CONTENTS

Foreword ix

Preface xi

1 GETTING STARTED **1**

Movement in space 1

Understanding the user experience 4

Putting yourself in users' shoes 6

Recap 11

2 TEN QUALITIES OF SUCCESSFUL NAVIGATION **13**

Principles of successful navigation 13

Recap 27

3 DESIGNING FOR USERS **29**

Defining your audience 32

Moving toward user-centered design 34

Getting started with user testing 38

Recap 44

4 SITE ARCHITECTURE **45**

The quest for order 45

Organization defines content 48

Building your infrastructure 51

A closer look at process 58
Recap 62

5 INTERFACE AND INTERACTION DESIGN 63
Visual messages 63
Show and tell 68
The psychology of design 71
Recap 74

6 LOOKING AT PROCESS 75
Process: A six-phase approach 75
Phase 1: Information gathering 78
Phase 2: Strategy 84
Phase 3: Prototyping 91
Phase 4: Implementation 96
Phase 5: Launch 99
Phase 6: Maintenance & growth 101
Recap 103

7 NAVIGATION DESIGN FOR SHOPPING SITES 105
Laying the groundwork 106
Outlining specific goals 110
Who's doing it right: Amazon.com 113
Who's doing it right: Garden Escape 118
Who's doing it right: FAO Schwarz 122
Recap 125

8 NAVIGATION DESIGN FOR COMMUNITY SITES 127
Laying the groundwork 128
Outlining specific goals 134
Who's doing it right: sceneServer 138
Who's doing it right: Firefly 143
Who's doing it right: Café Utne 146
Recap 148

9 NAVIGATION DESIGN FOR ENTERTAINMENT SITES 149
Laying the groundwork 150
Outlining specific goals 154

Who's doing it right: Urban Diary 156
Who's doing it right: Riven Journals 160
Who's doing it right: Crimson Empire 162
Recap 164

10 NAVIGATION DESIGN FOR IDENTITY SITES 165
Laying the groundwork 166
Outlining specific goals 169
Who's doing it right: Razorfish 170
Who's doing it right: IBM 174
Who's doing it right: powazek.com 179
Recap 181

11 NAVIGATION DESIGN FOR LEARNING SITES 183
Laying the groundwork 184
Outlining specific goals 189
Who's doing it right: DigitalThink 191
Who's doing it right: National Geographic 198
Who's doing it right: The Annenberg/CPB Project 200
Recap 204

12 NAVIGATION DESIGN FOR INFORMATION SITES 205
Laying the groundwork 206
Outlining specific goals 211
Who's doing it right:MSNBC on the Internet 213
Who's doing it right: Lycos 216
Who's doing it right: Computers.com 220
Recap 222

A TECHNICAL TIPS 223

B GLOSSARY 231

C NETOGRAPHY 235

D BIBLIOGRAPHY 247

Index 251