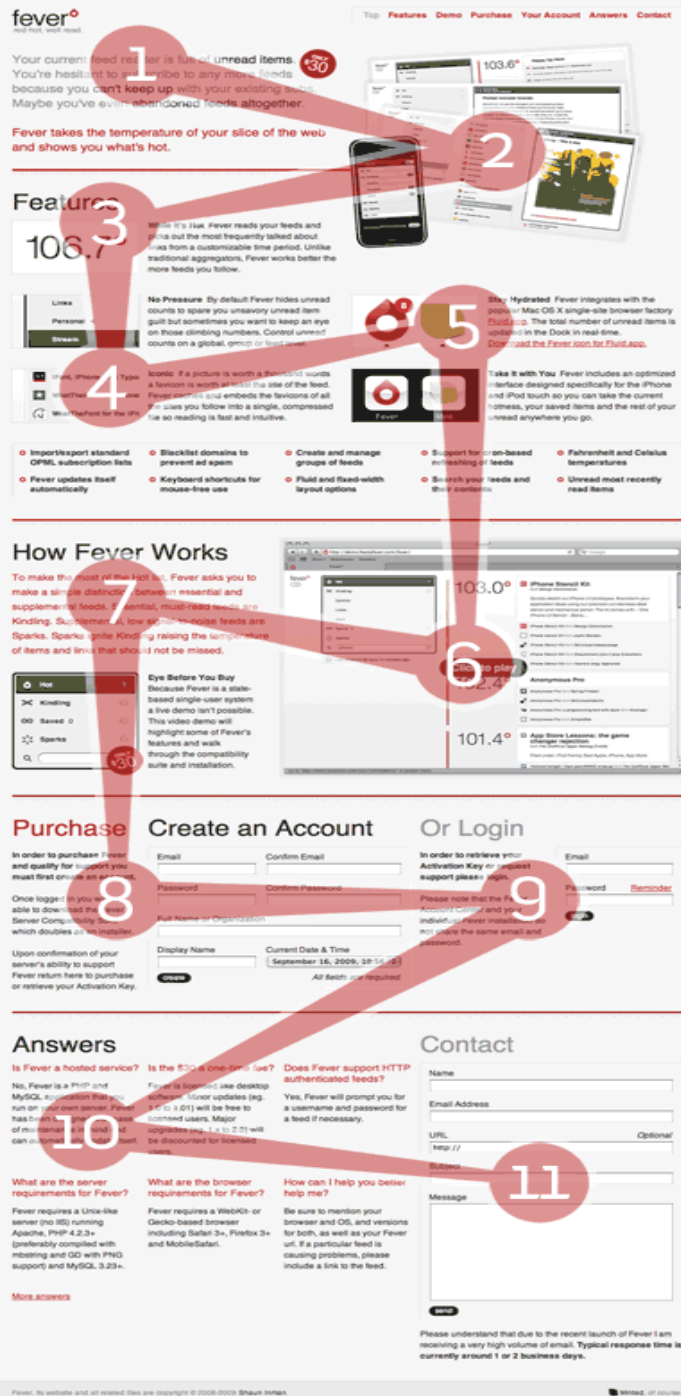
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# FLOW

Ability to create a clear path through the surface, leading the user's eye to flow smoothly for easier search of elements they need.



(Screenshot of keithcakes.com.au, 2014)



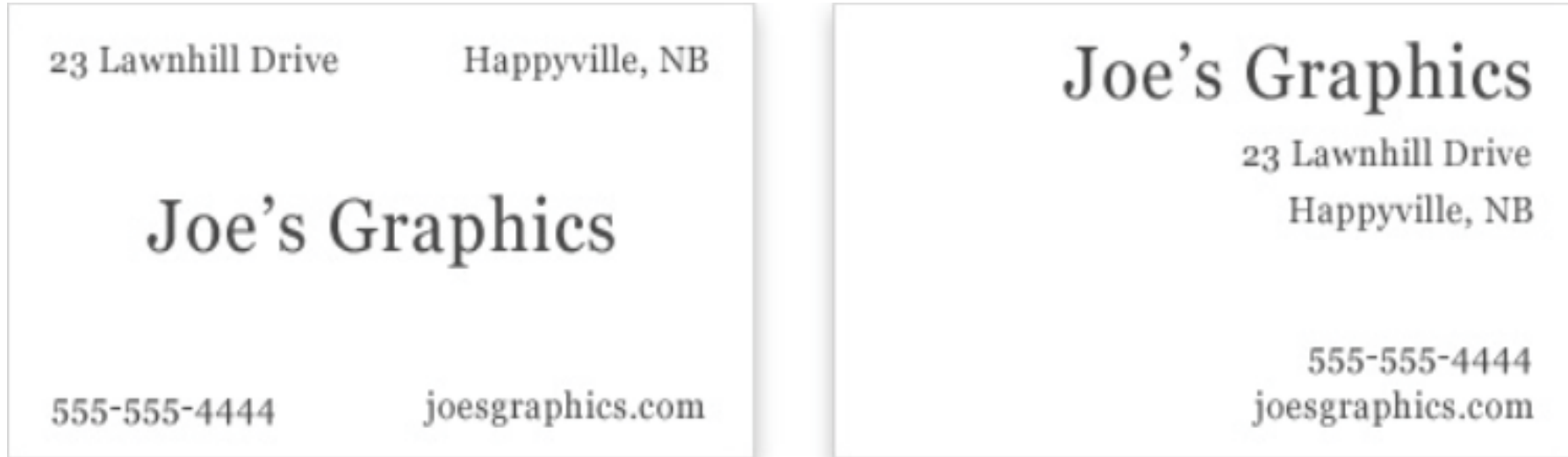
As you can see in the annotated screenshot on left, there is a natural reading order down the page. This is great as users are more likely to see all the content and less likely to miss important information.

