# MULTIPLE WAYS TO NAVIGATE

THE
DESIGN
OF
SITES



(**www.amazon.com**, August 23, 2001)

Amazon.com understands that both intention and impulse are navigation motivators. Customers can look for what they *intend* to buy, using browsing and searching tools. The site also provides links to *impulse* items that customers might not have intended to buy but act on anyway.

## ❋ BACKGROUND

**A**
**A1**
**A11**

Used by all the patterns in Pattern Group A—Site Genres, from PERSONAL E-COMMERCE (A1) to ENABLING INTRANETS (A11), this pattern provides schemes that support how customers navigate sites.

## ❋ PROBLEM

**Customers navigate Web sites in many ways. If any of the key navigation tools are hard to find or missing, visitors will find the site tedious to use.**

## ❋ SOLUTION

**To ensure that your visitors complete their goals, put your search and browse navigation tools at the top and start of the page. Put your next-step navigation tools toward the top, but opposite the start, as well as at the bottom. Always include navigation tools that relate and promote, so that customers find things they might otherwise miss, but put these tools farther down the page.**
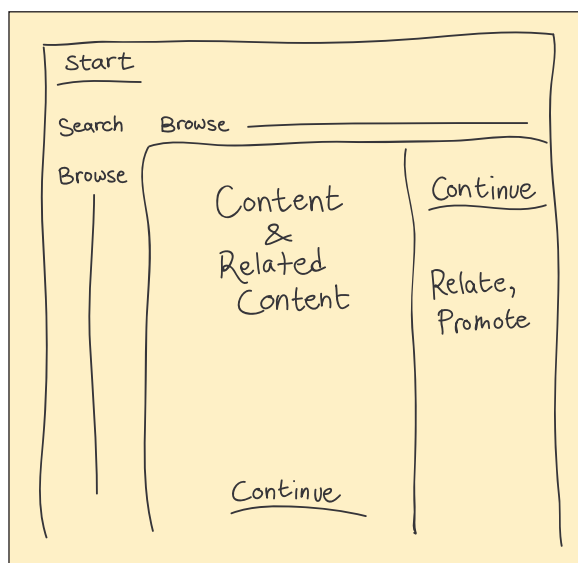


By giving your visitors multiple ways to navigate on your site, depending on their goals and desires, you can keep them engaged.

## ❋ CONSIDER THESE OTHER PATTERNS

Give customers multiple ways to navigate by consistently using intention-based navigation: Place a SEARCH ACTION MODULE (J1) or a link to your STRAIGHTFORWARD SEARCH FORMS (J2) at the top of every page, provide a consistent NAVIGATION BAR (K2) on every page, and provide BROWSABLE CONTENT (B2). Make it easier for everyone to navigate your site with SITE ACCESSIBILITY (B9).

**J1**
**J2**
**K2**
**B2**
**B9**

Help customers complete their tasks by using ACTION BUTTONS (K4) and links to CONTEXT-SENSITIVE HELP (H8) located at the top right of the page. Use a PROCESS FUNNEL (H1) for tasks where completion is absolutely necessary.

**K4**
**H8**
**H1**

Provide impulse-driven navigation capability by using CONSISTENT SIDEBARS OF RELATED CONTENT (I6) and promotions that use DESCRIPTIVE, LONGER LINK NAMES (K9).

**I6**
**K9**