

Designing navigation for humans

Principles for effective website information architecture

Dan Zollman

New England Drupal Camp, November 2023

Navigate and understand

Topics

1. Understanding *how humans navigate*
2. Attending to *conceptual structure*
3. Considerations for navigation menus

Dan Zollman

Independent consultant in Cambridge, MA

Information architecture & UX strategy for
digital products and services

IA in complex orgs: Government, higher ed,
nonprofit, finance

Responsible & ethical design

Getting health insurance in Massachusetts



Getting health insurance in Massachusetts



ma health insurance



Cheapest

News

Login

Open Enrollment

Images

Marketplace

Providers

Phone number

Cost

All filters ▾

Tools

About 452,000,000 results (0.65 seconds)

Results for **Massachusetts**

Use precise location



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affordablehealthinsurancetoday.com

<https://www.affordablehealthinsurancetoday.com/>

2023 Individual Health Plans - Find The Right Health Coverage

Cut through the noise, get your quote and start your coverage now. 2023 Rates. Your Free Lightning Fast Quote is Waiting - Get Covered & Start Saving on **Healthcare** Now.

Individual Plans

Save Money Covering Just 1 Person Hospital, Doctor, & Drug Coverage

2023 Open Enrollment

Your annual period to switch plans or sign up for a new one is here.

Open Enrollment Prices

Quick & Easy Comparison 2023 Prices & Coverage

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gethealthcoverage.org

<https://www.gethealthcoverage.org>

Best Massachusetts Health Insurance - Open Enrollment is Now

Best **Massachusetts Health Insurance**. **Health** coverage you can count on, at an affordable price.

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Obamacare-Plans.com

<http://www.obamacare-plans.com/open-enrollment/2023>

Marketplace Health Plans - 2023 Affordable Care Act Plans

Healthcare Coverage Does Not Expire Until the End of 2023. Plans from \$30 per Month.



Mass.gov





<https://www.mass.gov> › Health & Social Services

MassHealth

In **Massachusetts**, Medicaid and the Children's **Health Insurance** Program (CHIP) are combined into one program called MassHealth. MassHealth members may be ...

[MassHealth Health Plans](#) · [Mass Health](#) · [MassHealth Plans and...](#) · [Seniors](#)

People also ask

- What is MA health insurance? 
- How much does health insurance cost per month in Massachusetts? 
- What is the maximum income to qualify for MassHealth? 
- How do I get healthcare in MA? 

[Feedback](#)



Massachusetts Health Connector

<https://www.mahealthconnector.org>

Massachusetts Health Connector – The right place for the right ...

The **Health** Connector offers **health** and dental **coverage** from the state's leading insurers and provides tools for **Massachusetts** residents and small businesses ...

[Individuals & Families](#) · [ConnectorCare Plans](#) · [Student Health Insurance](#) · [Contact](#)



mahix.org

<https://www.mahix.org> › Individual

Massachusetts State Health Connector-Individual & Families

The **Massachusetts Health** Connector is the state's Marketplace for **health** and dental **insurance**. Before your get started, be sure to check the Help Center for ...



Blue Cross Blue Shield of Massachusetts

<https://www.bluecrossma.org>

Blue Cross Blue Shield of Massachusetts: MyBlue Healthcare ...

Blue Cross Blue Shield of **Massachusetts** brings **health insurance** plans, medical claims, insurance coverage, benefits and telehealth via MyBlue Web & App.

[Home](#) > [Health & Social Services](#)



MassHealth

In Massachusetts, Medicaid and the Children's Health Insurance Program (CHIP) are combined into one program called MassHealth. MassHealth members may be able to get doctors visits, prescription drugs, hospital stays, and many other important services.

ALL MASSHEALTH MEMBERS NEED TO RENEW THEIR COVERAGE STARTING IN APRIL 2023. WE MAY CONTACT YOU VIA TEXT OR EMAIL ABOUT YOUR RENEWAL OR WITH OTHER IMPORTANT INFORMATION. WE WILL NEVER THREATEN YOU OR ASK FOR YOUR CREDIT CARD INFORMATION.

- [MassHealth Eligibility Redeterminations](#)
-
- [Information for MassHealth Applicants](#)
- [Coronavirus Disease \(COVID-19\) and MassHealth](#)
- [Information for MassHealth Members](#)

+
- [MassHealth Health Plans](#)

+
- [MassHealth Initiatives](#)



+
- [MassHealth Provider Information](#)

+
- [MassHealth Publications](#)



+
- [MassHealth Resources](#)

Feedback

Home > MassHealth



Attention
MassHealth
Members

 @MassHealth  MassHealth1

MassHealth Eligibility
Redeterminations

MassHealth needs to renew coverage for all members to make sure they are still eligible and receive the best benefit they qualify for

RENEW YOUR COVERAGE

An official website of the Commonwealth of Massachusetts


Here's how you know

Menu

Select Language

State Organizations

Log In to...

 **Mass.gov**

Search Mass.gov

SEARCH

Home

 > [Health & Social Services](#) > [MassHealth](#) > [MassHealth Health Plans](#)

OFFERED BY

[MassHealth](#)

MassHealth Plans and Enrollment Guide

Members can learn about MassHealth plans and learn about the enrollment process.

⚠ Notices & Alerts

Hide

📢

NEW: MassHealth may contact you via text, email, or robocall about your renewal or with other important information about your health coverage. | Updated May. 1, 2023, 03:00 pm

+

OFFERED BY [MassHealth](#)

Apply for MassHealth, the Health Safety Net, or the Children's Medical Security Plan

Find out who's eligible and how to apply for MassHealth, Health Safety Net, and the Children's Medical Security Plan

Apply online by creating an MA Login account

Eligibility information

THE DETAILS

What you need

How to apply

Next steps

More info

Downloads

Contact

What you need

To apply, you **may** need to provide the following information and documents:

- Social Security numbers, if you have them, for every household member who is applying
- Federal tax returns, if you file
- Information about citizenship or national status or immigration status

CONTACT

MassHealth Customer Service Center

Phone

Main: (800) 841-2900

Self-service available 24 hrs/day in English and Spanish. Other services available Monday-Friday 8 a.m.-5 p.m. Interpreter service available.

TDD/TTY: 711

Self-service available 24 hrs/day in English and Spanish. Other services available Monday-Friday 8 a.m.-5 p.m. Interpreter service available.

ack

OFFERED BY [MassHealth](#)

Eligibility for health care benefits for MassHealth, the Health Safety Net, and Children's Medical Security Plan

Learn about health care eligibility requirements for individuals and families including people with disabilities.

⚠ Notices & Alerts Hide

! NEW: MassHealth may contact you via text, email, or robocall about your renewal or with other important information about your health coverage.

Updated May. 1, 2023, 03:00 pm

+

To find out if you're eligible, you must fill out an application. You can learn more about how to apply to [MassHealth, the Health Safety Net, or the Children's Medical Security Plan](#) or for [seniors or those who need long-term-care](#). If you need completing the application, you can [find assistance in your area](#).

Basic requirements for coverage

Residency

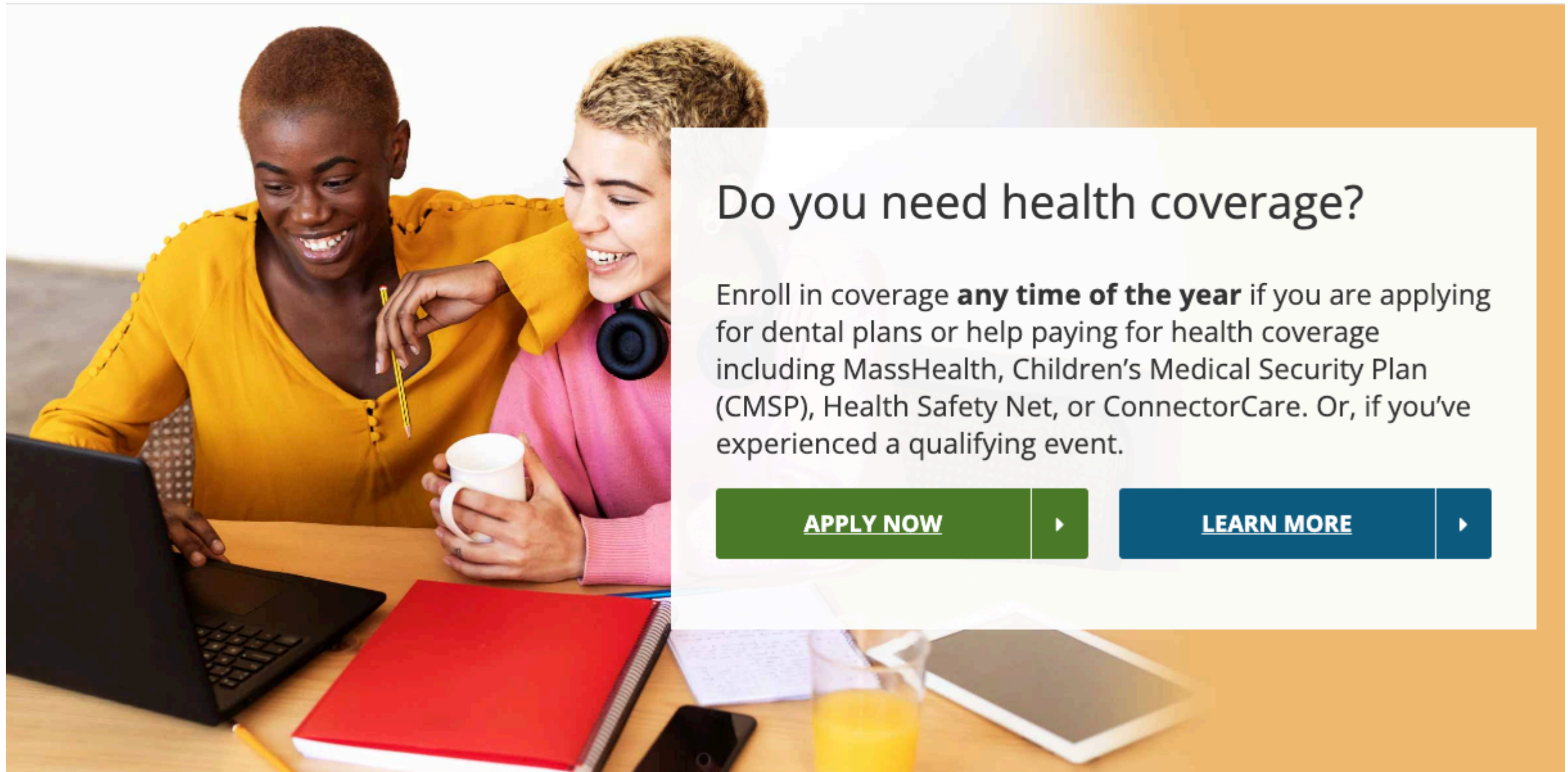
You must be a resident of Massachusetts to get MassHealth or other health care benefits that

RELATED

[Apply for MassHealth, the Health Safety Net, or the Children's Medical Security Plan](#) ➔

[Apply for MassHealth coverage for seniors and people of any age who need long-term-care services](#) ➔

[Applications to become a MassHealth member](#) ➔

[Get an Estimate](#)[Help Center](#)[Make a Payment](#)[Forms](#)[English](#)[GET STARTED](#)[LEARN](#)[ABOUT](#)[CREATE ACCOUNT](#)[Sign In](#)

Do you need health coverage?

Enroll in coverage **any time of the year** if you are applying for dental plans or help paying for health coverage including MassHealth, Children's Medical Security Plan (CMSP), Health Safety Net, or ConnectorCare. Or, if you've experienced a qualifying event.

[APPLY NOW](#)

[LEARN MORE](#)



 My Cart:0

Start your Application for Health Coverage

Apply Now 

Sign In

Please sign in if you have an account.

[Sign In](#)

WARNING


This system may contain Government information, which is restricted to authorized users ONLY. Unauthorized or improper use of this system may result in civil and criminal penalties. Your use of the system is subject to monitoring to detect potential fraudulent and abusive behavior. Such monitoring may result in the acquisition, recording and analysis of all data being communicated, transmitted, processed or

See What You May Qualify For

Your Zip Code

Coverage Start Date

August 01, 2023

Do you want to check to see if you are eligible for help paying for costs? 

☒ Yes ☐ No

Preview Health and Dental Plans and Prices

Before you apply for coverage, you can see health and dental plans and prices available in your area. The premiums (costs of plans) you see do not include Advance Premium Tax Credits or other savings. You will need to fill out an application to see if you qualify for help paying for costs.

[Preview Plans](#)

[Important Dates](#)



Contact MassHealth

Need assistance? You can schedule a video or phone appointment online with a MassHealth representative using the [MassHealth Appointment Scheduling Tool](#).

If you are a current MassHealth member and need to update your account, enroll in or change your health plan, need to choose your doctor, or have questions about your coverage, call the **MassHealth Customer Service Center at**

1-800-841-2900, or TTY 1-800-497-4648 for people who are deaf, hard of hearing, or speech disabled.

Business Hours

- Monday–Friday: 8:00 a.m. to 5:00 p.m.
- Saturday: Closed
- Sunday: Closed

Self-service available 24 hrs/day in English and Spanish.

[Go to the MassHealth website for more information](#)

Why doesn't this experience work?

User task:

What health insurance is available *to me*?