- Notice the use of images to draw the attention of the visitor towards the next section which can be seen in points 2, 3, 4, 5 and 6.
- The use of typography helps take the user to the next sections as seen in 3, 7, 8 and 10.
- The horizontal red lines help to define sections creating a natural reading order from left to right.

(Screenshot of inspectelement.com, 2009)

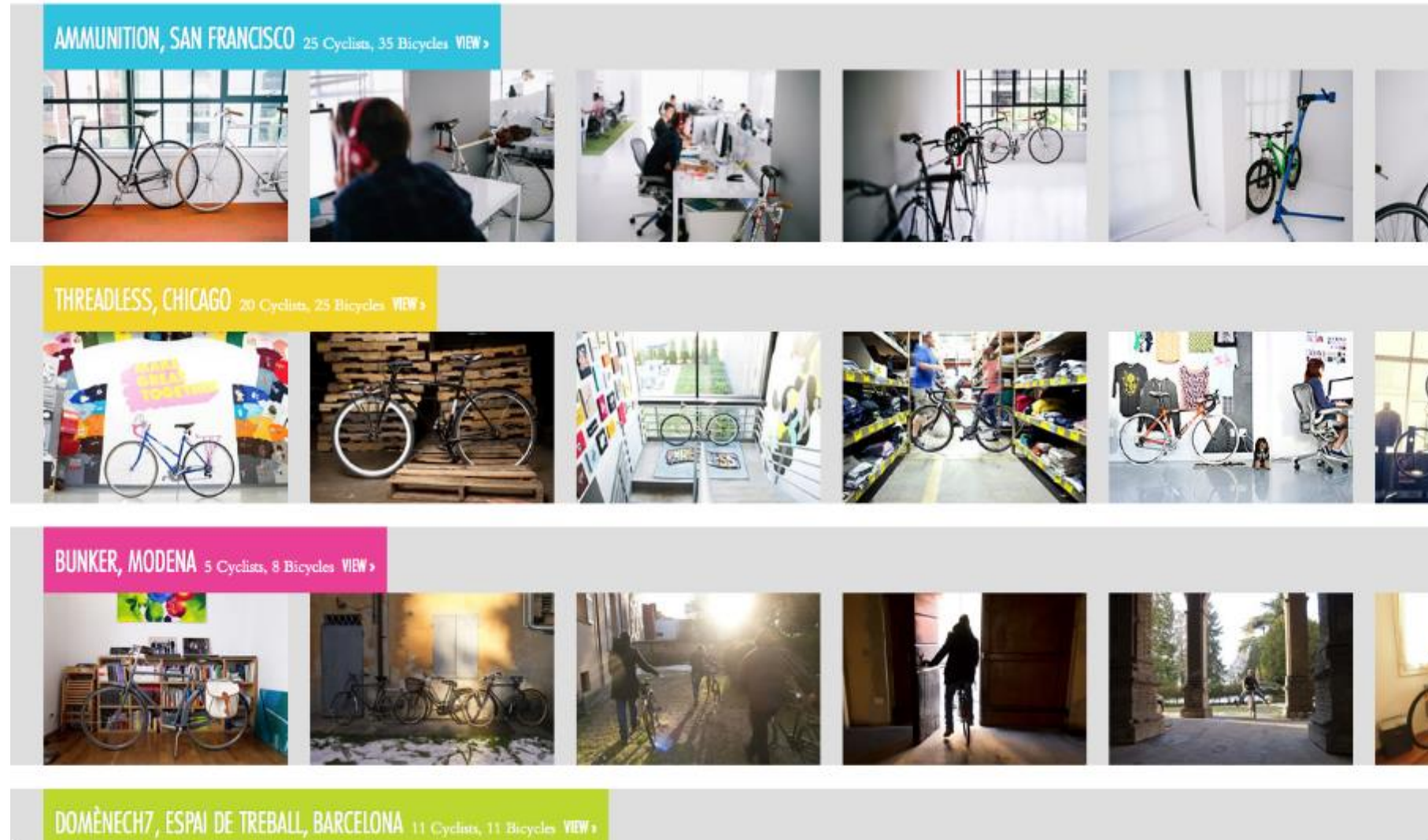
# GROUPING

Content and elements that are related to each other are grouped together while unrelated contents are separated.



*(Screenshots of webdesignerdepot.com, 2010)*

- The contents on the left is not cluttered but the elements are not logically grouped, so the effect is weak.
- The grouping of elements in the contents on the right is more logical and has a more pleasing visual effect.



(Screenshot of theworkcycle.com, 2011)

Good Example: Related contents are well grouped together.



www.ARNNGREN.net

23 Butikker Teknologi & Gadgets Index el-retur

2722479 Index ( Fra 07.11.2004) Søk: Arngren.net Slik Betaler du

Bygg ditt eget 2-seters Helikopter. kr. 398.000,- Index

**el-ATV** Mopedlappen 16 år

**RC-Drone** med Kamera

**Forbruker Elektronikk** Ingen alders-grense

**Elektrisk-scooter** Nyhet PEDALS Uten skifter. 7998,-

Alle Produktene på denne siden lagerføres hos ARNGREN i Oslo. Se Lagerkoden etter

Prisene (lev. 2 - 5 dager) :  
 ● Er på Lager  
 ● Kommer før 3 uker  
 ● Løngre enn 3 uker

