

Navigation workshop

ALPHA

March 2017

Agenda

Introduction and purpose (10 mins)

The model (10 mins)

Primary modes, Sets, Behaviours (15 mins)

Patterns (10 mins)

Insights and analysis (10 mins)



Berry picking and behaviours

Marcia Bates - berry picking (1989)

a behaviour-based model

a standardised vocabulary

hypothesis-driven development



Move from modes to sets of behaviours (understanding the behaviours, needs and goals) and then to patterns and features

Each mode features sets of behaviours which when stung together constitute the mode.



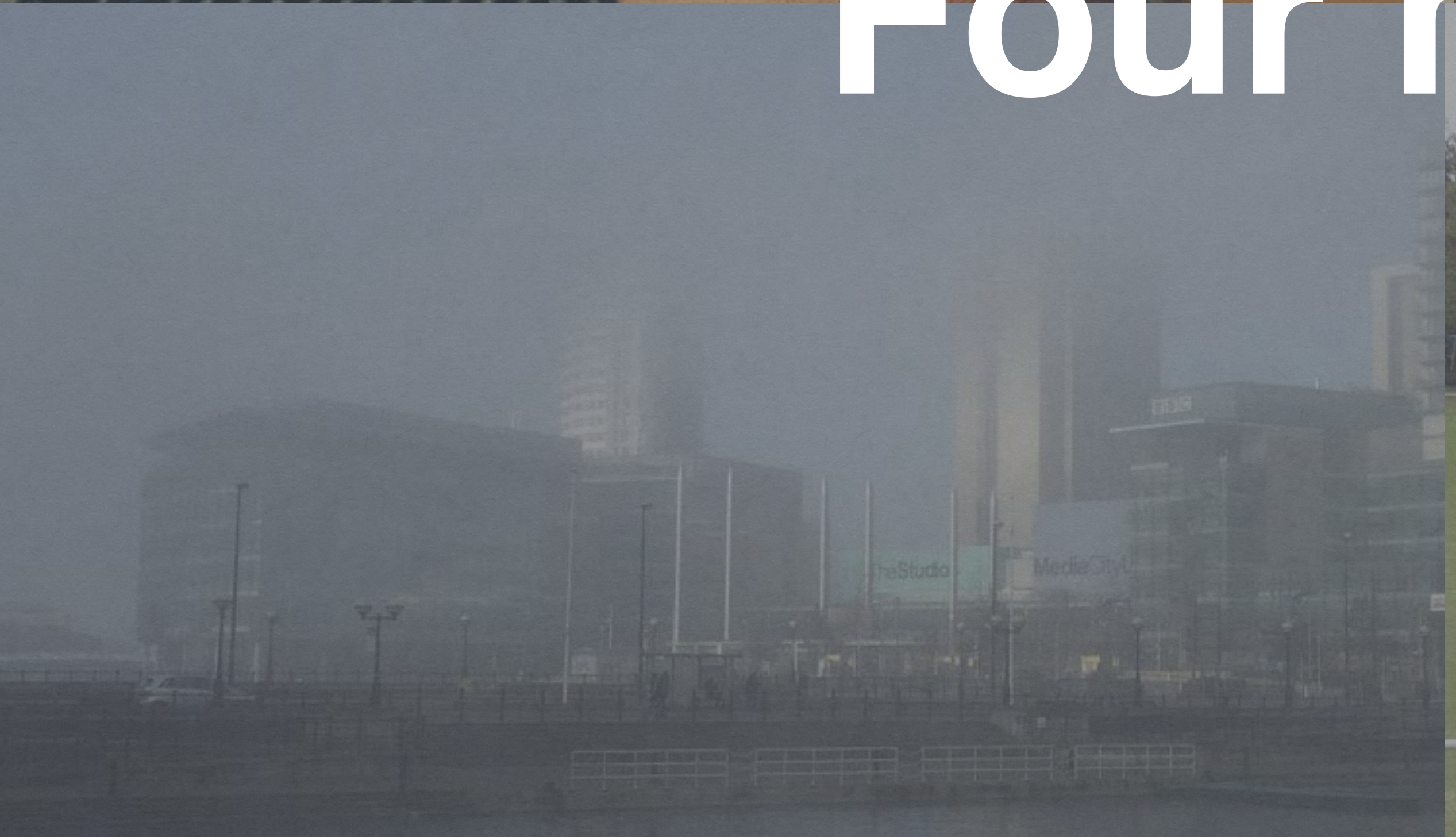
Each behaviour has different needs and goals



Designs are created to meet the needs and goals of different behaviours.



