



Wayfinding on the Web:
Design Principles from
Exploring the Great Outdoors

Tara Bazler • Chris Basham

WAYFINDING BEHAVIORS

Locate

Get to the end.

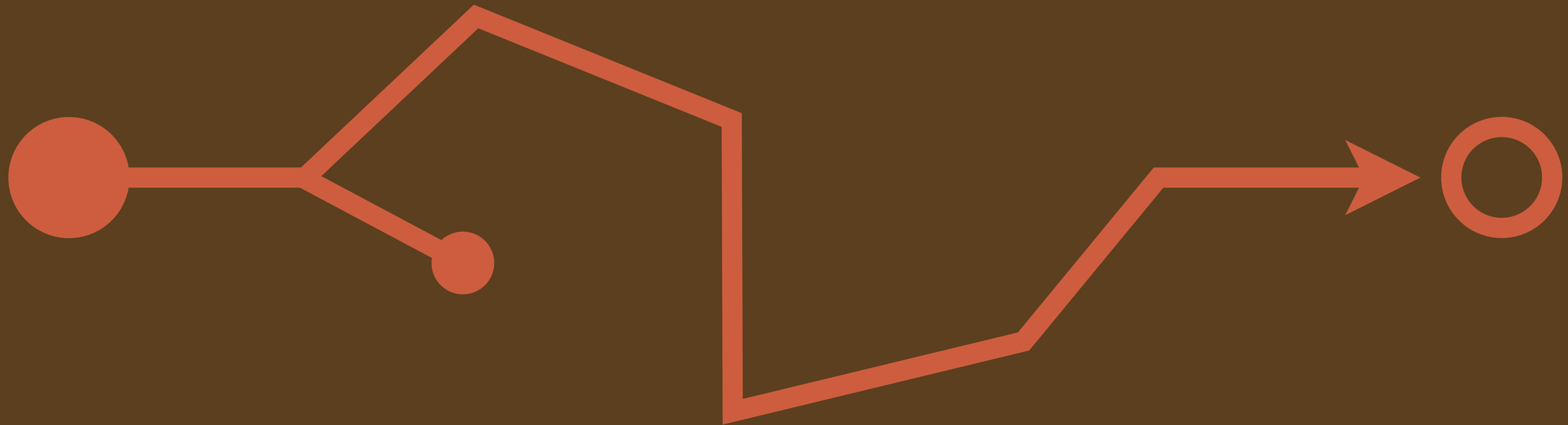


“Navigating around a web site or application is like commuting. You have to do it to get where you need to go, but it's dull, it's sometimes infuriating, and the time and energy you spend on it just seems wasted.”

— Jennifer Tidwell, *Designing Interfaces*

Explore

Enjoy the journey.



Meander

Aimless wandering.

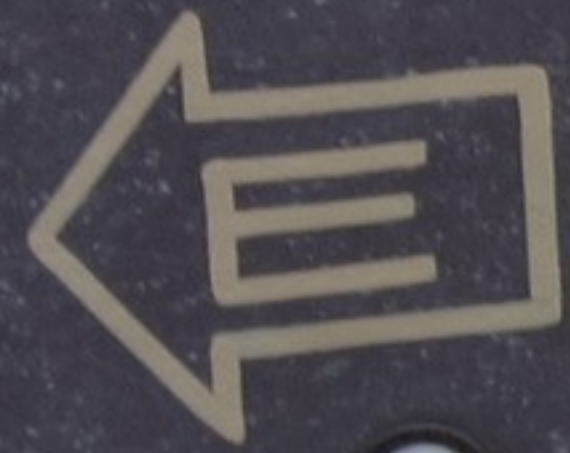


NAVIGATING THE PHYSICAL WORLD

Signposts



Maps



You are
HERE

Thatchers
Pinnacles



Roads

Finger Lakes Trail

Abbott Loop Trail

THE ABBOTT LOOP

Trails



Landmarks



Stars



NAVIGATING THE DIGITAL WORLD

Links

Magical portals.



Links

~~Magical portals.~~ Stargates.