**RC Produkter**

120cm langt. Computer-styrt

**Video-1** Video-2

RC 4ch Helikopter fra kr. 798,- Rakett-Fly

**AT-RACING** 85km/t. 1:8

**Tilbud!** **ART-TECH** 4WD Truck 2.4 Ghz RC fra kr. 1998,-

**RC Produkter**

**EL-ATV** til Barn & Voksne fra kr. 3998,-

**Dummy-Kamera** DVD-Spiller

**Elektronikk & DAB**

**EL-Scooter & Bil**

**Figurer**

**Golf-biler (m/skill)**

**Hobby & RC.**

**Hoverpod**

**HP-Måler (Bil)**

**Isbitmaskin**

**Kamera (trådløst)**

**Kino (bærbart)**

**Kompass (nytt)**

**Laser-Jammer (Bil)**

**Luft-Jekke**

**Lykt (oppladbar)**

**Mobil-telefon-1, 2**

**Motorsykkel-Mini**

**Omformer (110V)**

**Oversetter (44 språk)**

**PC-mini (9" 2)**

**Rakett-Fly**

**RC Produkter**

**Robot-Hund**

**Robot-Stevnsuger**

**Roboter**

**Soicelle-Ryggesek**

**Star Wars**

**Sykkel-PC** a.h.

**Togbane (til PC)**

**Traktor (elektrisk)**

**TV-Ur & Armb. Ur**

**Walkere QR X350** og GoPro kamera-holder fra kr. 2.998,- med GPS

44 Språk-Talende Oversetter m/Norsk fra kr. 298,-

4998,- 3998,- 2998,-

4998,- 4998,- 4998,-

1998,- Lamborghini

**Elektriske-Biler til Barn, Ungdom & Voksne**

**Elektronikk**

**Disko-Lys**

**Kikkert med Digital-Kamera & LCD skjerm.** 4 mp. fra kr. 1598,-

**Laser-Show** fra kr. 599,-

**FreeGo Selvbalanserende el-Scooter** fra kr. 19.998,-

**Lyd, Reyk, Lys**

**RC Tank i Metall (55 cm) med Luftkanon** fra kr. 998,-

**Avatar Nyhet**

**Elektronikk**

**Dinosaur-Robot. Lever** fra kr. 2998,-

**RC-Produkter**

**Trådløst Mikro Farge-Kamera** fra kr. 399,-

**Roboter**

**RC Fly-Båt** 70 cm lang fra kr. 1299,-

**Styreenhet & Fordelere til Bil** fra kr. 2998,-

**EL-Scooter** 5000 watt fra kr. 29.998,-

**Elektrisk-ATV** 6000 watt fra kr. 59.998,-

**EL-Jeep** 9998,-

**100km/t**

**144x**

**Kikkert-**

**Hus-Alarm**

**Avatar-Gu** este Helikopter Nyhet! kr. 299,-

**Elektronikk** Fra kr. 9.99

**- Bilc**

**EL-Kjøretøy ; T-Truck** fra kr. 119.998,-

**EL-Kjøretøy (60V/2100watt) til Barn & Voksne. Elektrisk** fra kr. 3998,-

Ta alltid ut 230Vac Adapteren når du ikke er tilstede, eller sover

(Screenshot of arngren.net , 2011)

Bad Example : Contents are scattered all over the webpage without proper grouping of contents.

# EMPHASIS

Different content and elements are highlighted according to their relative importance by the size, colour contrast and placement.