Four modes



Motivated movement

Clear goal, method and motivation

Warmer and colder - efficiency

Conditioned behaviour

The behaviours have a high degree of intent.

This intent combines with (increasingly) ordered information-seeking strategies.

Motivated movement

Navigating – Browsing
Transactional search

Navigating - Highly directed browsing. Will move with a good understanding of the structure (or be able to predict the structure accurately).

Browsing - The user will not have the confidence or precision you would expect of someone who is navigating – but their movement will be motivated and reasonably skilled.
Browsing occurs within a pre-identified area of a structure or information architecture. - by type or venue.

Transactional search is a tools-based strategy for getting something specific.

A black and white cat is perched on a tree branch, looking upwards. The background is a clear blue sky with some light clouds. The tree branches are dark and bare, with some yellow flowers visible in the lower left corner.

Delightful discovery

Good navigation often results in discovery.

Getting knowledge, learning, gaining sight or finding out about something previously unseen or unknown.

Discovery can be tiring and un-nerving. It is more likely to see periods of doubt and uncertainty

Delightful discovery

Exploring – Monitoring
Passive discovery

Exploring -risk-taking – sometimes by managing and minimising risk – other times by increasing motivation. Playful. Screening a large coarse... zoom in and out.

Monitoring - enables the actor to discover updates or expand knowledge.

It occurs when the actor has a well-defined and bounded interest or target. They identify and develop strategies to improve their knowledge or access to information about this specific area of interest. Sometimes we find something unexpected, often while looking for something else.

Passive discovery is reliant on targeting, recognition and movement.

A foggy cityscape with modern buildings and a waterfront. The scene is hazy, with buildings in the background and a body of water in the foreground. The text 'Foggy finding' is overlaid in the center.

Foggy finding

Things are sometimes confusing, so how can we support actors when they're confused.

Foggy finding

Hunting – Uncovering
Re-finding

Hunting - It is a motivated set of behaviours driven by a specific, focused intent. But it sometimes also implies a slight level of promiscuity. You know what you want, but you don't necessarily care where you get it from

Uncovering - VUI

Re-finding - The actor needs to find something that they've accessed before. They know that it exists. But they may not know where it lives (or can be accessed from).