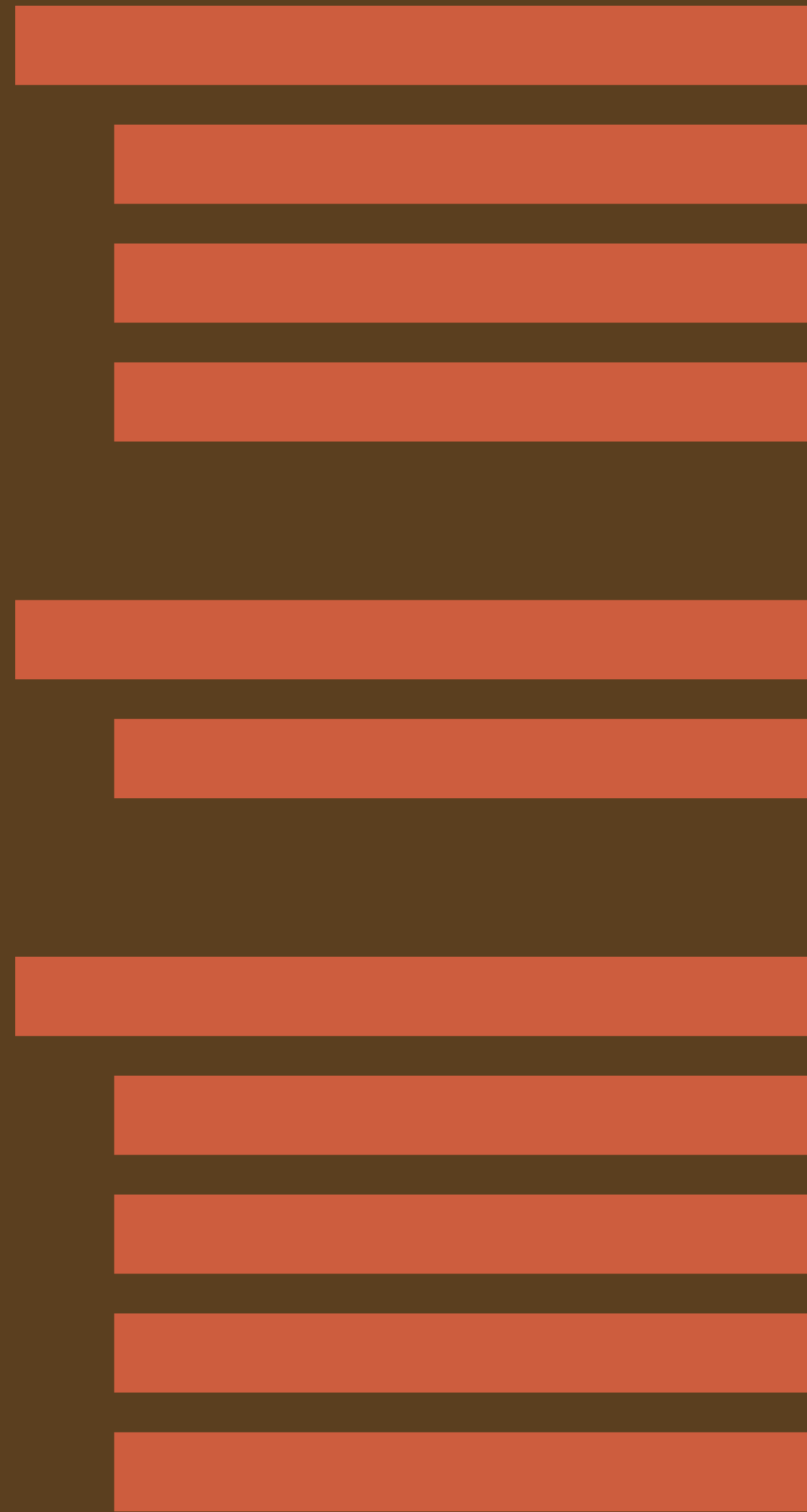
Search

The omniscient librarian.



Sitemaps

The mall directory.



Breadcrumbs

The marked trail.



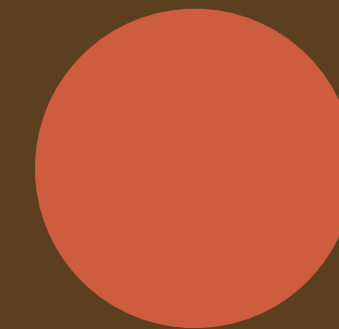
Terminology

Page titles, headings, logos.