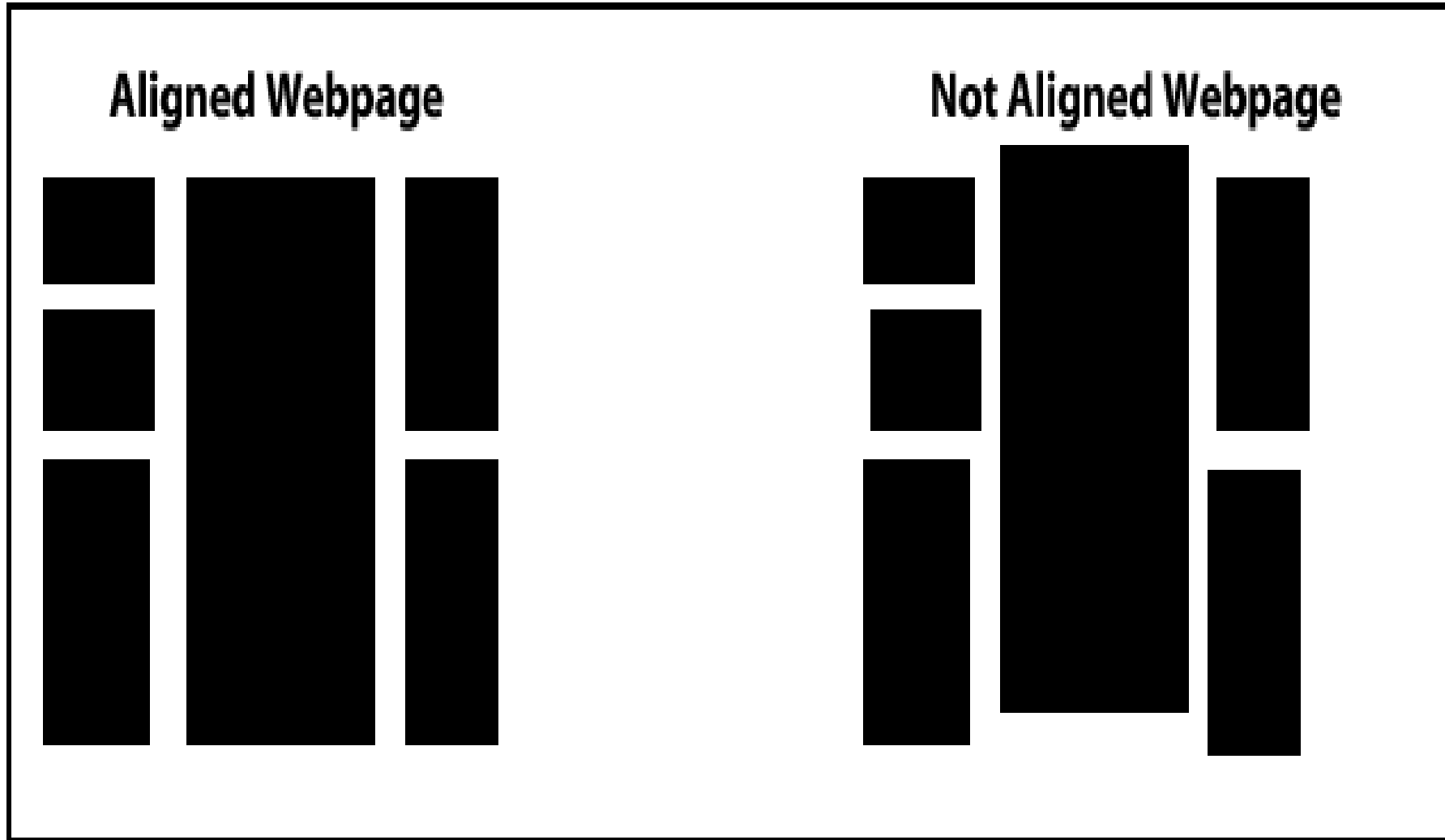


(Screenshot of iwc.com, 2010)

*Good Example : By using the colour contrast of the banner, it has highlighted and attract users about the new collection of the brand.*

# ALIGNMENT

Elements are arranged accordingly and orderly for easier access.



*(Screenshot of webmastericons.com, 2012)*



*(Screenshot of [stephencaver.com](http://stephencaver.com), 2009)*

*Good Example : The navigations and descriptions are properly aligned. Some spaces are left in between to create a clean alignment.*



Want to save on \*bucks in the office?  
Like it served instantly, hot and best quality at a lower price?  
Try Instant KONA COFFEE - freeze dried granulated.  
The worlds most expensive coffee @ ~25 cents a cup.



Now available in Kona coffee sticks from 45 cents a cup.

A delicious coffee that is portable, storable AND convenient.  
Simply rip a stick, pour the coffee into your favorite container, add hot water and  
in seconds you will be enjoying the rich fresh flavors of pure 100% Kona Coffee.  
**Kona Coffee is smooth, not bitter.**

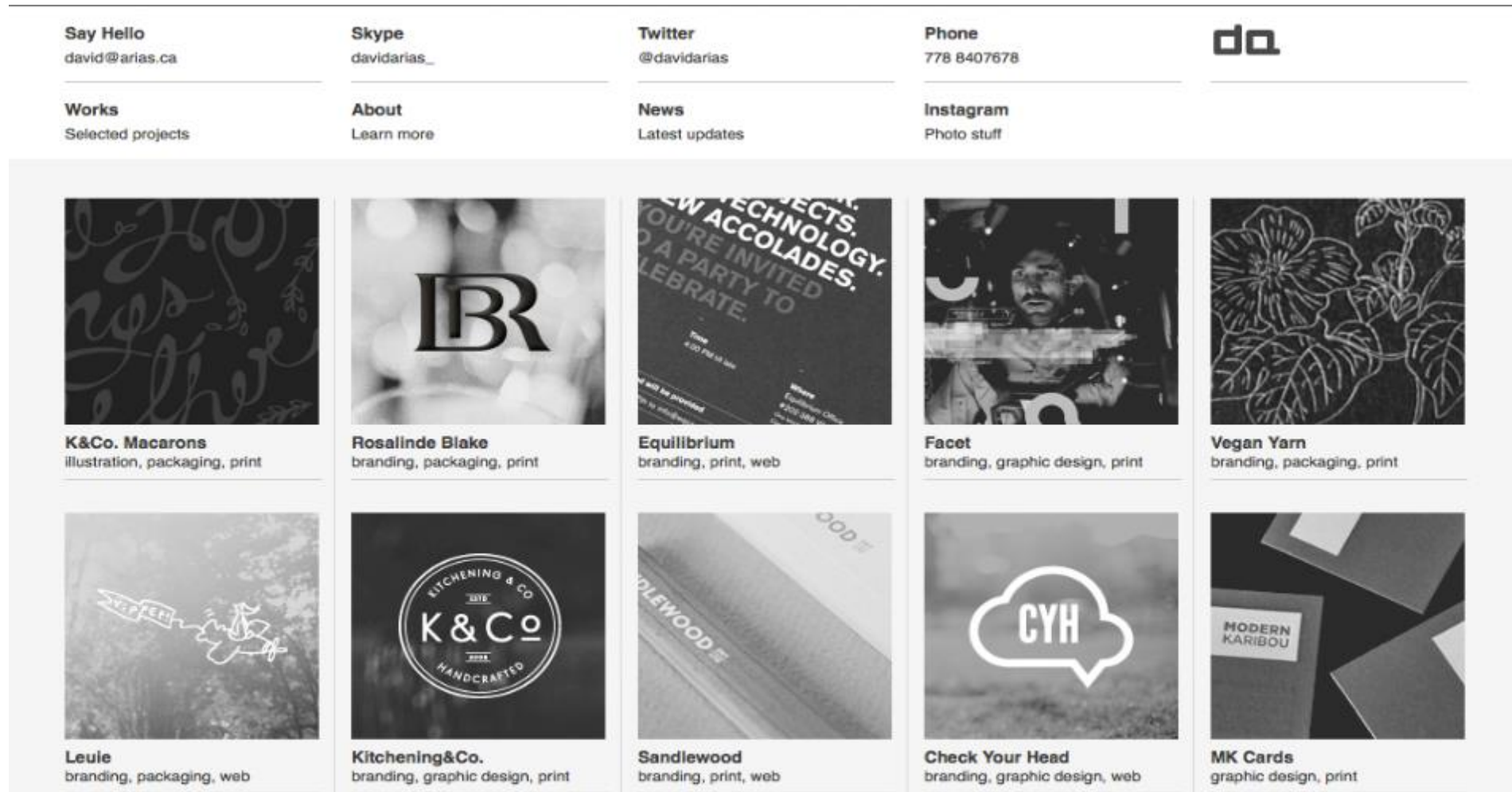
Help to fix the trade deficit and enjoy 100% USA grown COFFEE.  
Support Hawaiian Coffee Farmers. Aloha and Mahalo.