Not necessarily navigation

Navigation as a means to an end
Intrinsically motivating

Not necessarily navigation

Consuming - Grazing
Orienting

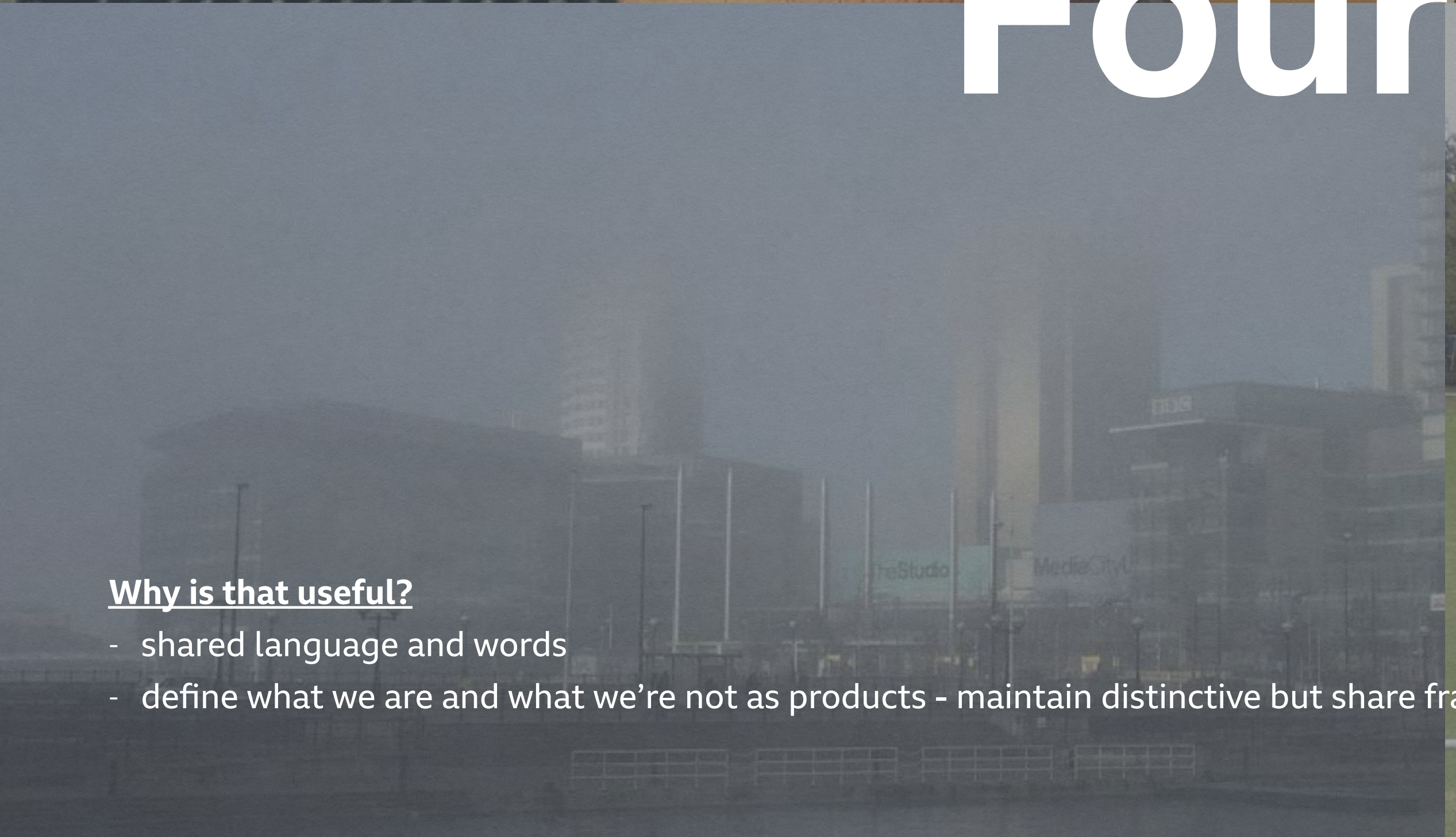
Consuming - There's a strong sense of movement and progression through learning content. But at other times it's useful to think of consuming as a different mode that has a beginning and end

Grazing - Mid-way between consuming and a type of undirected browsing, grazing is consumption without the same levels of attention and commitment.

Orienting within a structure is necessary to move with confidence and intent. Orienting will see an actor locating themselves within a structure and/or verifying their mental model of the structure.



Four modes



Why is that useful?

- shared language and words
- define what we are and what we're not as products - maintain distinctive but share framework



Motivated movement

Well-ordered,
structured & stable.

Predictable.

Empowering.



Delightful discovery

Liabile to change.

Surprising or
informative.