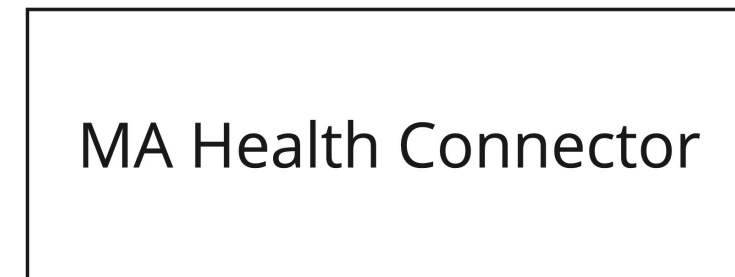
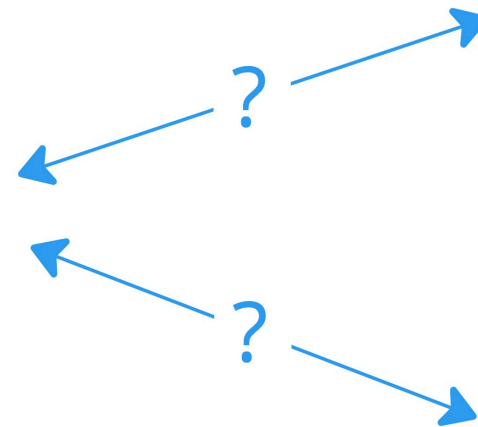
User task:

What health insurance is available *to me*?

Much of the content I encountered required me to *already know* which government program I was interested in.



My perspective



Program perspective

MassHealth

MA Health Connector

MassHealth

MA Health Connector

Health Safety Net

ConnectorCare

Children's Medical
Security Plan

Others?

MA Health Connector

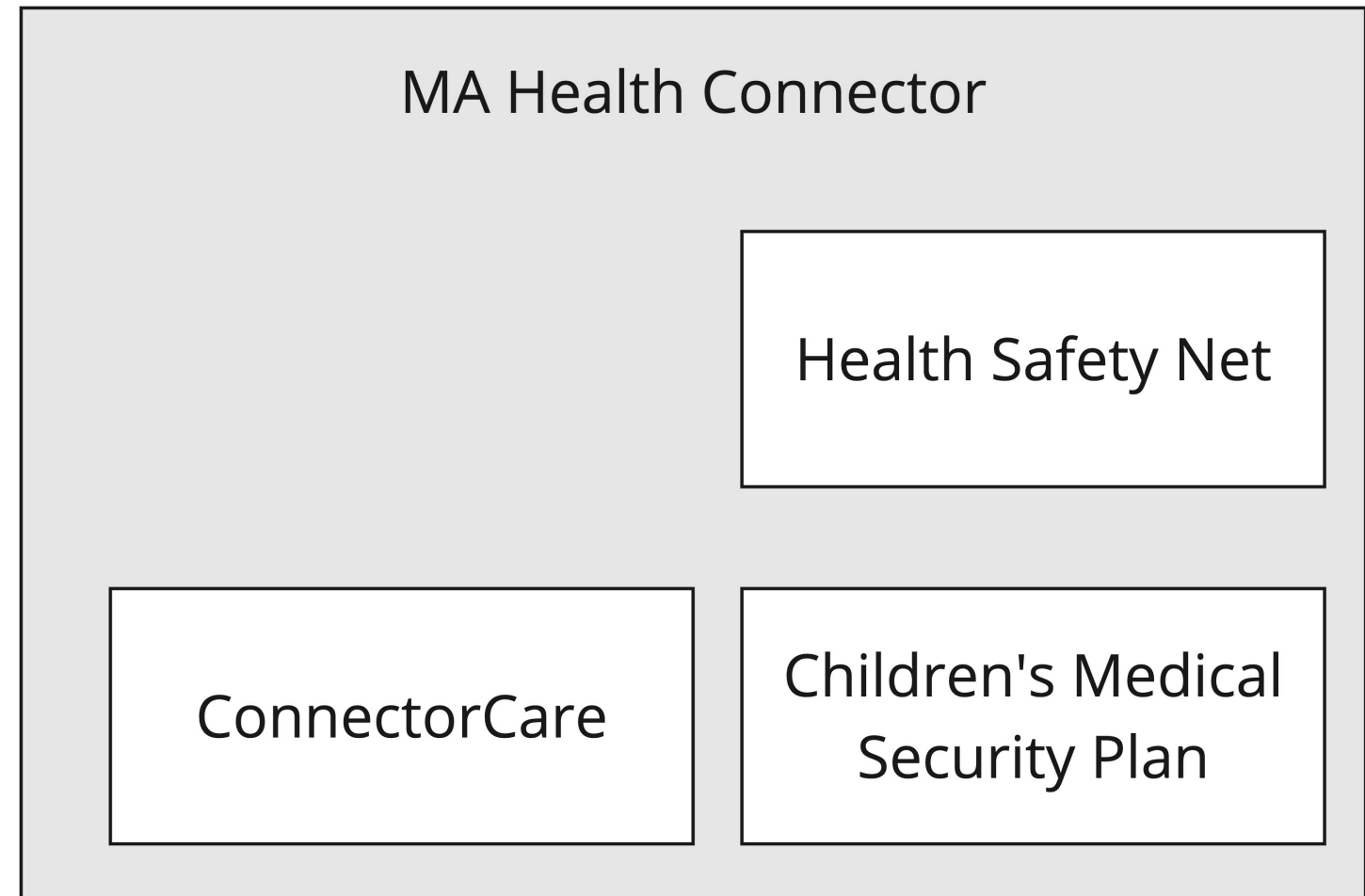
MassHealth

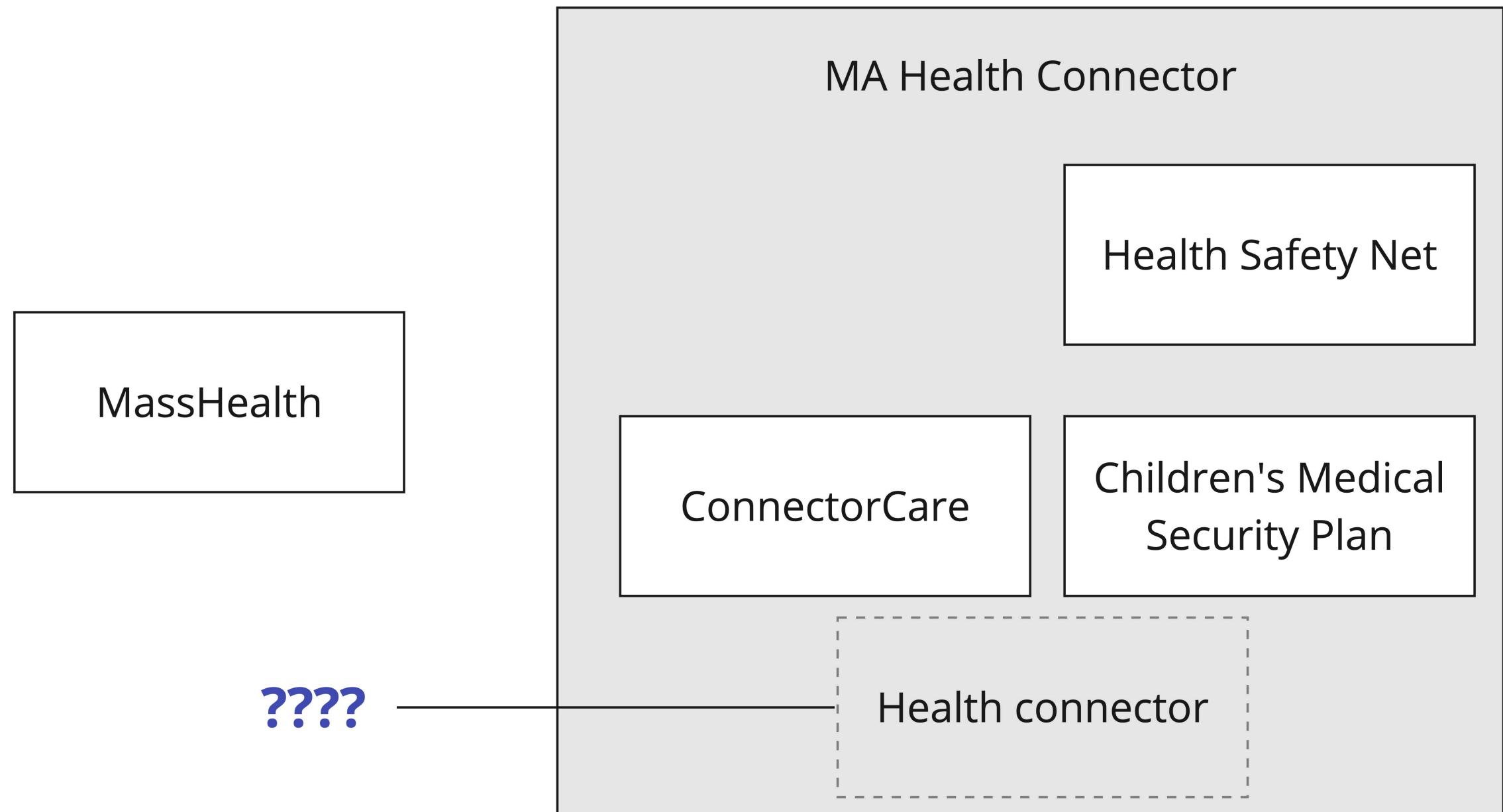
Health Safety Net

ConnectorCare

Children's Medical
Security Plan

MassHealth



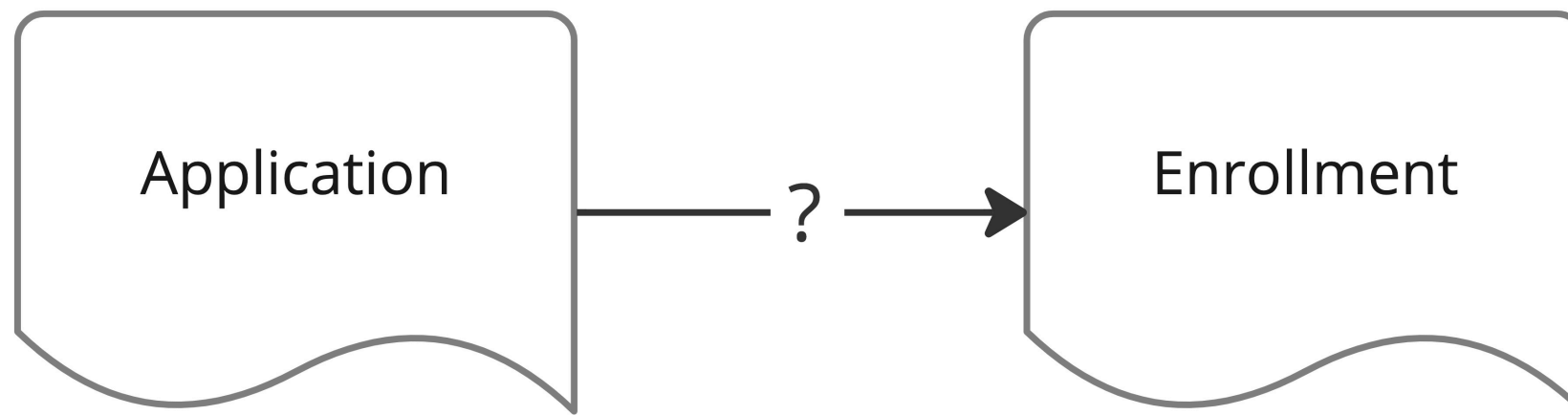


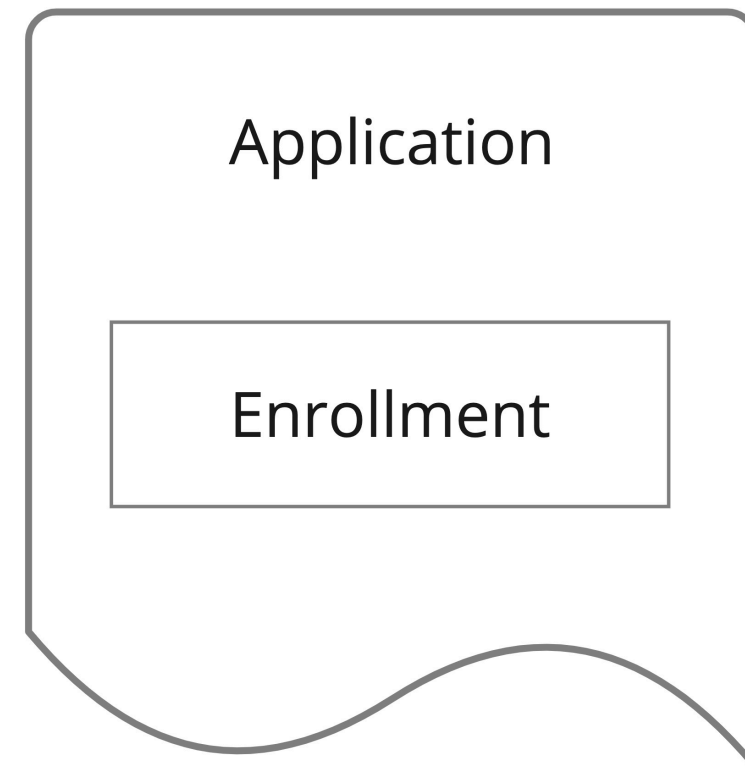


Application



Enrollment







Application

Enrollment

Ambiguous

Unstable

Clear

Consistent



LIVING ▼

WORKING ▼

LEARNING ▼

VISITING & EXPLORING ▼


YOUR GOVERNMENT ▼

COVID-19

Welcome to Massachusetts

What would you like to do?

Search Mass.gov

SEARCH 

POPULAR SEARCHES

Apply for unemployment benefits →

Renew your driver's license →

Work and Family Mobility Act (WFMA) →

Search court dockets, calendars, and cases →

Federal extra COVID SNAP benefits to end →

How to apply for RAFT →

What you need

How to apply

Next steps

More info

Downloads

Contact

What you need

To apply, you **may** need to provide the following information and documents:

- Social Security numbers, if you have them, for every household member who is applying
- Federal tax returns, if you file
- Information about citizenship or national status or immigration status
- Employer and income information for everyone in your household (for example, from paystubs or wage statements)
- Information about any job-related or other health insurance that you are currently enrolled in or have access to

Who can use this application

IA is not easy.

