# The Basics of UX Design Navigation

## The Good

It's critical for UX designers to cultivate a strong, clear and simple navigation. Some key strategies to help move users through a website are:

### STICKY NAVIGATION

*You may not have noticed, but on many of the best websites, the navigation at the top of the page never goes away as the site is scrolled through.*[1] This is a simple technique that keeps the navigation options in front of users at all times, no matter where they are on a given page, allowing them to easily move about the site as its content motivates their interest. It's also a clean strategy for constantly providing several visible navigation options.

### BREADCRUMBS

*On a website, breadcrumbs usually appear just below the primary navigation, showing the user where they've been on the site and where their current page exists within the site's overall structure.* This is a strategic move that simply allows users to understand where they are on a site as they get further into its content.[2] It's an especially useful tool for large websites with many secondary and tertiary pages.

### CONSIDER MOBILE

*Since over 50 percent of web traffic begins on a mobile device, designers must consider mobile interfaces when developing navigation.*[3] Mobile devices come with unique restrictions, so to accomplish an intuitive navigation that's completely compatible across devices, UX designers may need to forgo elements that only really function in a desktop or laptop interface, such as hover navs.[2] However, creating an experience that translates is well worth it in the end.

## The Bad

If creating a strong UX navigation is all about simplicity and clarity, then by that token, UX designers should avoid messiness, confusion and clutter. Elements to avoid when designing navigation include:

### CONFUSING NAVIGATION TITLES

*In both the primary and secondary navigation, it's helpful to have clearly defined and understood group names, such as "About Us" and "Contact Us."* Try to avoid unclear language. For example, calling a "Contact Us" section "What's Up?" may seem fun, but might be too confusing for all audiences to quickly understand.

### TOO MUCH VISIBILITY

Not all websites can be ten pages long. Some websites, by default, will have layers of pages based on the content and business needs. However, *it's important for UX designers to limit what information appears in the primary navigation.* Having too many choices can prevent ordinary users from having a successful and enjoyable experience.

If you are interested in more tips and tricks for better UX design, visit us online.

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1. Retrieved on March 26, 2018, from uxplanet.org/5-ui-patterns-navigation-that-makes-good-ux-sense-92a65df7485d

2. Retrieved on March 26, 2018, from uxbooth.com/articles/the-rules-for-modern-navigation/

3. Retrieved on March 26, 2018, from statista.com/statistics/277125/share-of-website-traffic-coming-from-mobile-devices/

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