Foggy finding

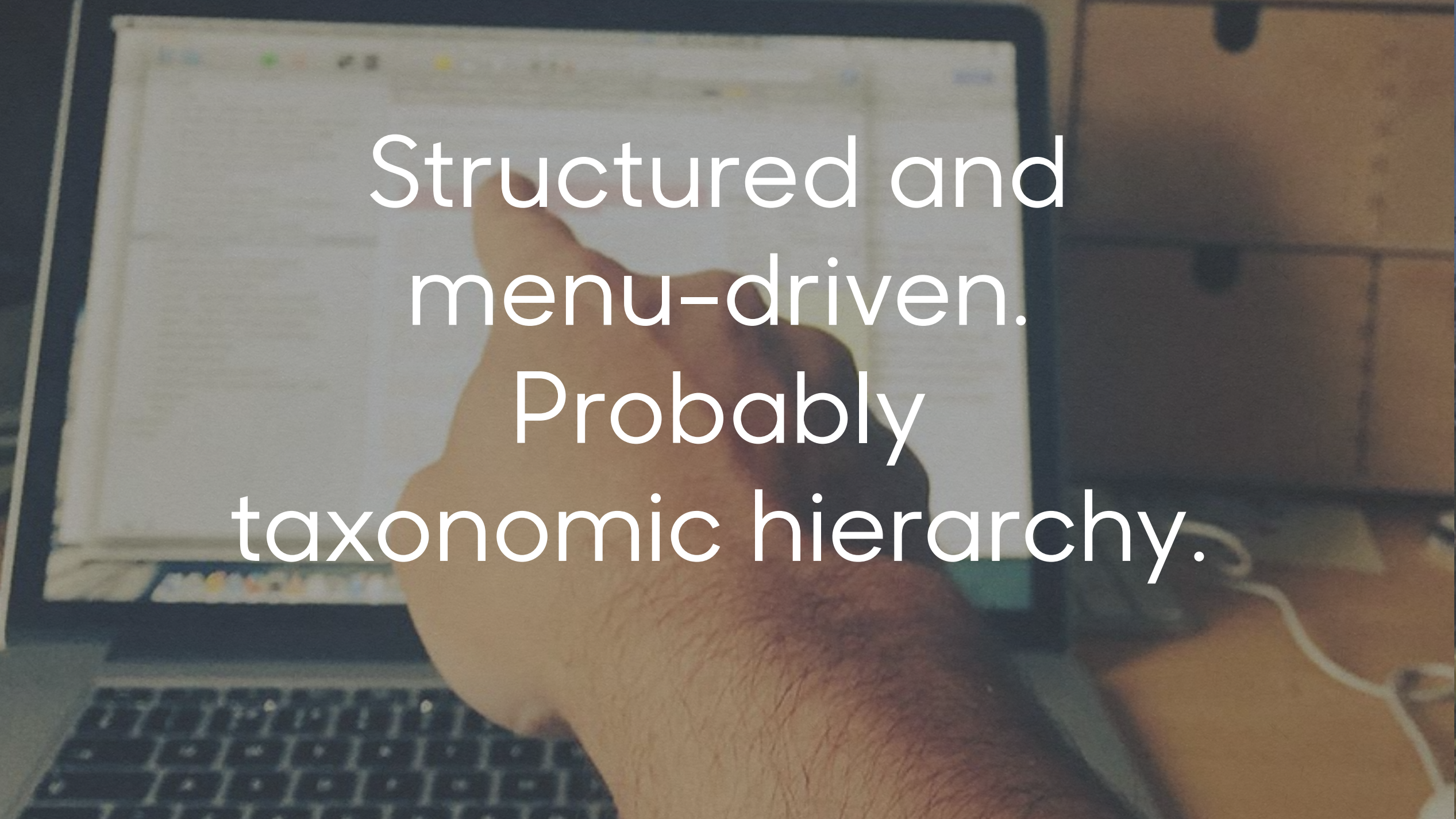
Potential to frustrate.

Must transition or
satisfy.