- Not as visible as other design & dev work
- Reduced to menus
- Determined by guessing
- Determined by org structure & politics

**We build
environments in
which people live
and work**

Part I: How humans navigate

Main navigation menu

Breadcrumbs

Title

Metadata

Inline links

Related links

Sequential navigation

Why Drupal? Build Solutions Services Community Resources Give Events Try Drupal

Documentation

Search documentation...

Curated Guides Drupal User Guide Chapter 1. Understanding Drupal

1.2. Concept: Modules

Last updated on 20 February 2023

Prerequisite knowledge

Section 1.1, "Concept: Drupal as a Content Management System"

What is a module?

A module is a set of PHP, JavaScript, and/or CSS files that extends site features and adds functionality.

You can turn the features and functionality on by *installing* the module, and you can turn it off by *uninstalling* the module; before uninstalling, you may need to remove data and configuration related to the feature or functionality.

Each module that is installed adds to the time needed to generate pages on your site, so it is a good idea to uninstall modules that are not needed.

The core download provides modules for functionality such as:

- Managing user accounts (the core User module)
- Managing basic content (the core Node module) and fields (the core Field and Field UI modules; there are also core modules providing field types)
- Managing navigation menus (the core Menu UI module)
- Making lists, grids, and blocks from existing content (the core Views and Views UI modules)

You can download additional *contributed modules* from the [Drupal.org Module Downloads](#), or create your own *custom modules*.

Related topics

- Section 1.3, "Concept: Themes"
- Section 1.4, "Concept: Distributions"
- Section 4.4, "Uninstalling Unused Modules"
- Section 11.1, "Finding Modules"
- Section 11.3, "Downloading and Installing a Module from *Drupal.org*"
- Section 13.3, "Concept: Security and Regular Updates"
- Section 13.6, "Updating a Module"

Additional resources

[Drupal.org community documentation page "Module developer's guide"](#)

Attributions

Written by Jennifer Hodgdon.

← 1.1. Concept: Drupal as a Content Management System → 1.3. Concept: Themes

This page is generated from [AcquiaDoc](#) source from the [User Guide](#). To propose a

Search

Table of contents

Local navigation

Utility navigation

Footer navigation

*"Navigation is not a menu on a screen.
Navigation is what people do."*

— Andrew Hinton¹

1. Andrew Hinton, "What We Talk About When We Talk About Navigation", IA Summit 2019. Used with permission.

*"My health insurer's website just had a big update that made it a lot more navigable...that's great! But what it does **NOT** do is help me navigate the **broader system more effectively** - it doesn't help me find my way, translate between divergent meanings, or interact with other entities very well."*

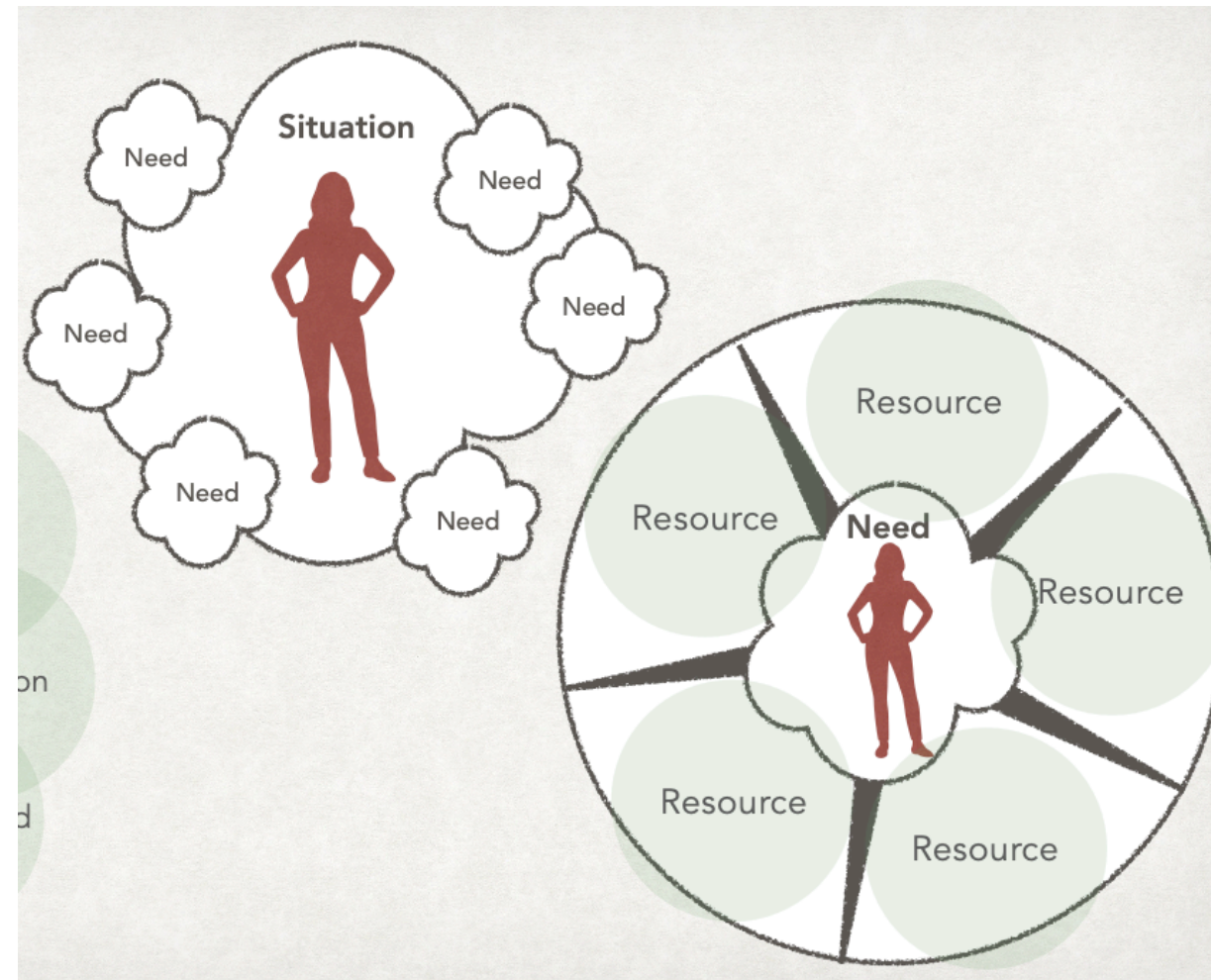
— Andrew Hinton¹

1. Andrew Hinton, "What We Talk About When We Talk About Navigation", IA Summit 2019. Used with permission.

"We say 'navigate', but we really mean 'understand'."

– Luca Rosati & Andrea Resmini ¹

1. Rosati & Resmini (2011), *Pervasive Information Architecture*. As paraphrased by Andrew Hinton.



Source: Andrew Hinton, "What We Talk About When We Talk About Navigation", IA Summit 2019.

Navigation => Understanding

but..

**Just having the information isn't enough
for people to find it.**

Information seeking behaviors

Berry-picking model (Marcia Bates) ¹

1. Bates, M.J. (1989). The design of browsing and berrypicking techniques for the online search interface. *Online Review*, 13(5), 407–424. Also in: Marcia J. Bates (© 2016), *Information Users and Information System Design, Selected Works*, vol. 3, pp. 195-216.

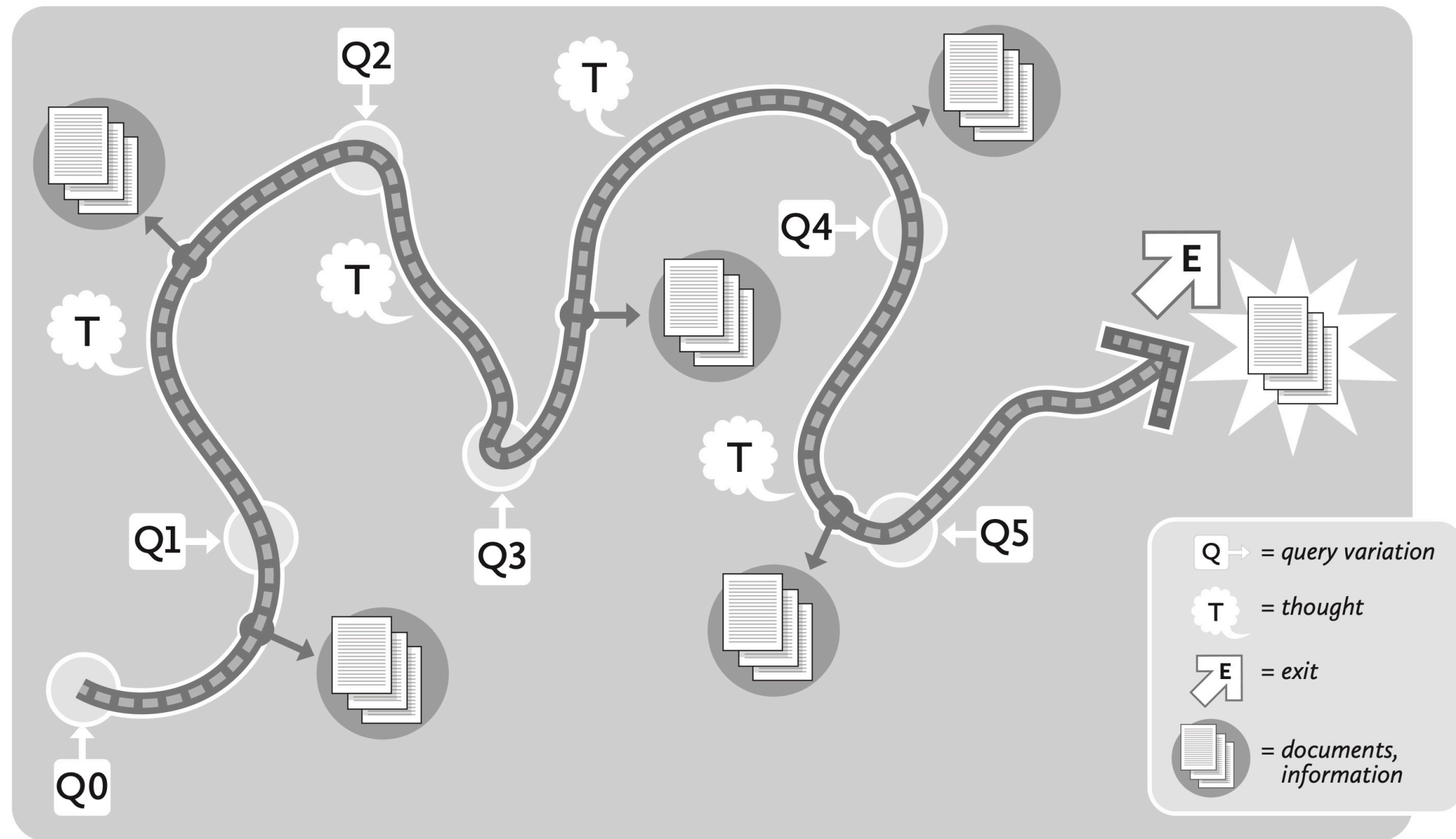


FIG. 2. A berrypicking, evolving search

Exploratory



Known-item

Modes of information seeking (Donna Spencer) ¹

1. Exploratory
2. Known-item
3. Don't know what you need to know
4. Re-finding

1. Donna Spencer, "Four Modes of Seeking Information and How to Design for Them", in Boxes and Arrows. March 14, 2006. <https://boxesandarrows.com/four-modes-of-seeking-information-and-how-to-design-for-them/>



Shop by category ▾

🔍 Search for anything

All Categories ▾

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Advanced

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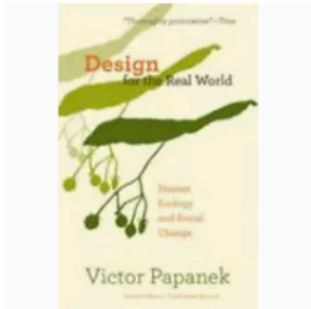
allyMember
FDIC

Ally Bank, Member FDIC.