*(Screenshot of siphawaii.com, 2007)*

*Bad Example : The texts and contents are badly aligned. It looks jarring and unpleasant to users' eyes.*

# Consistency

Pages with similar content uses similar page layout in order to create uniformity.



(Screenshot of arias.ca, 2010)

*Good Example : The colour tones and alignment of the contents are uniformed and consistent throughout the webpage.*



Good Example : The elements of website layout design are consistent as it uses the same element repeatedly throughout different pages of website.



(Screenshots of panerabread.com, 2013 )

# WHY WEBSITE LAYOUT IS IMPORTANT ?

- ✓ It's the facade of the company.
- ✓ It will show the brand/company identity.
- ✓ Determines the kind of experience that users will have when they pay a visit to the site.
- ✓ Enhance the aesthetic of the entire group of projects.
- ✓ Help keep your visitors interested.
- ✓ It can makes the website attractive even without attractive graphics



# Functional > Design

- Function should always take precedence over design.
- Internet users know that they are free to navigate away from a website that doesn't provide useful and claimed information.
- There are no definitive right or wrong ways of approaching website layout !
- Just make sure that the layout *works* for the site that you are designing.

What about

**C**o**l**o**r**s?

# Based on the article,

- A good website design determine on the choice of **COLORS** or else it is either boring and plain or too “bright” that cause unpleasant sight for viewers.
- *Colors are important!*
- However, appropriate usage of colors need to take into consideration.

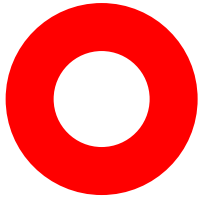
**Know your colors  
well !**

Before making the choices of your color.

# What ?

## *Warm colors*

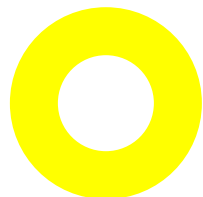
Red



Orange



Yellow



- ✓ Vivid & energetic
- ✓ Tend to advance in space

## *Cool colors*

Blue



Green



Purple



- ✓ Impression of calm, create a soothing impression

# *Neutral*



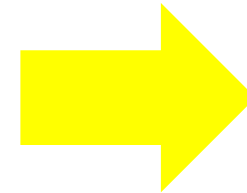
Black



White



Grey



Mix & Match  
with  
others color  
schemes.  
(Warm &  
Cold)

# Color is a Non-verbal Communication

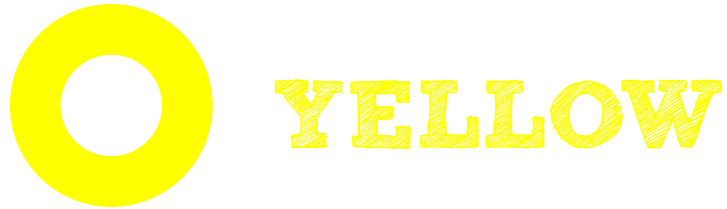
Choose the right color to communicate effectively for your website design to grab your viewers' interest.



Color of **energy**, **passion**, **action** and **determination**.



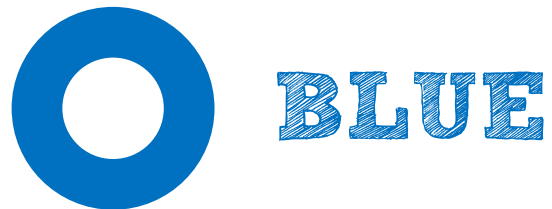
Color of **social communication** and **optimism**.



Color of the **mind and the intellect**- Optimistic and cheerful.



Color of **balance** and **growth**.



Color of **truth** and **peace**.





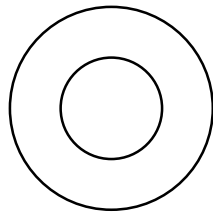
**PURPLE**

Color of *imagination*.



**PINK**

Color of *unconditional love* and *nurturing*.



**WHITE**

Color of *perfection*, the *most complete* and *pure*.

