



Designing Web navigation

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Electronic books

Monografía

Thoroughly rewritten for today's web environment, this bestselling book offers a fresh look at a fundamental topic of web site development: navigation design. Amid all the changes to the Web in the past decade, and all the hype about Web 2.0 and various "rich" interactive technologies, the basic problems of creating a good web navigation system remain. Designing Web Navigation demonstrates that good navigation is not about technology-it's about the ways people find information, and how you guide them. Ideal for beginning to intermediate web designers, managers, other non-des

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Contenido: Designing Web Navigation; AUDIENCE FOR THIS BOOK; ORGANIZATION OF THIS BOOK; INTERNATIONALIZATION; ACKNOWLEDGMENTS; HOW TO CONTACT US; SAFARI® ENABLED; ABOUT THE AUTHOR; ABOUT THE TECHNICAL REVIEWERS; I. Foundations of Web Navigation; 1.2. THE NEED FOR NAVIGATION; 1.2.2. NAVIGATION SHOWS LOCATION; 1.2.3. NAVIGATION SHOWS "ABOUTNESS" OF A SITE; 1.2.4. NAVIGATION REFLECTS BRAND; 1.2.5. NAVIGATION AFFECTS SITE CREDIBILITY; 1.2.6. THE BOTTOM LINE; 1.3. WEB NAVIGATION DESIGN; 1.4. SUMMARY; 1.5. QUESTIONS; 1.6. FURTHER READING; 2. Understanding Navigation; 2.2. SEEKING INFORMATION ONLINE 2.3. WEB BROWSING BEHAVIOR 2.3.2. NAVIGATIONAL CHOICES; 2.3.2.2. BANNER BLINDNESS; 2.3.2.3. SATISFICING; 2.4. INFORMATION SHAPE; 2.4.2. DESIGNING FOR INFORMATION SHAPE; 2.5. EXPERIENCING INFORMATION; 2.5.2. EMOTIONS IN INFORMATION SEEKING; 2.5.2.2. TAILORING THE ISP; 2.5.3. INFORMATION EXPERIENCE; 2.6. SUMMARY; 2.7. QUESTIONS; 2.8. FURTHER READING; 3. Mechanisms of Navigation; 3.2. PAGING NAVIGATION; 3.2.2. DIRECT ACCESS PAGING; 3.3. BREADCRUMB TRAIL; 3.3.1.2. PATH BREADCRUMB TRAILS; 3.3.1.3. ATTRIBUTE BREADCRUMB TRAILS; 3.4. TREE NAVIGATION; 3.5. SITE MAPS; 3.6. DIRECTORIES; 3.7. TAG CLOUDS 3.8. A-Z INDEXES 3.9. NAVIGATION BARS AND TABS; 3.10. VERTICAL MENU; 3.11.

DYNAMIC MENUS; 3.12. DROP-DOWN MENUS; 3.13. VISUALIZING NAVIGATION; 3.13.2. VISUAL THESAURI; 3.13.3. VISUAL CLUSTERS; 3.14. BROWSER MECHANISMS; 3.15. SUMMARY; 3.16. QUESTIONS; 3.17. FURTHER READING; 4. Types of Navigation; 4.1.1.2. LOCAL NAVIGATION; 4.1.2. ASSOCIATIVE NAVIGATION; 4.1.2.2. ADAPTIVE NAVIGATION; 4.1.2.3. QUICK LINKS; 4.1.2.4. FOOTER NAVIGATION; 4.1.3. UTILITY NAVIGATION; 4.1.3.2. TOOLBOXES; 4.1.3.3. LINKED LOGO; 4.1.3.4. LANGUAGE SELECTORS; 4.1.3.5. COUNTRY OR REGION SELECTORS 4.1.4. INTERNAL PAGE NAVIGATION 4.2. PAGE TYPES; 4.2.1.2. LANDING PAGES; 4.2.1.3. GALLERY PAGES; 4.2.1.4. SEARCH RESULT PAGES; 4.2.2. CONTENT PAGES; 4.2.3. FUNCTIONAL PAGES; 4.2.3.2. SUBMISSION FORMS; 4.2.3.3. WEB APPLICATIONS; 4.2.4. PAGE LENGTH; 4.3. SUMMARY; 4.4. QUESTIONS; 4.5. FURTHER READING; 5. Labeling Navigation; 5.2. ASPECTS OF GOOD LABELS; 5.2.1.2. AVOID TECHNICAL TERMINOLOGY; 5.2.1.3. AVOID CLEVER LABELS; 5.2.1.4. AVOID ABBREVIATIONS; 5.2.1.5. USE APPROPRIATE TONE OF VOICE; 5.2.2. DESCRIPTIVE LABELS; 5.2.3. MUTUALLY EXCLUSIVE LABELS; 5.2.4. FOCUSED LABELS; 5.2.5. CONSISTENT LABELS 5.2.6. LABEL LENGTH 5.3. LABELING SYSTEMS; 5.3.2. URLS; 5.3.3. PAGE TITLES; 5.3.4. CREATING A FLEXIBLE SCHEME; 5.3.4.2. ADDRESSING REDUNDANCY; 5.4. PERSUASIVE LABELS; 5.5. TRANSLATING LABELS; 5.6. SOURCES OF LABELS; 5.7. SUMMARY; 5.8. QUESTIONS; 5.9. FURTHER READING; II. A Framework for Navigation Design; 6.1.2. EASE OF LEARNING; 6.1.3. CONSISTENCY AND INCONSISTENCY; 6.1.4. FEEDBACK; 6.1.5. EFFICIENCY; 6.1.6. CLEAR LABELS; 6.1.7. VISUAL CLARITY; 6.1.8. APPROPRIATENESS FOR TYPE OF SITE; 6.1.9. ALIGNING WITH USER NEEDS; 6.2. EVALUATION METHODS; 6.2.2. CHECKLIST REVIEW 6.2.3. NAVIGATION STRESS TEST

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