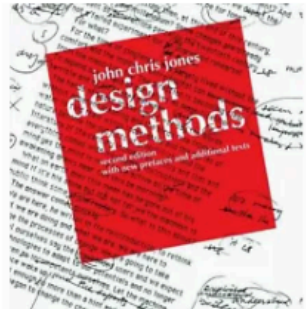
Your Recently Viewed Items | See all →



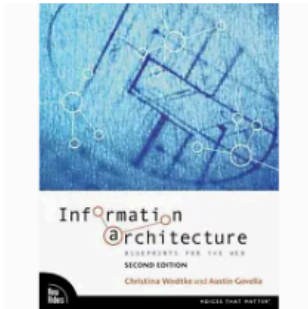
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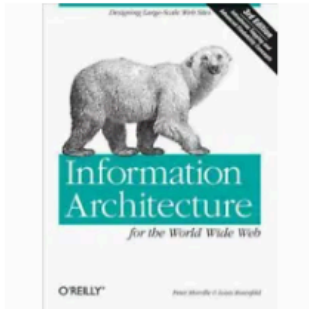
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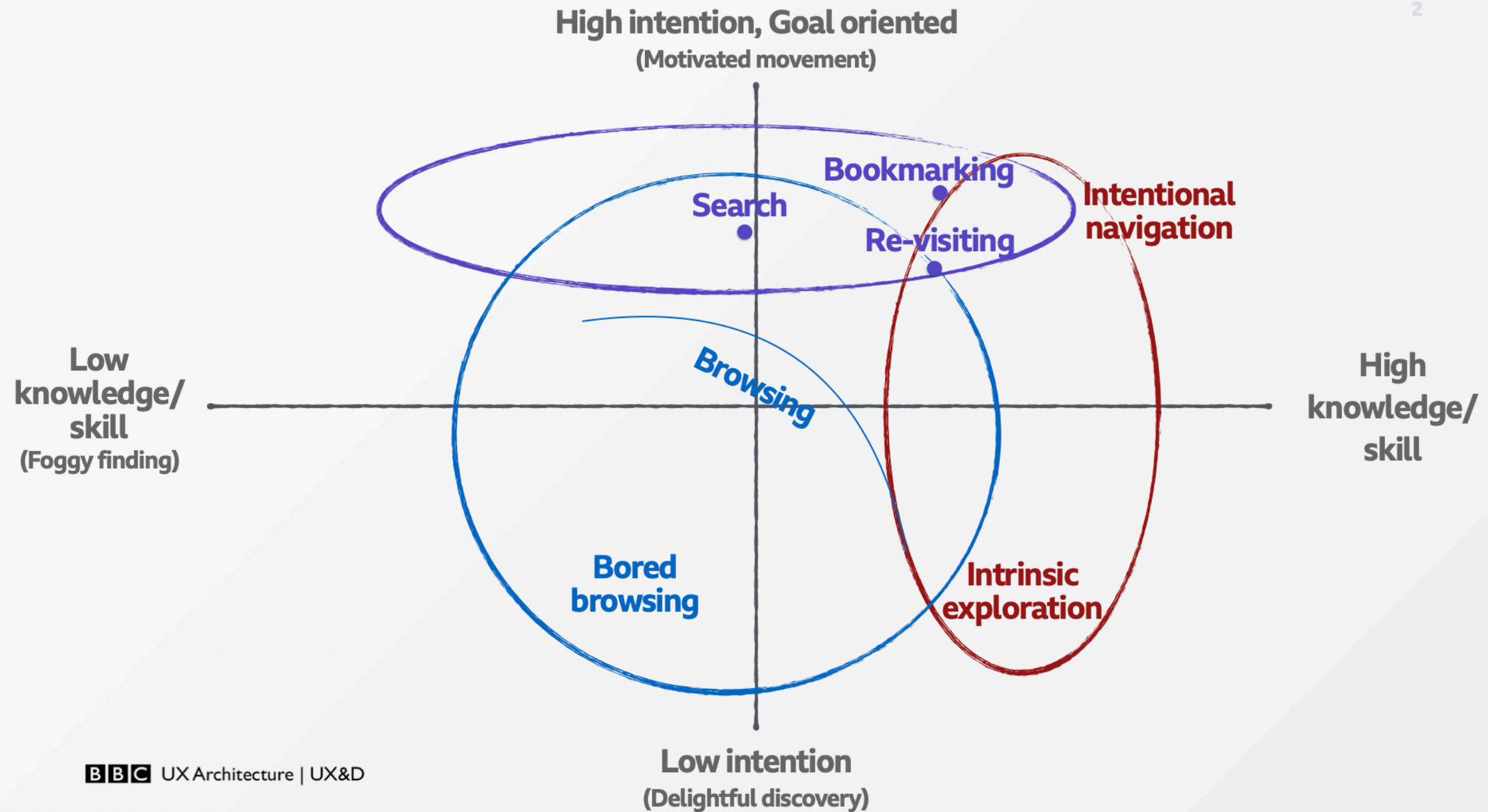
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\$5.14



\$4.09



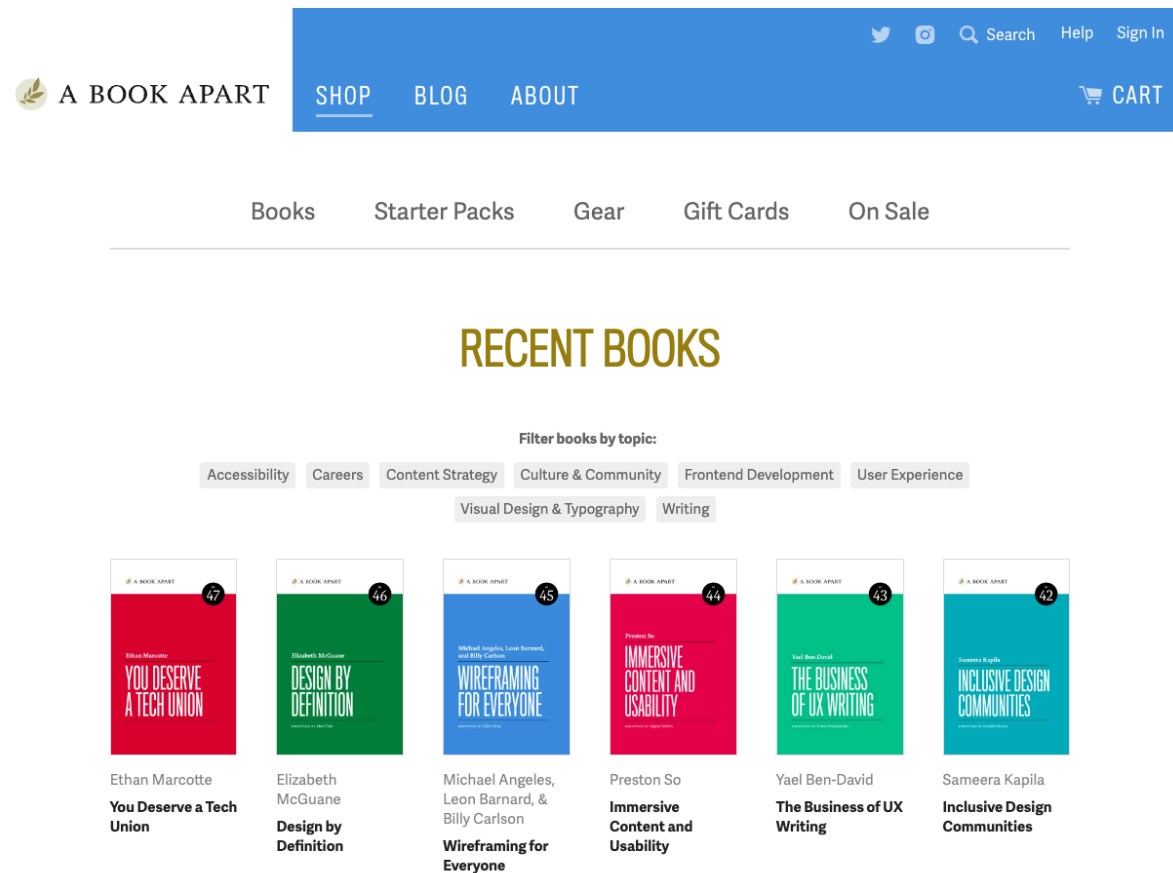
Modes of information seeking (Dan Ramsden) ¹

1. Motivated movement
2. Delightful discovery
3. Foggy finding
4. Not necessarily navigation

1. Dan Ramsden, "A model for navigation and information-seeking". See <https://danramsden.com/2017/01/27/model-navigation-information-seeking/> and the four linked pages.

Information seeking behaviors are affected by:

- UI affordances
- Discovery
- Recognition over recall





Information scent

(Information foraging theory¹)

1. Developed by Peter Pirolli and Stuart Card

[←](#) [→](#) [↻](#) [drupal.org](#) [🔍](#) [📄](#) [☆](#) [⚙️](#) [🖥️](#) [👤](#) [Update](#) [⋮](#)

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10.1

Drupal 10.1 is here and packed with amazing improvements! It makes customizing the look of your site easier, adds support for decoupled navigation, improves content modeling and editing, block management, performance, and more. Still the best digital experience platform(DXP) on the web, **proudly open source**.

[Upgrade to Drupal 10](#) [Get involved](#)

[▶](#)

Perceiving and **acting**

Wayfinding

1. How people orient themselves and navigate from place to place
2. Systems in the built environment (e.g. signage) that enable wayfinding

Wayfinding on websites ¹

- Where am I now?
- Where can I go?
- What will I find when I get there?
- What's nearby?
- How do I get out?

1. <https://ux.iu.edu/writings/wayfinding-systems/>

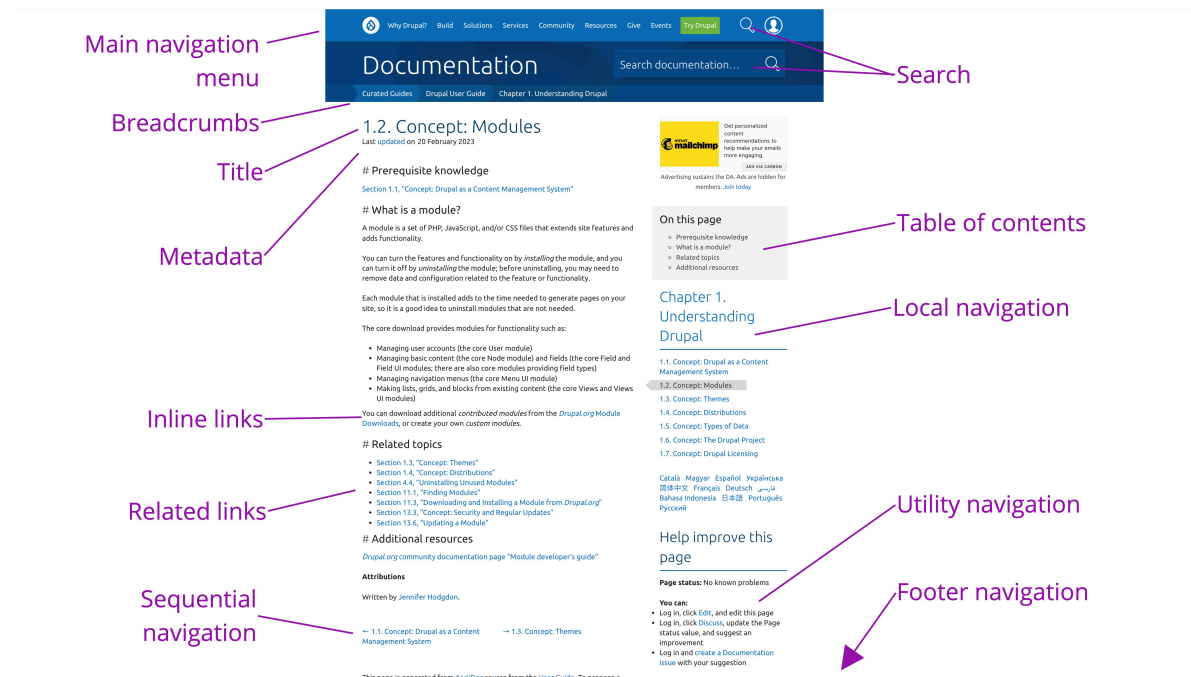
Part I Recap: How humans navigate

- Navigation => **Understanding**
- Provide support for a mix of **information seeking behaviors**, including situations where people *do* and *don't* know what they're looking for
- Support **wayfinding** by making the structure visible

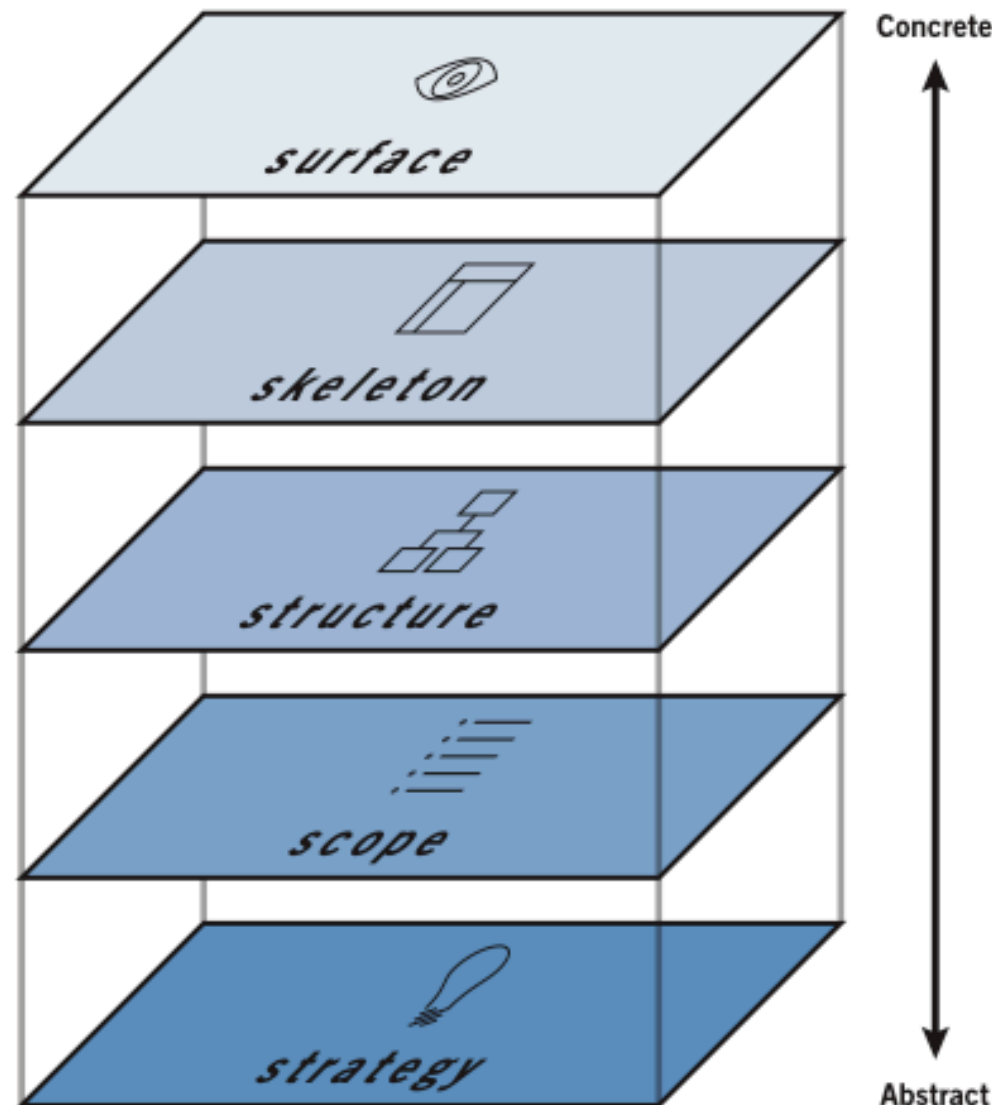
Part II: Designing with conceptual structures

Navigation systems help to:

- Make structure visible
- Support wayfinding
- Communicate what is available







Surface brings everything together visually: What will the finished product look like?