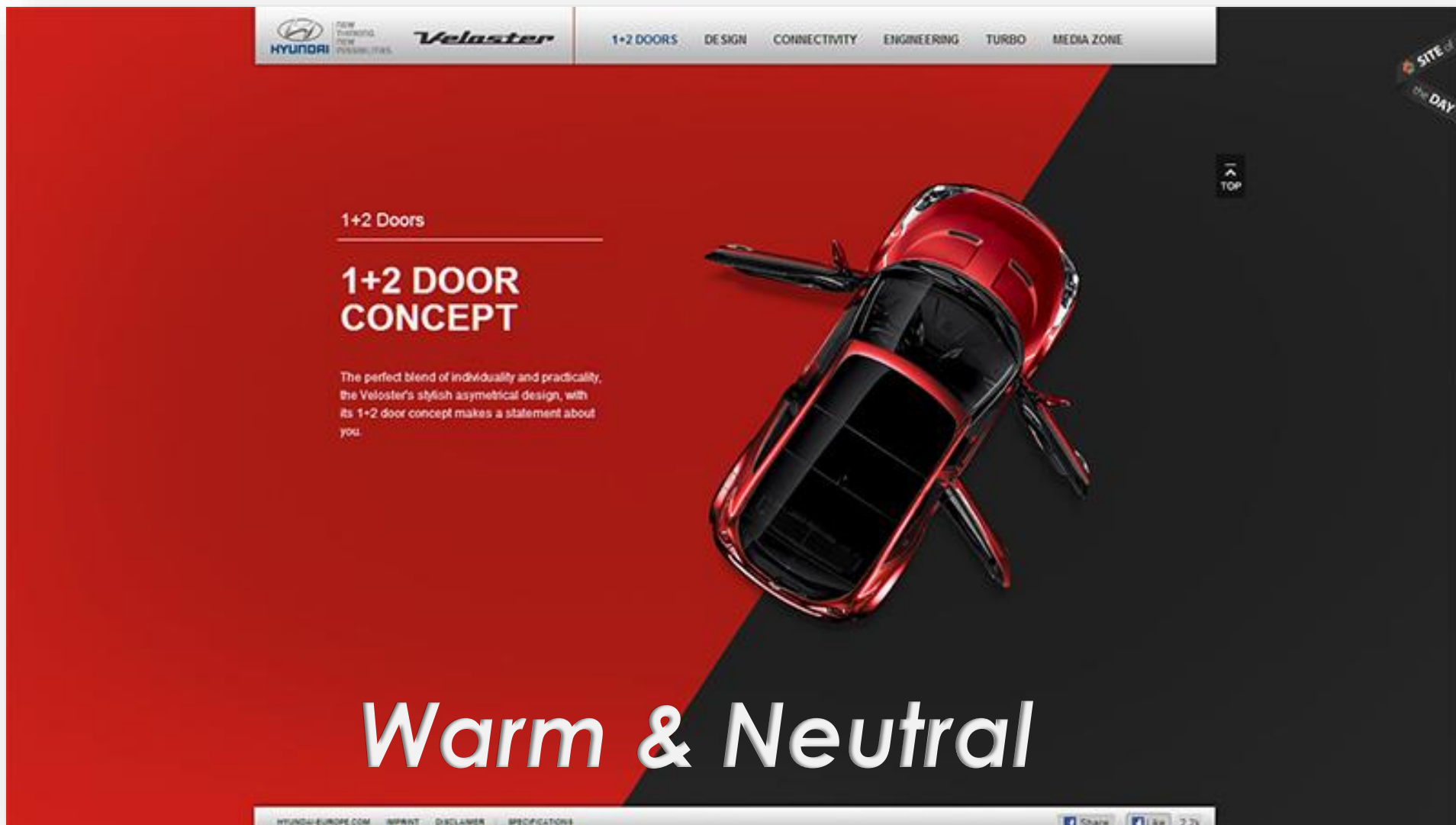


**BLACK**

Color of *hidden*, *secretive*, *unknown* and *mystery*.

# Examples of good website design (Color)





*(Image from Onextrapixel, 2014)*

For this website, the color of black and red compromised and brings the effect strong impact between the mixture of neutral and warm color schemes. Based on the color psychology, red and black brings out the energy, action and hidden mysterious emotion that will keep the viewers to stay on the site or even purchase the product.



# Cool & Warm

*(Image from Nice One, 2014)*

For this website, it used the triadic color scheme. Good combination of warm and cold color (Purple, orange and green) harmonies well. Purple as the domain. Viewed with fun and imaginary outlook.



## Neutral & Warm

*(Image from Smashing Hub, 2013)*

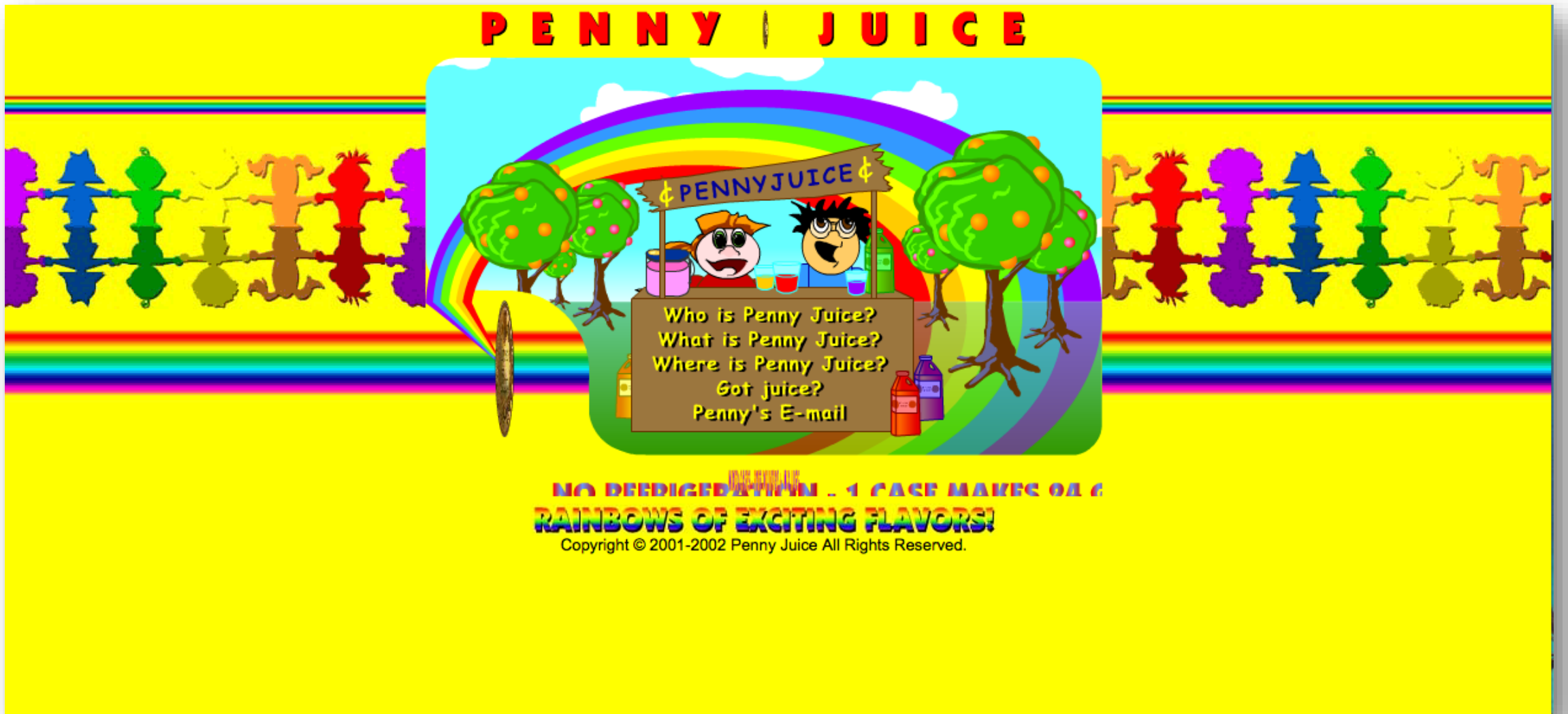
For this website, it focuses on the black, white and grey which are neutral scheme. However, the yellow in the middle made a stand alone and the immediate focus of viewer's eyes is on it. Making use of the balance of color schemes to effectively attract viewers.