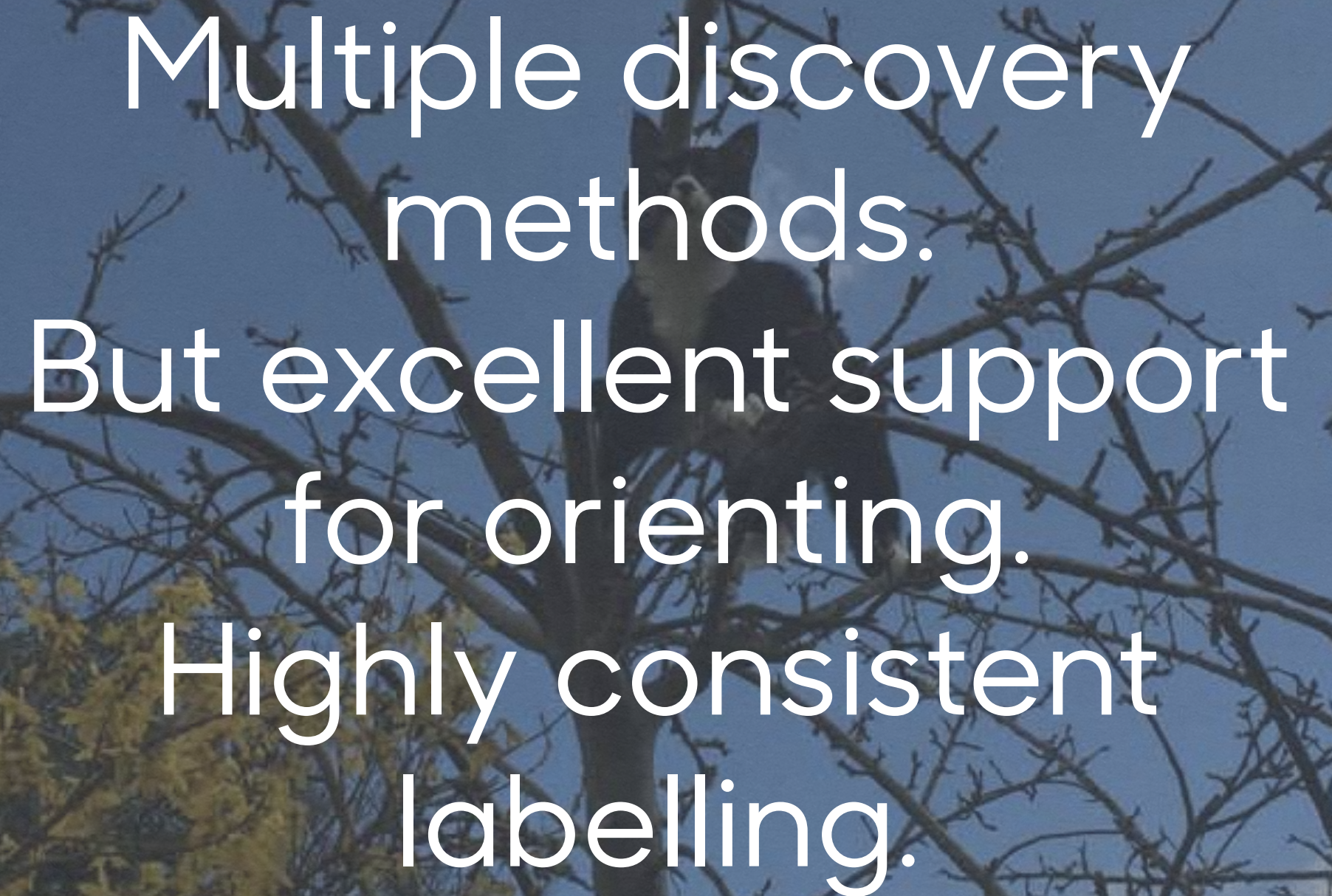


Not necessarily navigation

Reliable & respectful

A close-up photograph of a person's hand pointing at a laptop screen. The screen shows a structured, menu-driven interface with a clear taxonomic hierarchy. The background is slightly blurred, focusing on the hand and the screen.


Structured and
menu-driven.
Probably
taxonomic hierarchy.

A black and white cat is perched on a thin, bare tree branch. The background is a clear blue sky with some light clouds. The image is used as a metaphor for navigation and orientation.

Multiple discovery
methods.
But excellent support
for orienting.
Highly consistent
labelling.

A wide-angle photograph of a large, modern building with a glass facade. The building is surrounded by trees and a fence. The image is used as a metaphor for navigation and transitions.

Highly motivating.
Supports
(and encourages)
transitions.

A wide-angle photograph of a cricket match in progress on a green field. Several players are visible on the field, and a building is in the background. The image is used as a metaphor for navigation and content.

Invisible navigation
at arms reach.
Feels like content.



Each mode features sets of behaviours which when stung together constitute the mode.