Skeleton makes structure concrete: What components will enable people to use the site?

Structure gives shape to scope: How will the pieces of the site fit together and behave?

Scope transforms strategy into requirements: What features will the site need to include?

Strategy is where it all begins: What do we want to get out of the site? What do our users want?

Jesse James Garrett
THE ELEMENTS OF
USER EXPERIENCE

NOW AVAILABLE
IN BOOKSTORES EVERYWHERE

jjg.net/elements

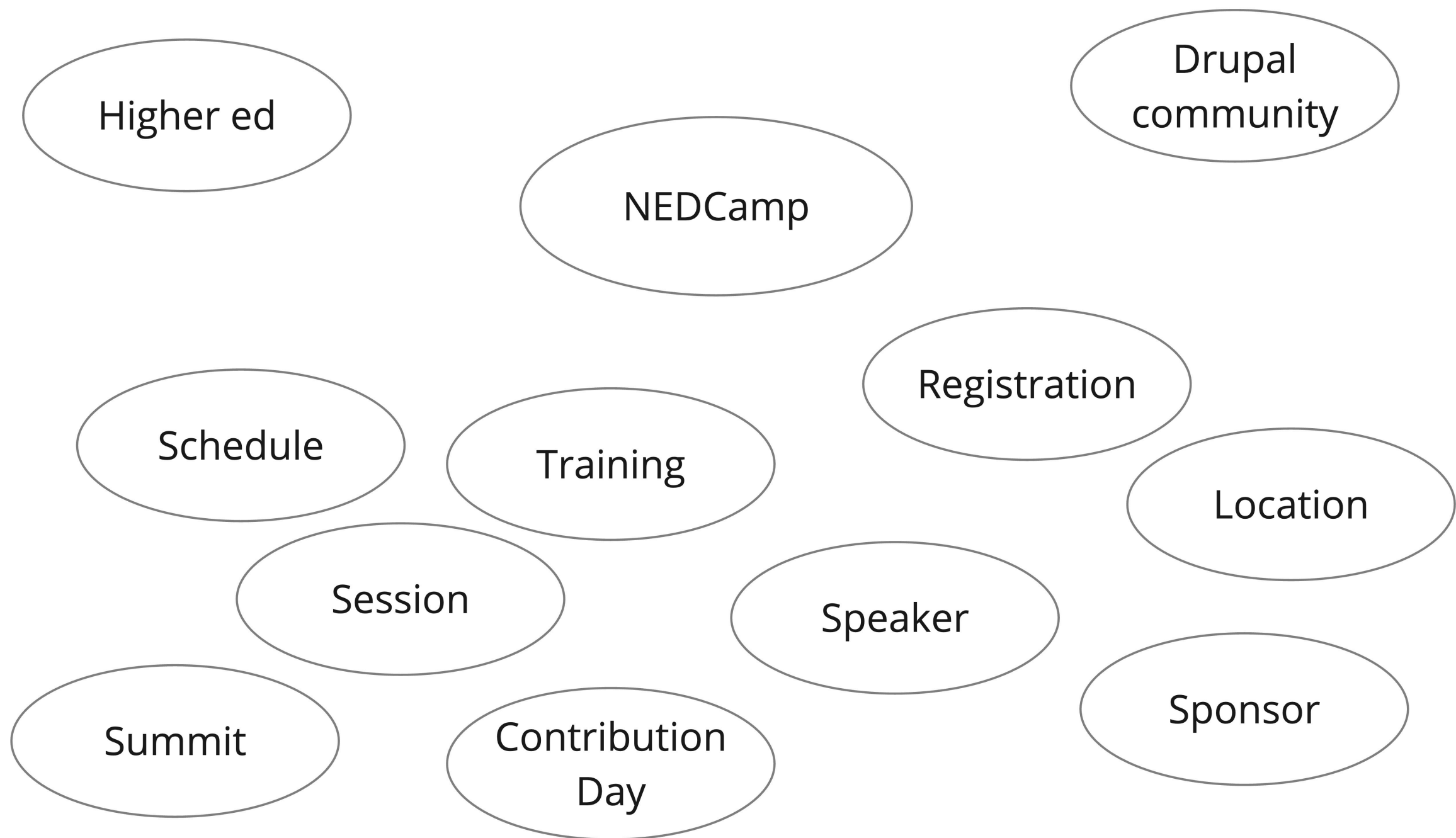


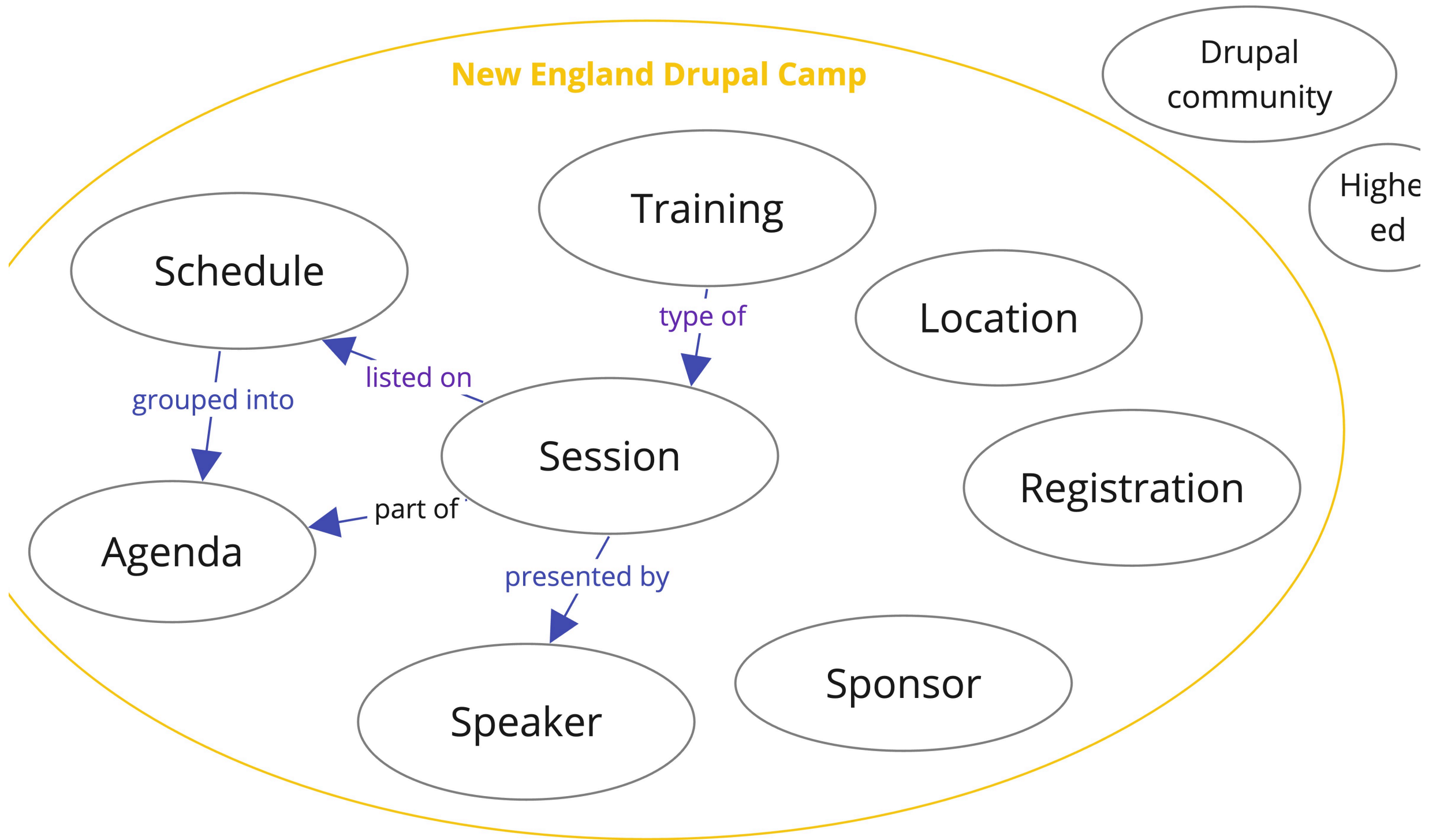
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NOVEMBER 17-18, 2023

THE NEW ENGLAND DRUPAL CAMP

Our 10th New England Drupal Camp — a community sharing and training event for Drupal enthusiasts and newbies alike. New England DrupalCamp is an attendee-driven, completely volunteer initiative. You'll walk away with new ideas, practical advice, and a tight-knit community to support you along the way.



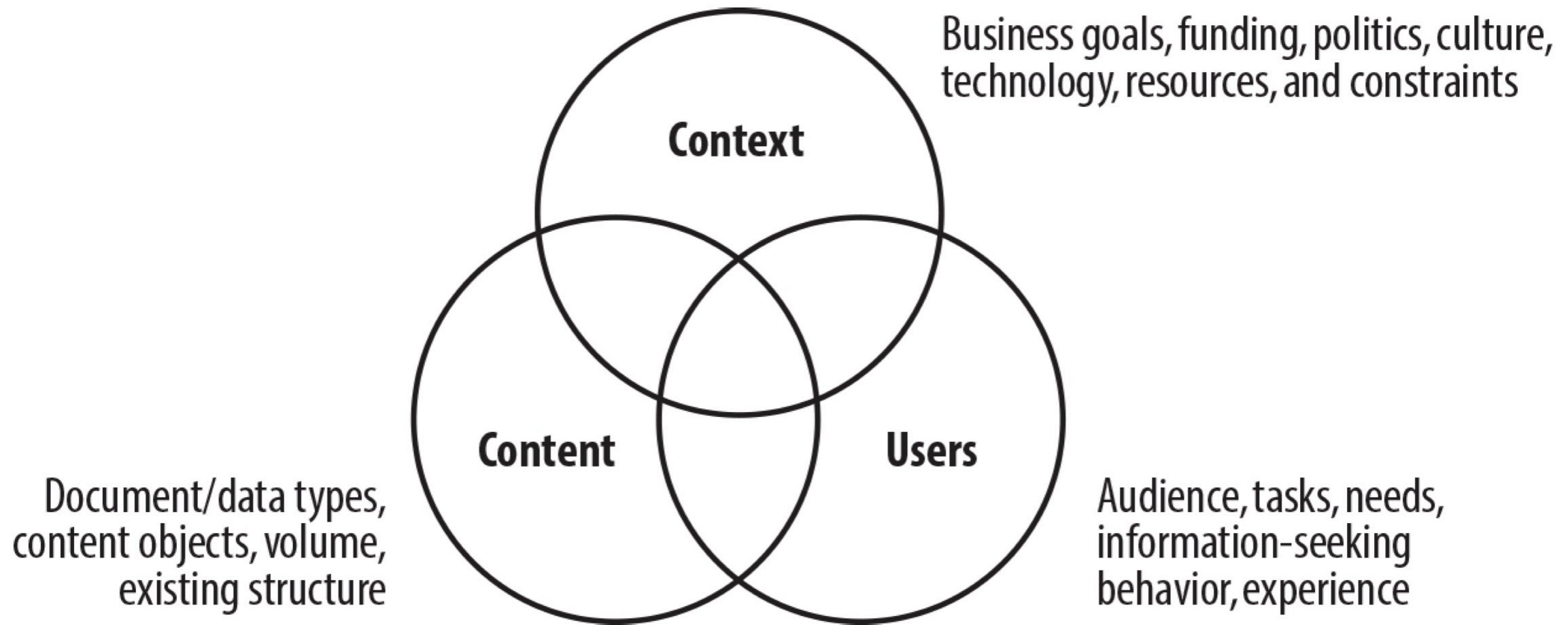


How do we arrive at a good conceptual structure?

How does it fit into our process?