# Examples of bad website design (Color)





**YOU WOULD NOT WANT  
TO SEE SOMETHING  
LIKE THIS, RIGHT ?**



*(Image from Janine C., 2013)*

### *Penny & Juice*

Colors are not harmonized, rainbow color effect is not a good choice. Bright color background does not go well with colorful texts. Too many colors blended in one design. Visitor may lose the focus and misleading by the colors of what this site is all about. The red and yellow should be used adequately.





1978-2010  
32 YEARS  
OF MAGIC



Home

Our Menu

Specials

Restaurant Locator

Employment

The Company

Contact Us

### ***A Reminder!***

*Just a reminder that you can order all items on our menu to go. We would love to cater your next party or have you hold it here. Ask the Manager on duty about the details.*

**Imagine that You are sitting in a cozy neighborhood restaurant in Naples, drinking wine and enjoying delicious Italian food. Picture big portions of homemade ravioli, sumptuous lasagna, chicken parmigiana and heaping plates of spaghetti and hand-rolled meatballs. Feast at our Salad Bar with 26 delicious items to choose from. Sample the Minestrone Soup, five different kind of Pizza, baked chicked, sausage, and pasta. Can you see it? That's what it's like to visit Joe's Place. Except, well . . . Joe's is just down the street from your house. We have two locations in Washington Metro area. Click on the "Restaurant Locator" button to see which is nearest to your house...**

### ***Fundraiser***



*Pizza & Pasta*

*(Image from Markus Design Works, 2014)*

Color coordination is bland and dull. Color visualization is not appealing, one color stanza. Color harmony needs to be consider in order to know which scheme is suitable to create a more tempting site, for example, food.

# ***L.a. Eyeworks<sup>®</sup>***

WEAR



**FLYING WALLENDAS**

FRAMED



AVAILABLE NOW

email address

SUBMIT

JOIN OUR MAILING LIST



*(Image from Altplus, 2009-2014)*

*L.A. Eyeworks*

Background should avoid bright series of color, it may irritate the viewer's eyes.  
The font color, white and black are overshadowed by the background color.

# Color is important!

I agreed that the statement regarding color does play an important part in website design. The choices of color that placed in each components will affect the whole if one color is out, for example, red background with yellow font color. Used a solid color as a domain, determine on the color schemes and color harmony that one's want to apply will lead to a good start for website design. Font color should be The color plays a part in determining the success or failure of a site. So, choose the color carefully.

Navigation



# Navigation

## Definition of navigation

- A field of study that focus on the process of monitoring and controlling.
- The movement of a that brings them from one place to another.
- To make sure the correct path way from one places to another.

# Navigation

- To determine of position and direction.
- A skill to lead some message to perform in a right way.
- This also practice of navigating, especially the charting of a course for a ship or aircraft.

# Navigation

- Navigation means providing in directing and participating in plotting , Below were a few where navigation usually appear on daily life
  1. Navigating a ship
  2. Navigating a aircraft
  3. Navigation a car
  4. Navigating a person to reach their needs

# Navigation

In a new generation that filled with Technology would have generate navigation machines.





# Navigation

Other than just using a tool, web page would also navigate their customer properly.

According to the Navigation article that provided. To navigating their consumers reach product service at what they are looking for. By :

**1. Stating the logo or name of your company at the top right side come along with your page name.**

- This would clearly shown the customers where they are and which web page they were in. A clear location and direction must provided.

# Navigation

## **2. Provide a clear navigation button**

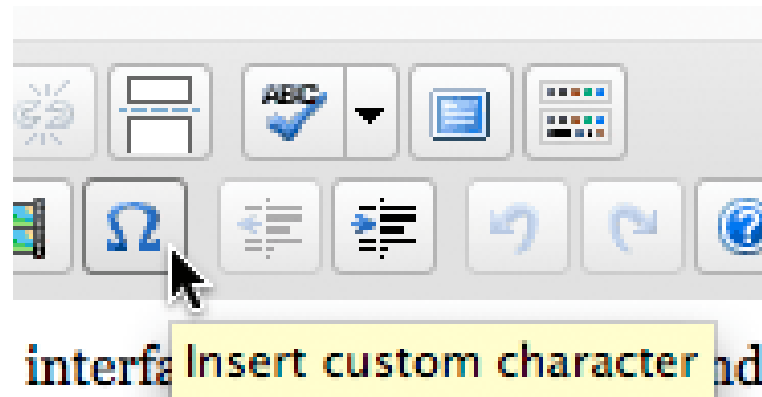
- This could help to ensure the customers understand the flow of the web-page. Other than that it would avoid them being confuse about the lay out, in the same time would increase the effectiveness of customers reach their needs and wants.

# Navigation

There were few characteristics of a successful navigate on webpage.