Each behaviour has different needs and goals



Designs are created to meet the needs and goals of different behaviours.

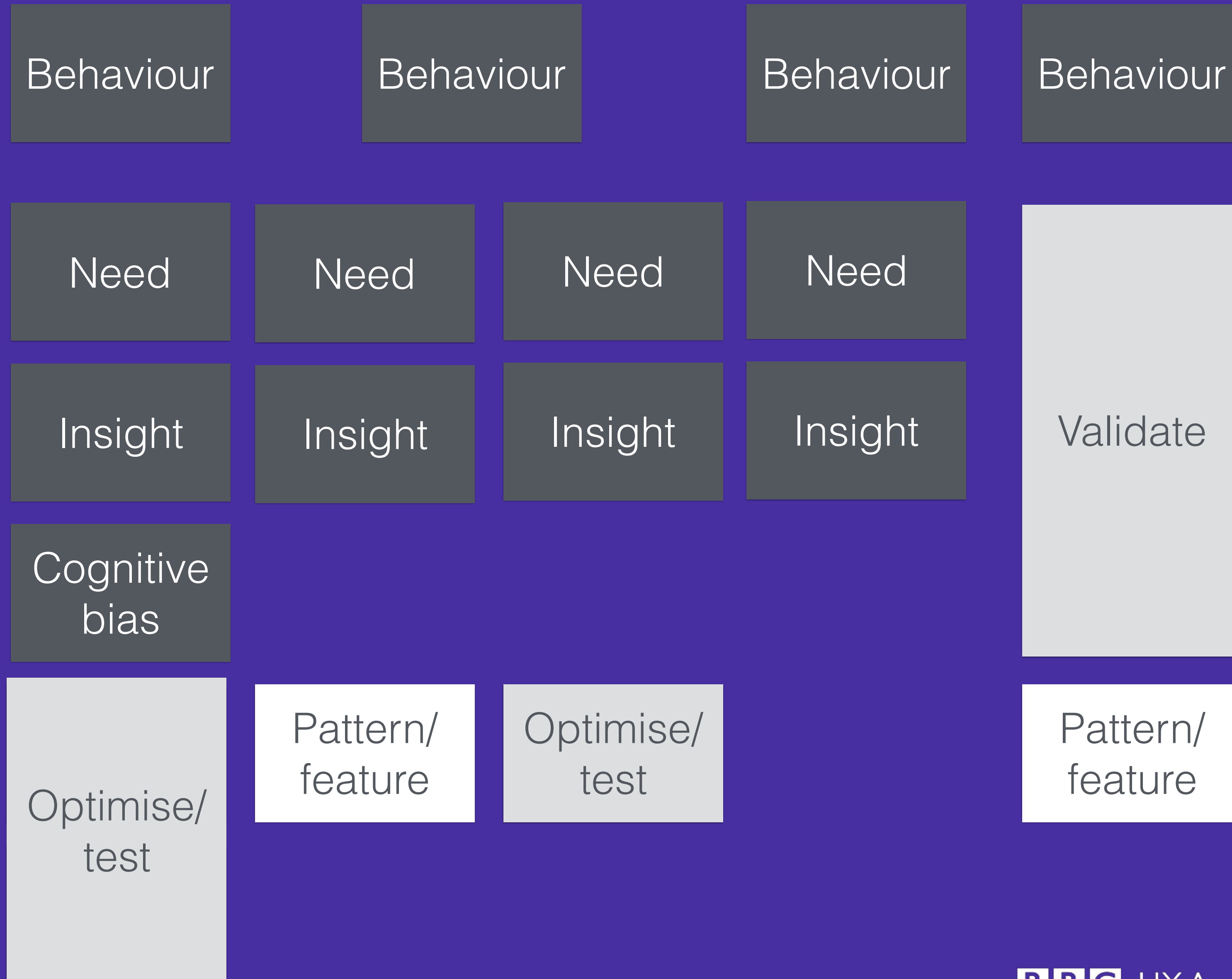
Mode

Behaviour set



Mode

Behaviour set



Not necessarily navigation

Grazing