Rough design process

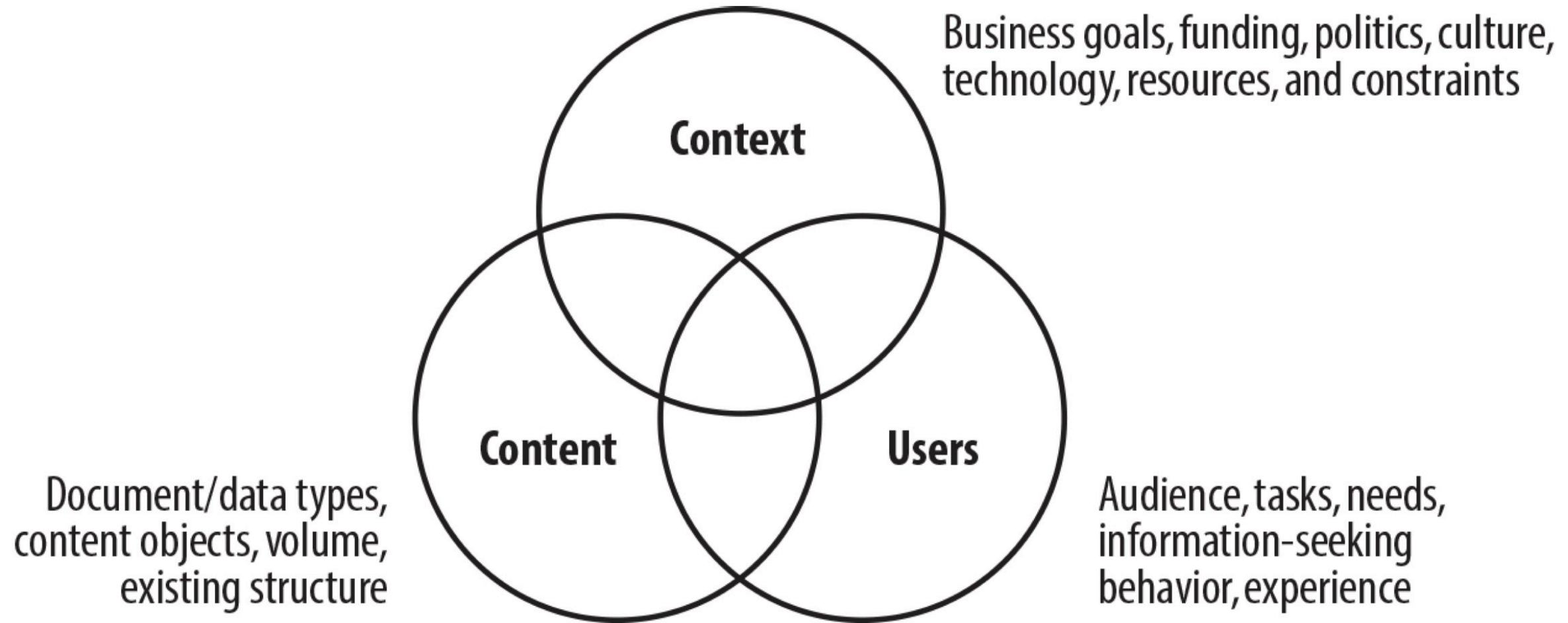
1. Planning
2. Research/discovery
3. Synthesis/strategy
4. Design/development
5. Release/improve

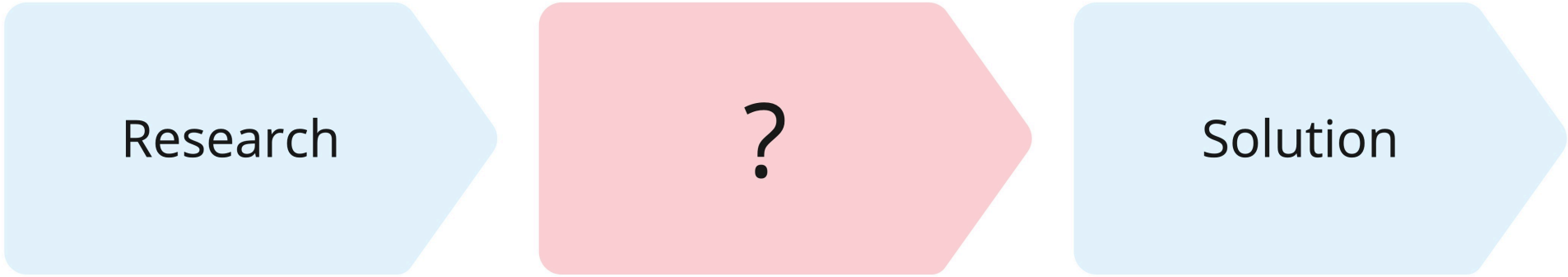


*From Rosenfeld, Morville, & Arango.
Information Architecture: For the Web and
Beyond.*

Common user models

- personas
- scenarios
- activities
- mental models (see Indi Young, *Mental Models*)





Research

?

Solution



Enquiry



Ideation



Prototyping

Discovery



Synthesis
Reframing

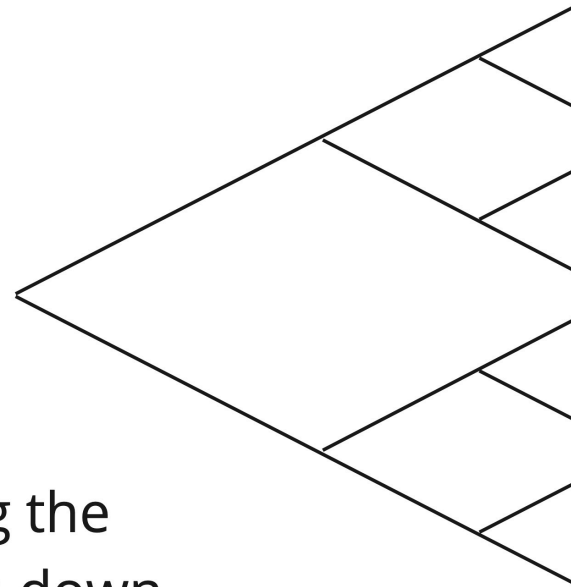


Design

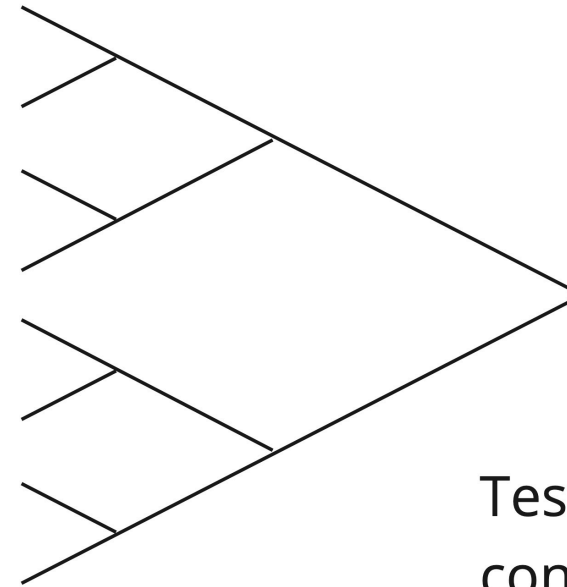
Divergence

Transformation

Convergence



Breaking the
problem down
into pieces



Testing to discover the
consequences of the
new arrangement

Putting the
pieces together
in a new way

Modeling

Modeling is useful for...

understanding:

- Getting through situations of ambiguity
- Synthesizing research
- Mapping what exists & how things work
- Communicating the things you're trying to understand

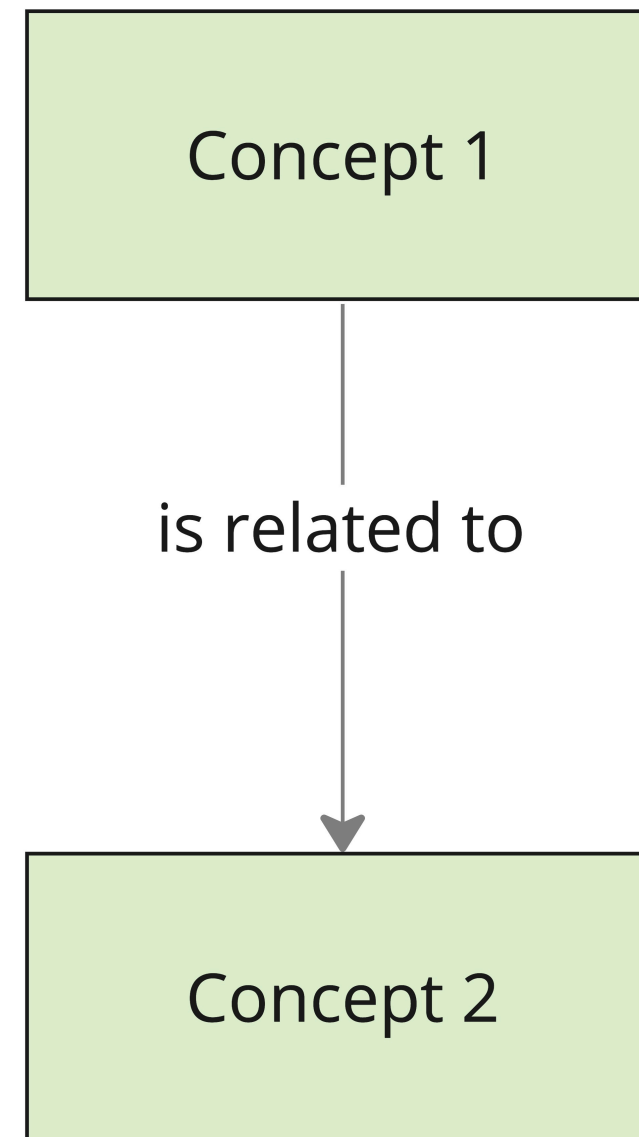
Modeling is useful for...

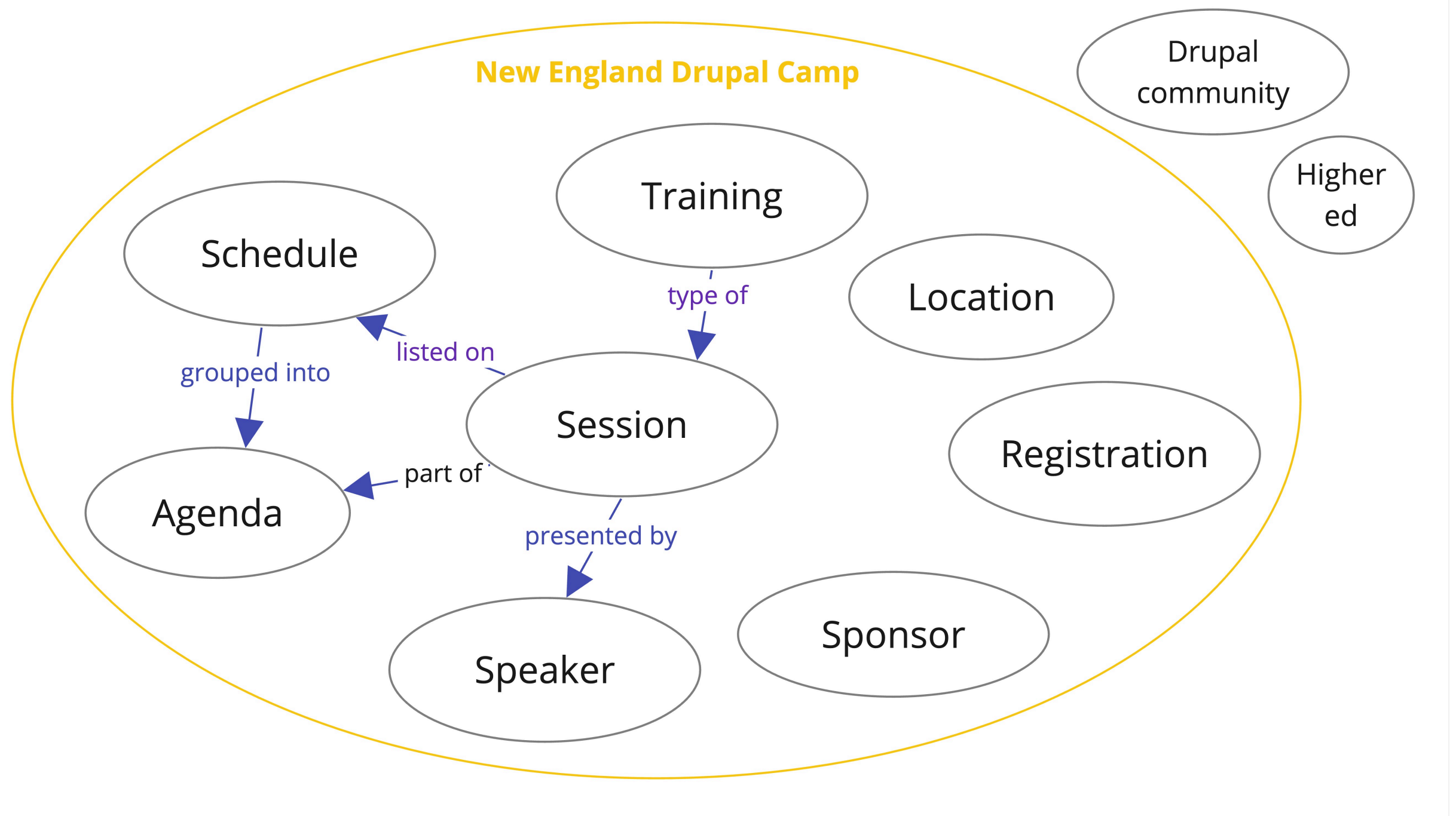
meaning-making:

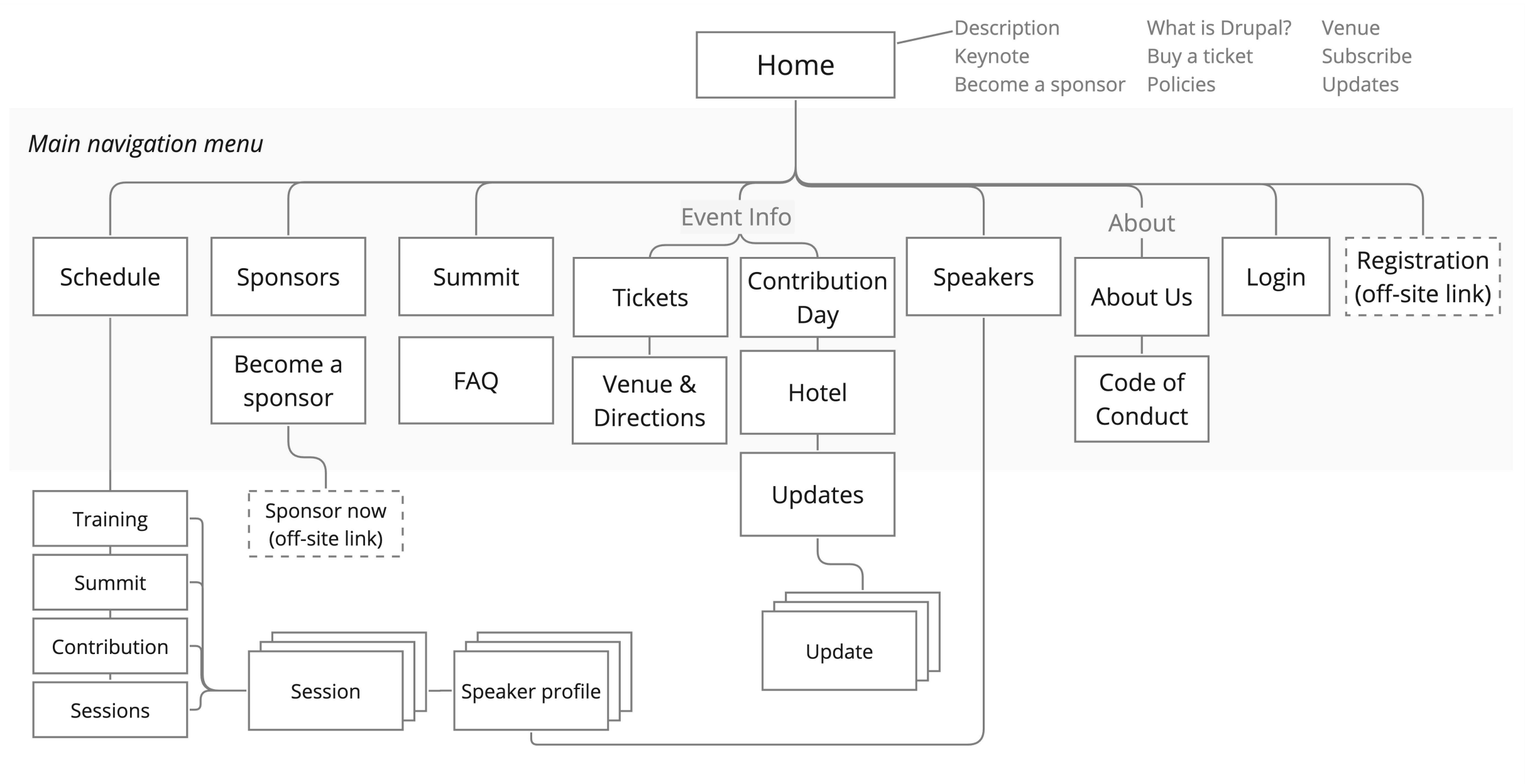
- Define the concepts and relationships we discover
- Explore new arrangements
- Build alignment
- Creating a conceptual foundation before (and during) UX design, content modeling, or data modeling

Basic process for concept modeling

1. Gather a list of concepts (usually nouns)
2. Add the relationships
3. Label the relationships (usually verbs)
4. Arrange
5. Share / invite conversation / feedback / iterate







Part II Recap

- Effective IA is built upon a cohesive *underlying conceptual structure*
- Use "Users/Content/Context" to explore the conceptual structure of the design situation
- Use concept modeling to synthesize, resolve ambiguity, and build alignment upstream of content modeling & UI design

Part III:

From concepts to navigation design

Concept models

Content models

Sitemaps

Navigation systems (menus, etc.)



THE SOCIETY OF
ST. VINCENT DE PAUL

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DINING ROOMS

With one of the largest industrial kitchens in the Southwest and five charitable dining rooms, St. Vincent de Paul is able to serve over 1.2 million meals to hungry families and individuals each year.



Looking for a Dining Room?

View Locations



Become Part of the Team

Volunteer

The Dream Center corner of our Family Dining Room provides food for thought and imagination.



The Society of Really Big, Really Friendly Dining Rooms

When you visit us to serve or be served, it's rarely just about eating. Volunteers create an experience many of us take for granted, an opportunity not only to eat but to meet and greet as well. It's also a chance to discover other ways to help our guests. Stomachs and hearts are filled in five dining rooms, where 3,500 nourishing, hot meals accompany our hospitality every day. Thanks to recent donor generosity, our Family Dining Room now offers many of the amenities of a supportive home or school atmosphere, including communal reading and group art projects for our younger guests, plus one-on-one tutoring programs and fun educational activities.



468,000 families are in need across Arizona.

Our Dining Rooms give those in-need a chance to have a sit-down meal, but it's not enough. Donate today and have food served to them.

Can you cook? Maybe wait a table?

Volunteer here.

Our dining rooms have limited staff. We rely on



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- Programs
- Locations
- Volunteer opportunities



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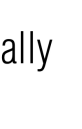
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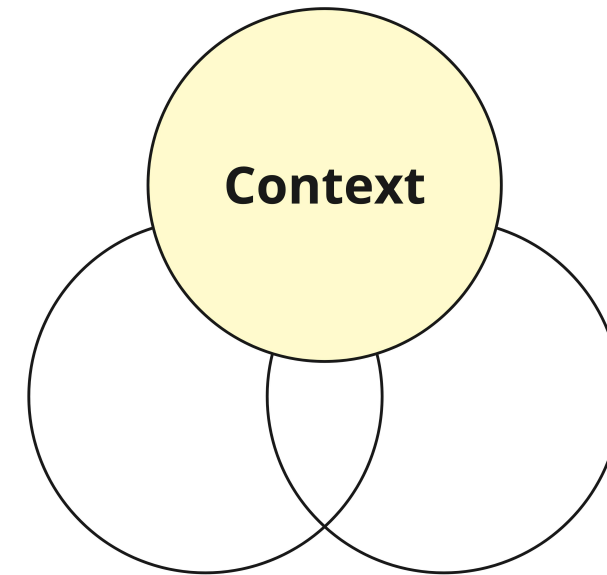
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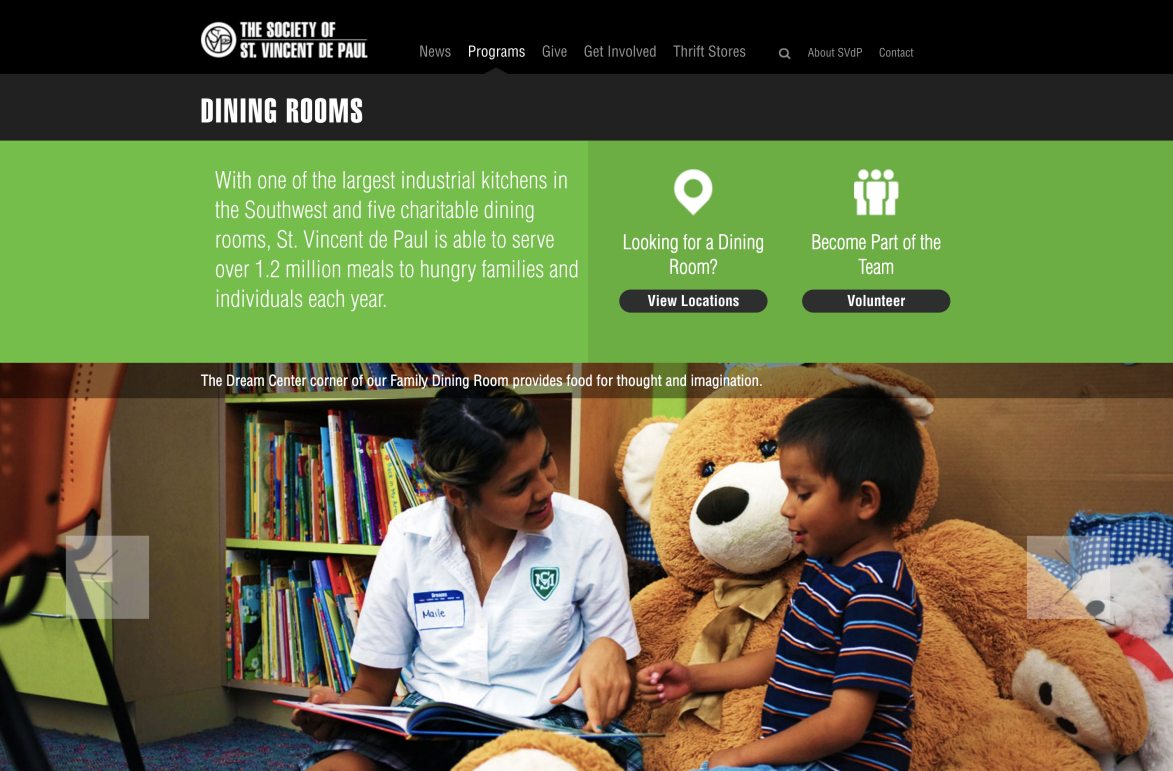
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- Goals, mission, philosophy
- Importance of community & meaningful service
- Sustainable models for addressing homelessness, etc.



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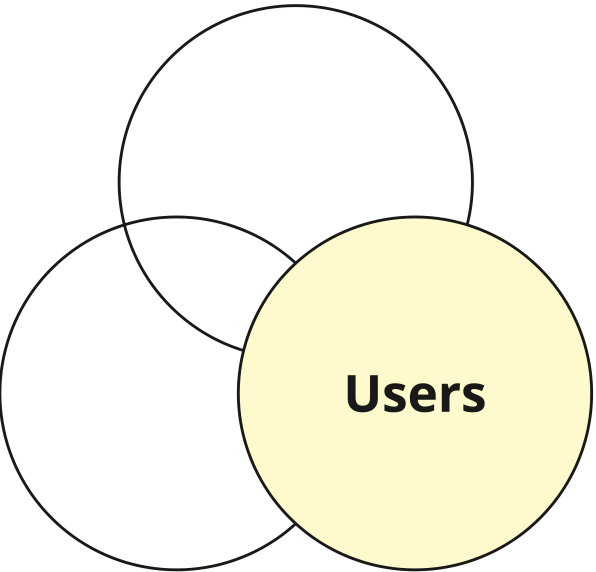


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Journey Steps Which step of the experience are you describing?	Discover	Investigate	Decide	Act
Actions What does the donor do?	Watch local station on TV and see a media drive See a drive on social media See donation opportunity at checkout on program See a poster at a store Conduct a search online Read an email from SVdP Read more about the campaign on the website Browse electronic media to assess culture, tone of organization Browse direct/social media to assess success & impact Decide how much to give and to what (maybe a different campaign or program is more compelling) Click Donate button & fill out form	Read more about the campaign on the website Browse electronic media to assess culture, tone of organization Browse direct/social media to assess success & impact Decide how much to give and to what (maybe a different campaign or program is more compelling) Click Donate button & fill out form	Decide how much to give and to what (maybe a different campaign or program is more compelling) Click Donate button & fill out form	Click Donate button & fill out form
Needs and Pains What does the donor want to achieve or avoid?	Find what they want to give to quickly (eg. if they heard about a specific program or drive) See a poster at a store Conduct a search online Read an email from SVdP Read more about the campaign on the website Browse electronic media to assess culture, tone of organization Browse direct/social media to assess success & impact Decide how much to give and to what (maybe a different campaign or program is more compelling) Click Donate button & fill out form	Find what they want to give to quickly (eg. if they heard about a specific program or drive) See a poster at a store Conduct a search online Read an email from SVdP Read more about the campaign on the website Browse electronic media to assess culture, tone of organization Browse direct/social media to assess success & impact Decide how much to give and to what (maybe a different campaign or program is more compelling) Click Donate button & fill out form	Find what they want to give to quickly (eg. if they heard about a specific program or drive) See a poster at a store Conduct a search online Read an email from SVdP Read more about the campaign on the website Browse electronic media to assess culture, tone of organization Browse direct/social media to assess success & impact Decide how much to give and to what (maybe a different campaign or program is more compelling) Click Donate button & fill out form	Find what they want to give to quickly (eg. if they heard about a specific program or drive) See a poster at a store Conduct a search online Read an email from SVdP Read more about the campaign on the website Browse electronic media to assess culture, tone of organization Browse direct/social media to assess success & impact Decide how much to give and to what (maybe a different campaign or program is more compelling) Click Donate button & fill out form
Touchpoints What part of the service do they interact with?	See actions, above	campaign page other pages they navigate to - program page, blog?	Donation form	post-donation screen online transaction confirmation (email) thank you/welcome/alignment (email)
Information/content used at this step Be as thorough as possible!	Know what my money will do (basic) Success stories hard to grasp Outcome from my donation Know my donation isn't mostly going to administrative costs Evidence of financial responsibility - eg. better biz bureau, charity navigator	Know what my money will do (basic) Success stories hard to grasp Outcome from my donation Know my donation isn't mostly going to administrative costs Evidence of financial responsibility - eg. better biz bureau, charity navigator	Know what my money will do (basic) Success stories hard to grasp Outcome from my donation Know my donation isn't mostly going to administrative costs Evidence of financial responsibility - eg. better biz bureau, charity navigator	Know what my money will do (basic) Success stories hard to grasp Outcome from my donation Know my donation isn't mostly going to administrative costs Evidence of financial responsibility - eg. better biz bureau, charity navigator
What does the donor want to know?	THANK YOU! Reminder of other ways to help (eg. volunteer, not just give money) Success stories, so people know their contribution is making a difference Reminder that need is ongoing, it's not a one-time thing, that it takes a community, and constant care, to address persistent needs	THANK YOU! Reminder of other ways to help (eg. volunteer, not just give money) Success stories, so people know their contribution is making a difference Reminder that need is ongoing, it's not a one-time thing, that it takes a community, and constant care, to address persistent needs	THANK YOU! Reminder of other ways to help (eg. volunteer, not just give money) Success stories, so people know their contribution is making a difference Reminder that need is ongoing, it's not a one-time thing, that it takes a community, and constant care, to address persistent needs	THANK YOU! Reminder of other ways to help (eg. volunteer, not just give money) Success stories, so people know their contribution is making a difference Reminder that need is ongoing, it's not a one-time thing, that it takes a community, and constant care, to address persistent needs
What does SVdP want to communicate?	THANK YOU! Reminder of other ways to help (eg. volunteer, not just give money) Success stories, so people know their contribution is making a difference Reminder that need is ongoing, it's not a one-time thing, that it takes a community, and constant care, to address persistent needs	THANK YOU! Reminder of other ways to help (eg. volunteer, not just give money) Success stories, so people know their contribution is making a difference Reminder that need is ongoing, it's not a one-time thing, that it takes a community, and constant care, to address persistent needs	THANK YOU! Reminder of other ways to help (eg. volunteer, not just give money) Success stories, so people know their contribution is making a difference Reminder that need is ongoing, it's not a one-time thing, that it takes a community, and constant care, to address persistent needs	THANK YOU! Reminder of other ways to help (eg. volunteer, not just give money) Success stories, so people know their contribution is making a difference Reminder that need is ongoing, it's not a one-time thing, that it takes a community, and constant care, to address persistent needs
Opportunities What could we improve or introduce?			Give people a way to easily share their donation to encourage their network to donate too More cross-campaign connections: you donated water, how about donating a turkey? Encourage people to explore other roles - ie donors to be volunteers, etc.	Give people a way to easily share their donation to encourage their network to donate too More cross-campaign connections: you donated water, how about donating a turkey? Encourage people to explore other roles - ie donors to be volunteers, etc.