WAYFINDING QUESTIONS

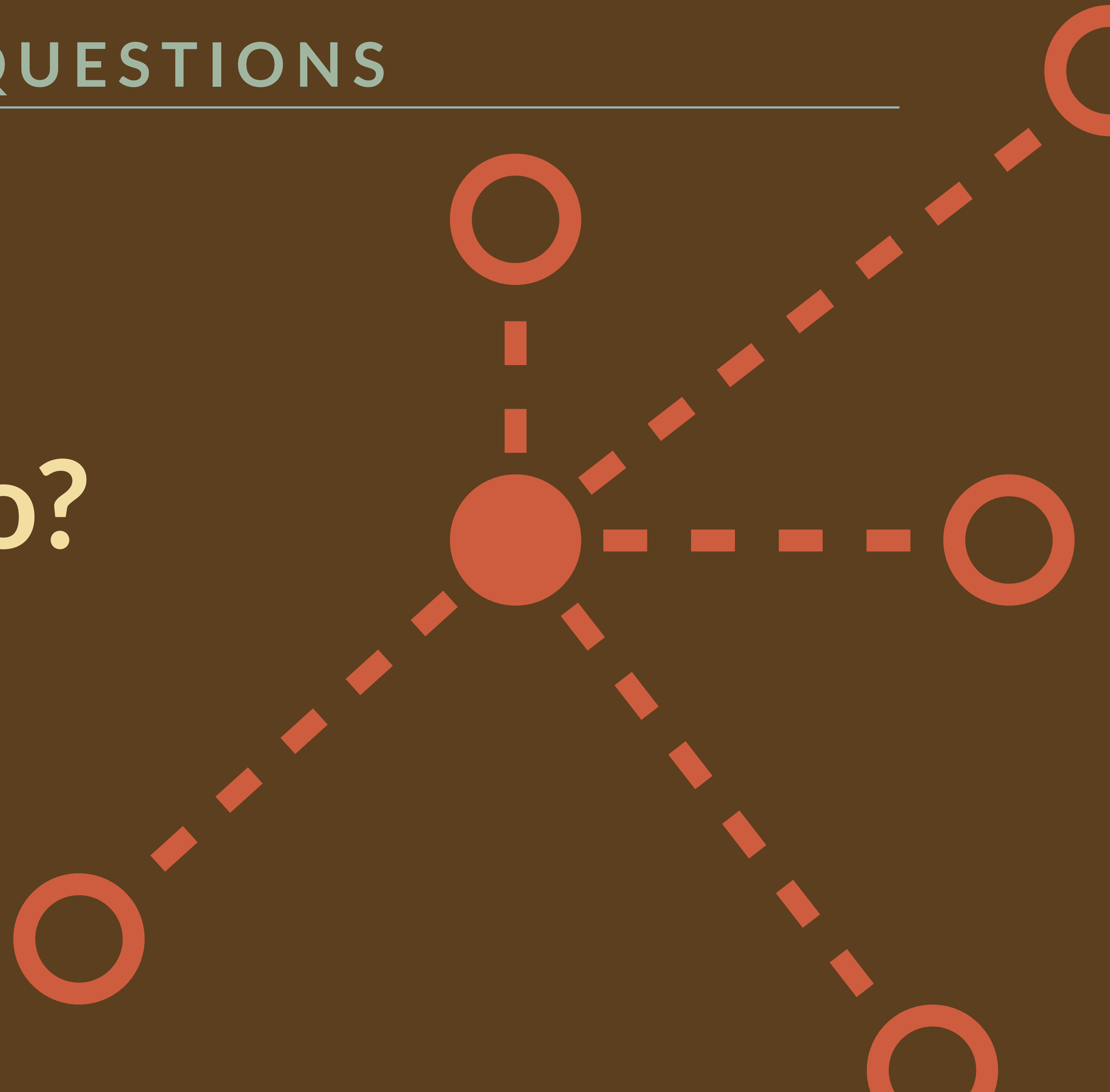
3 KEY QUESTIONS

Where am I?



3 KEY QUESTIONS

**Where am I?
Where can I go?**

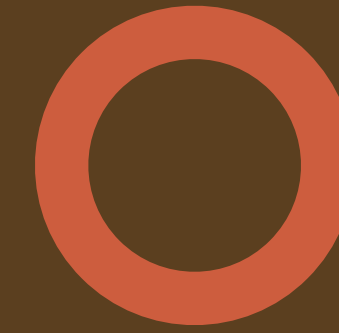


3 KEY QUESTIONS

Where am I?

Where can I go?

How do I return?



PRINCIPLES

**Understand users' goals &
behaviors.**

**Provide clear paths for users
to attain their goals.**

Choose wording wisely.

Simplify the process.

**Create a logical structure
through content organization,
landmarks, & conventions.**

“We must move beyond the page metaphor, think of information as an environment, consider how people interact with that environment, and apply design principles that optimize wayfinding.”

– Tyler Tate, *Information Wayfinding*

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