## 1. Clear

This was the most important element in webpage in order to let customers clearly know why and where they were.



(Screen shoot from [usabilitypost.com](http://usabilitypost.com), 2009)

A short explanation of the function would provide the audience a clear explanation

To perform a clear navigation button **colour** is important !!



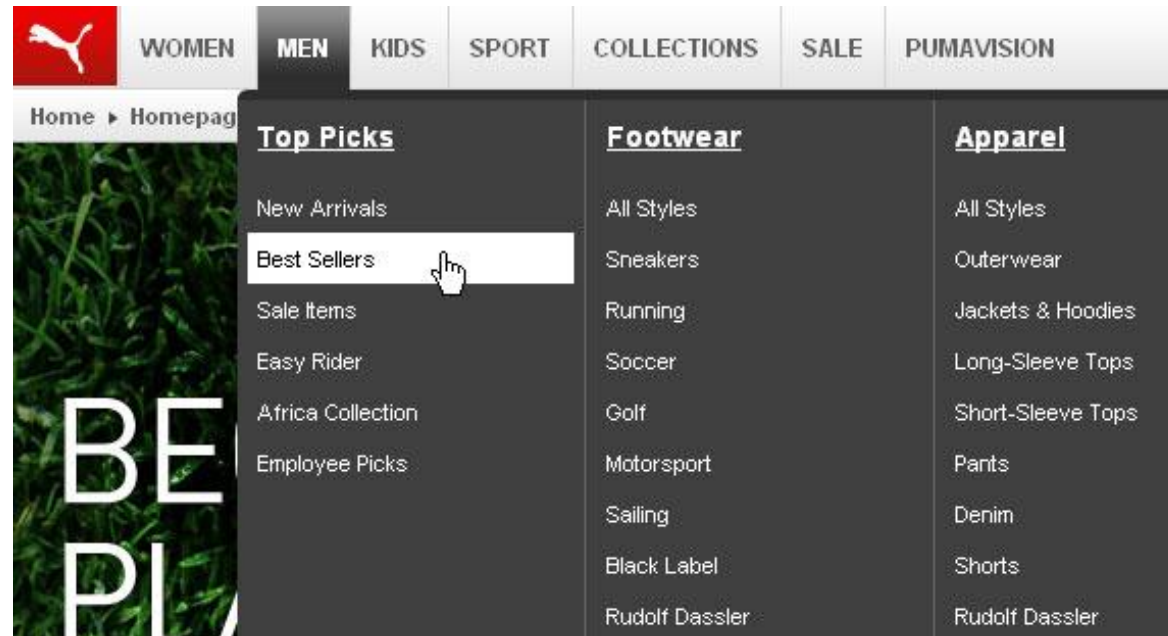
(Images from ipsdtemplate.com)

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## 4. Ensure every button where link correctly.

{As the article of navigation has mention that user will be frustrating to click on a page that they just visited}

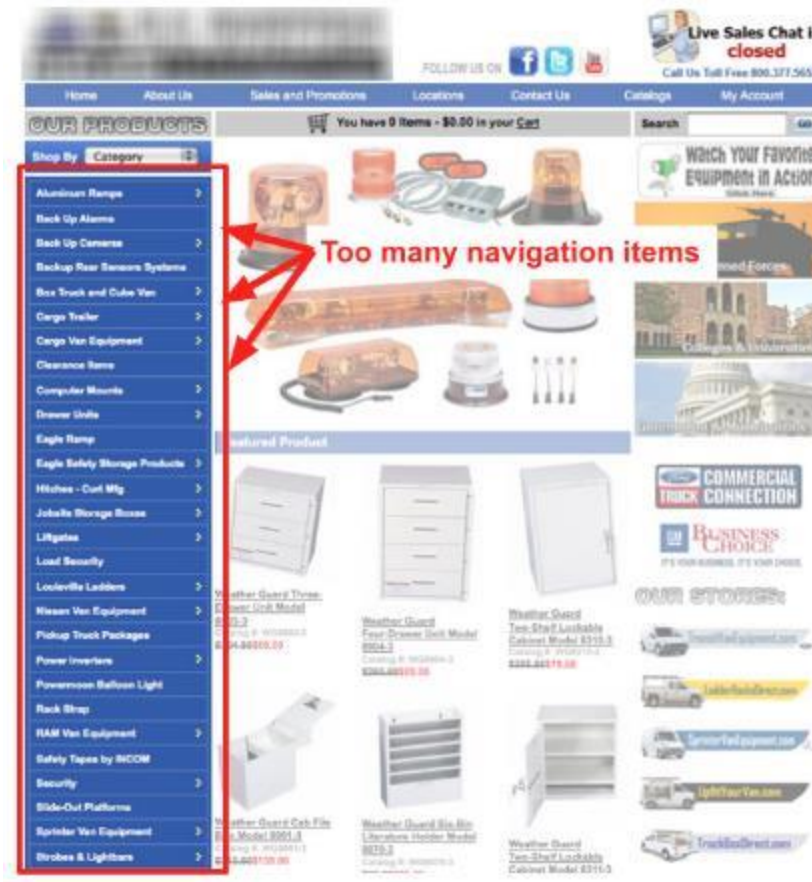
Although you may have a lots of link but stated them clearly is necessary.



*(Image taken from a1jascripts.com, 2010)*

# Navigation

Example of a bad navigation button and the arrangement caused user confuse



<https://blog.kissmetrics.com/wp-content/uploads/2013/01/4-long-side-navigation.jpg>

# Navigation

## Conclusion

Navigation meaning that to successfully lead the user to the destination or answer the question that they seek for.

I agreed to the article which stated that navigation should always answer the question “Where am I?” we can't be sure that the user will follow the sequence that is arranged.

Instead, we should always make our things clear and direct to avoid them being confused in our web-page.

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