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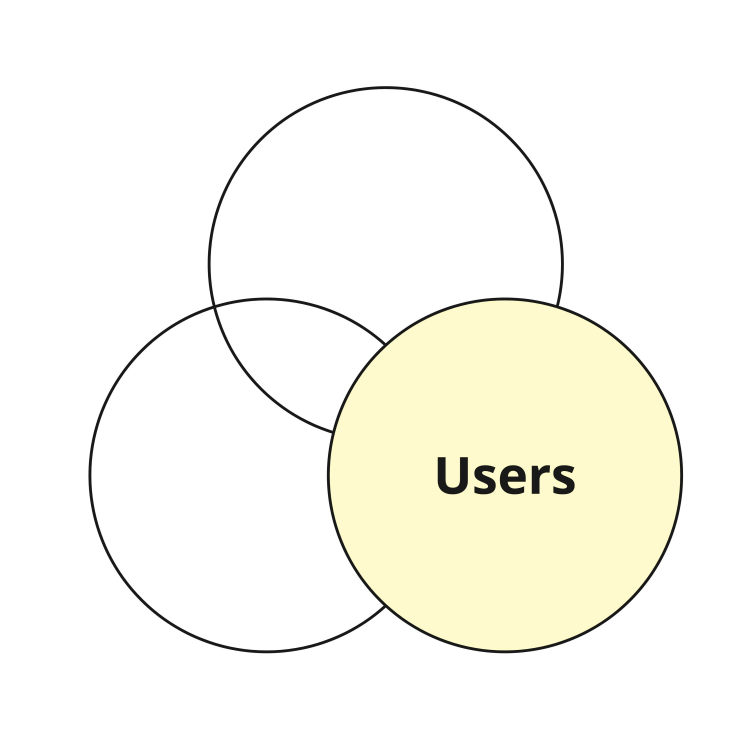
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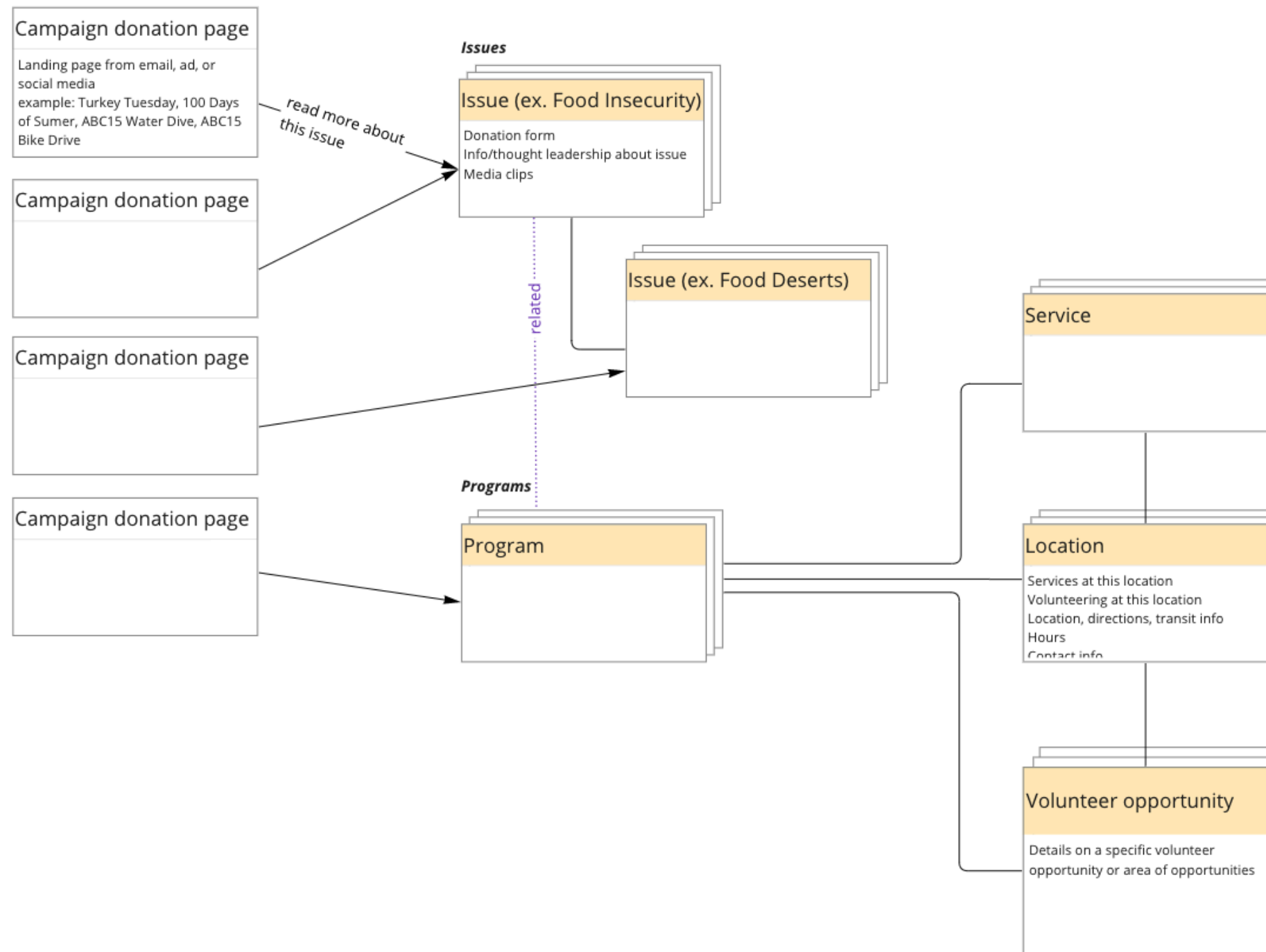
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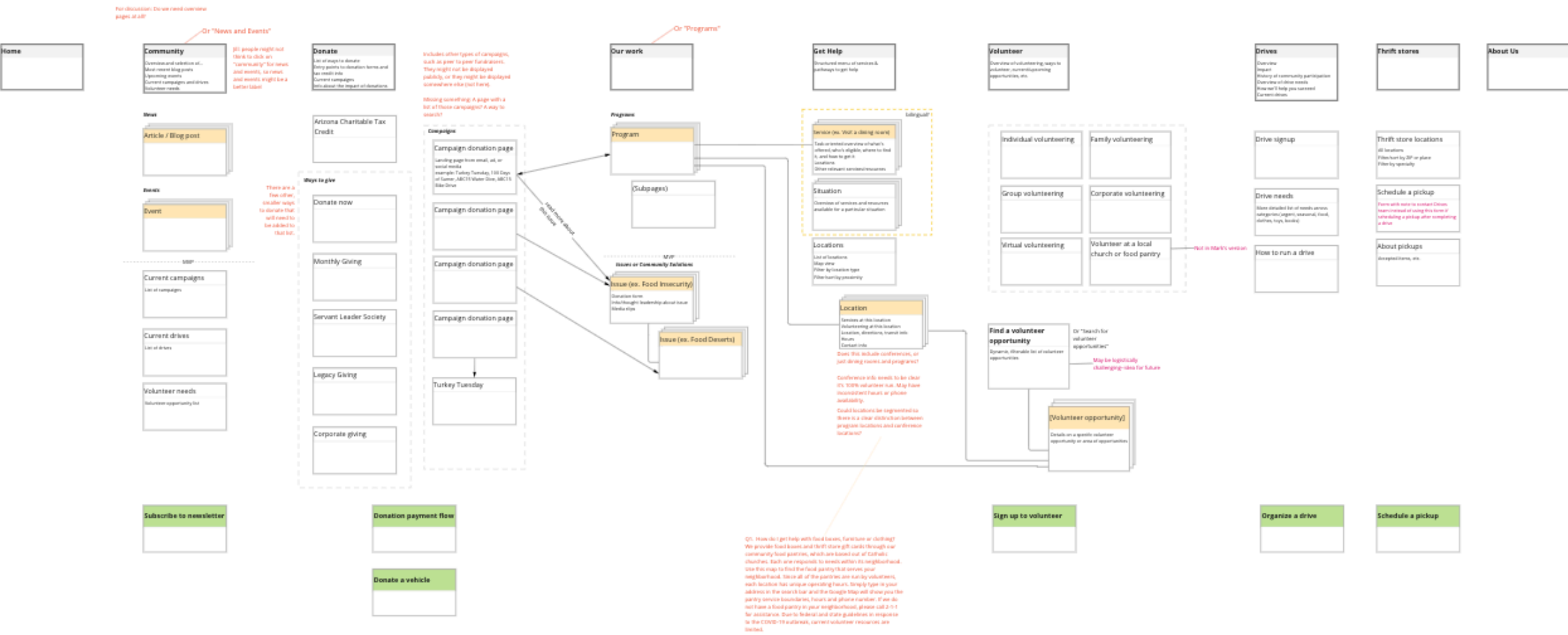
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- Many, many audience segments
- Need for educational info
- Programs vs. Services







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Four purposes of a site's main navigation menu

1. Provide pathways to all/most content

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Things to think about:

- Build upon users' mental models
- Derive categories through content classification
- Choose labels that provide information scent

1. Provide pathways to all/most content

Ways of classifying content:

- By customer need
- By user activity/task
- By stage in the customer lifecycle
- By subject/topic
- By content type or metadata
- mixed

2. Provide quick, direct access to specific items/tasks

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Things to think about:

- User scenarios
- Top tasks (cf. Gerry McGovern)
- Known-item seeking may call for different labels

3. Inform users what's available on the site

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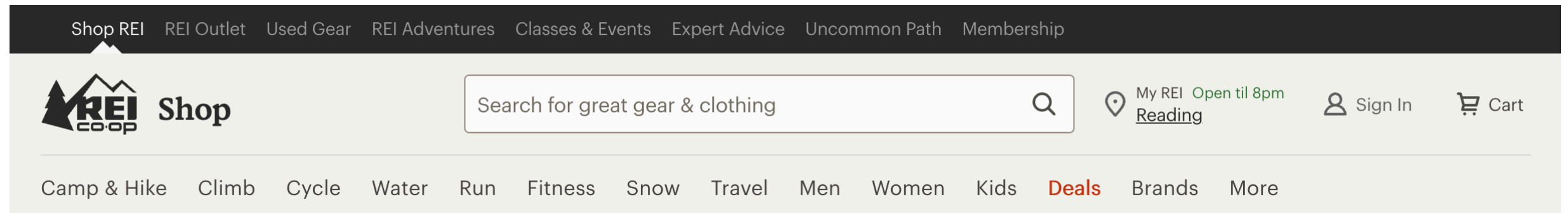
Things to think about:

- "Don't know what you need to know" and Exploratory info seeking
- Principle of recognition over recall
- Business goals, products, lines of business
- What is shown vs. hidden initially?

4. Explain the brand

Things to think about:

- Brand tone, voice, personality, key words
- Business goals (e.g. what needs to be promoted)



*Stuart Maxwell, "The Politics of Navigation"
at the IA Summit, April 24 2015*

4. Explain the brand

Things to think about:

- Brand tone, voice, personality, key words
- Business goals (e.g. what needs to be promoted)
- Ensure clarity, understandability, and information scent are not lost



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Checks/tests for main navigation taxonomy

- Use user scenarios & user tasks as a checklist
- Consider different info seeking behaviors (known item, exploratory, don't know what you need to know, etc.)
- Test: "Where would you **expect** to find...?"
- Ask: "**What** would you expect to find under [label]?"

Purposes of a site's main navigation menu

1. Provide pathways to all/most content
2. Provide quick, direct access to specific items/tasks
3. Inform visitors what's available on the site
4. Explain the brand

And: Promote features/content, orient users, inspire users, inform search engines¹

1. Jenny Benevento and Abby Covert, "Put A Label On It: Navigation As Brand", IA Summit 2018

Thank you!

Slides & resource guide

danzollman.com/navigation

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