



Navigation Design Document			Page	3	of	1
Project name		EddieDonovan.com - Services				
Version	Draft 1.00	Date	25-04-00	Owner	Eddie Donovan	

Version History	Author	Comments	Circulation
Ver. 1.00 Draft	Eddie Donovan		
Ver. 1.01	Eddie Donovan		

EddieDonovan.com – Web Site Navigation

1. Introduction

While navigation refers to the structure of the site, links are the mechanism by which users move from one place to another. Successful link structures can help users navigate the site more effectively.

In this document navigation is described in terms of user experience and usability issues identified within for web navigation. The links structure should be customized and in order to keep consistency, uniformity and efficiency of use.

A well-designed site comes down to understanding the user and taking into consideration usability issues. Sites that do not pay attention to these standards risk being less successful. It is essential to provide users with an indication of the location of the page they are on relative to the structure of the web site.



Navigation Design Document				Page	3	of	2
Project name		EddieDonovan.com - Services					
Version	Draft 1.00	Date	25-04-00	Owner	Eddie Donovan		

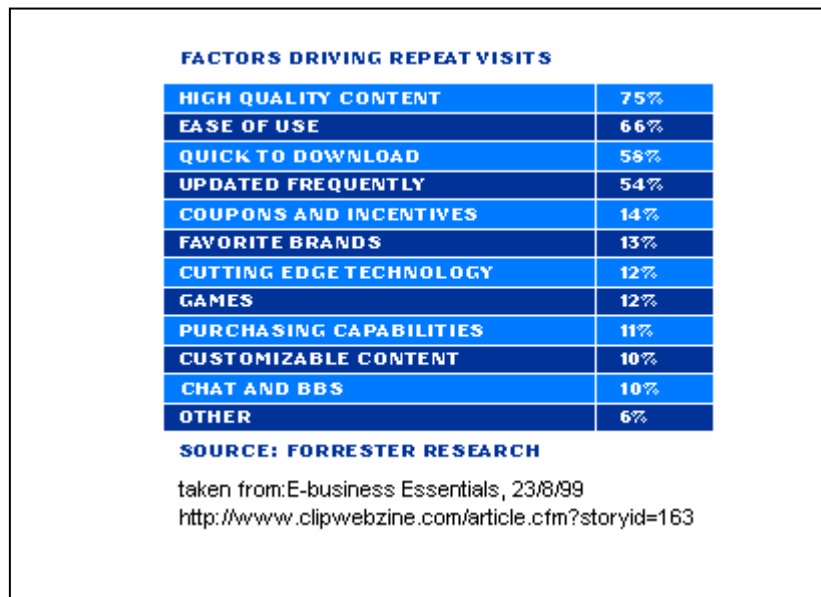
2. Usability Issues

Bad user interfaces can contribute to human error, possibly resulting in personal and financial damages. Usability is therefore important in this project for:

- Increasing productivity and reducing overhead costs, such as training and frustration.
- Matching the software application to physical and mental characteristics of the users.
- Ensuring that the product can be used for real tasks in the working environment.
- Test out the software application and remove the 'bugs' before product is release.

The success of links depend on how well the user can predict where the link will lead to and how well the user can differentiate one link from another nearby link.

Research provided in the figure below, shows that 66% (second criteria) of e-business company web sites succeed because their focus in the design process is based on 'ease of use. And this is one of the main criteria that our credit product applications will be based on.



3.1 Usability issues to consider:

3.1.1 Simplicity: keep simple and straight forward, where users can see the meaning of the link and where it leads to – 'make actions predictable'. Do not use any ambiguous terms in links. Keep all links visible at all times.

3.1.2 Support: allow users to be in control of where they want to go. Should provide stability, so when users leave the application and return, actions to perform should be obvious. Application should provide assistance to all levels of users (experienced & novices), to make



Navigation Design Document				Page	3	of	3
Project name		EddieDonovan.com - Services					
Version	Draft 1.00	Date	25-04-00	Owner	Eddie Donovan		

the tasks easier. Novices should be able to become familiar with the application and advanced users should be given ways to work at optimal level.

3.1.3 Familiarity: allow users to build on prior knowledge. A small amount of knowledge used consistently throughout the navigation interface can empower the user to accomplish a large number of tasks. If user clicked on a link it should be displayed in different color/graphic (refer to previous section) so users are provided with an indication of where they are in the site.

3.1.4 Consistency: keep all links with the same look and feel and behavior. All links should be in the same location on every HTML page.

3.1.5 Obviousness: keep the links visible and intuitive. The name of the link should be written out clearly with a clear font type and the colors should not be too contrasting, e.g. black text and purple background. ToolTips will be used to provide a better description of the link.

3.1.6 Accessibility: make all links accessible at all times. Users should be able to navigate freely through the web site, no matter where they are. A link should only be disabled if the user is in the process of doing something and there is no access to the other process they would like to enter. This protects users making mistakes and creating errors.

3.1.7 Globalization concerns: the links should be designed in a way that it will be possible to display them in other languages when it is being customized for different countries. They must accommodate the way people communicate in various countries, (Namely at present: Germany, France and Spain).