Elements of Web Navigation

VC235

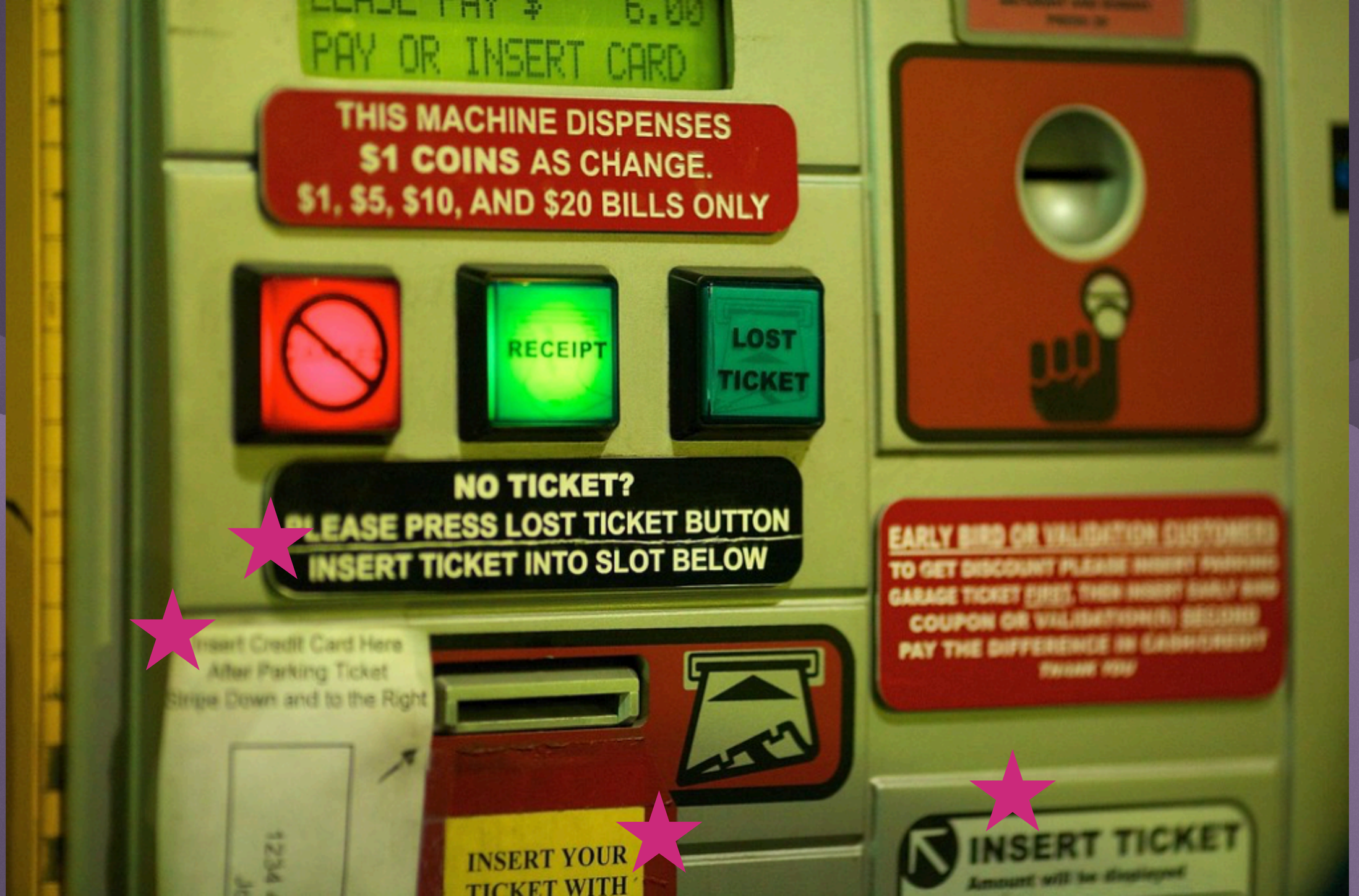
Navigation in the Physical World

(like, interactions without a screen)

Wayfinding

ENCHANTED FOREST RD
WEST BEACH RD
EASTSOUND
FERRY
MEDICAL CENTER

Illuminated parking sign, visible from street
Name and address of location
Union Station
5420 Lankershim Blvd
Union Station
5420 Lankershim Blvd
Current availability and amenities list
Available
Number of spaces and current price
48
Free Spaces
$ 4.50
Per Hour
PAY HERE
Payment system
CREDIT & ATM
RECEIPT
COINS
BILLS
VISA
MasterCard
Receipt prints location and link to map
Union Station Metro
Our Lady Queen of Angels, Los Angeles Plaza Park
Directions due N, E, S, W
Naud Junction
Dynamic, scalable Focus map of location
You are Here
Scan this code to view the map on your phone.
QR code that links to mobile map
Focus map of location


PAY OR INSERT CARD
THIS MACHINE DISPENSES
$1 COINS AS CHANGE.
$1, $5, $10, AND $20 BILLS ONLY
RECEIPT
LOST
TICKET
NO TICKET?
INSERT TICKET INTO SLOT BELOW
Insert Credit Card Here
After Parking Ticket
Stripe Down and to the Right
INSERT YOUR
INSERT TICKET

Computer programming · See more

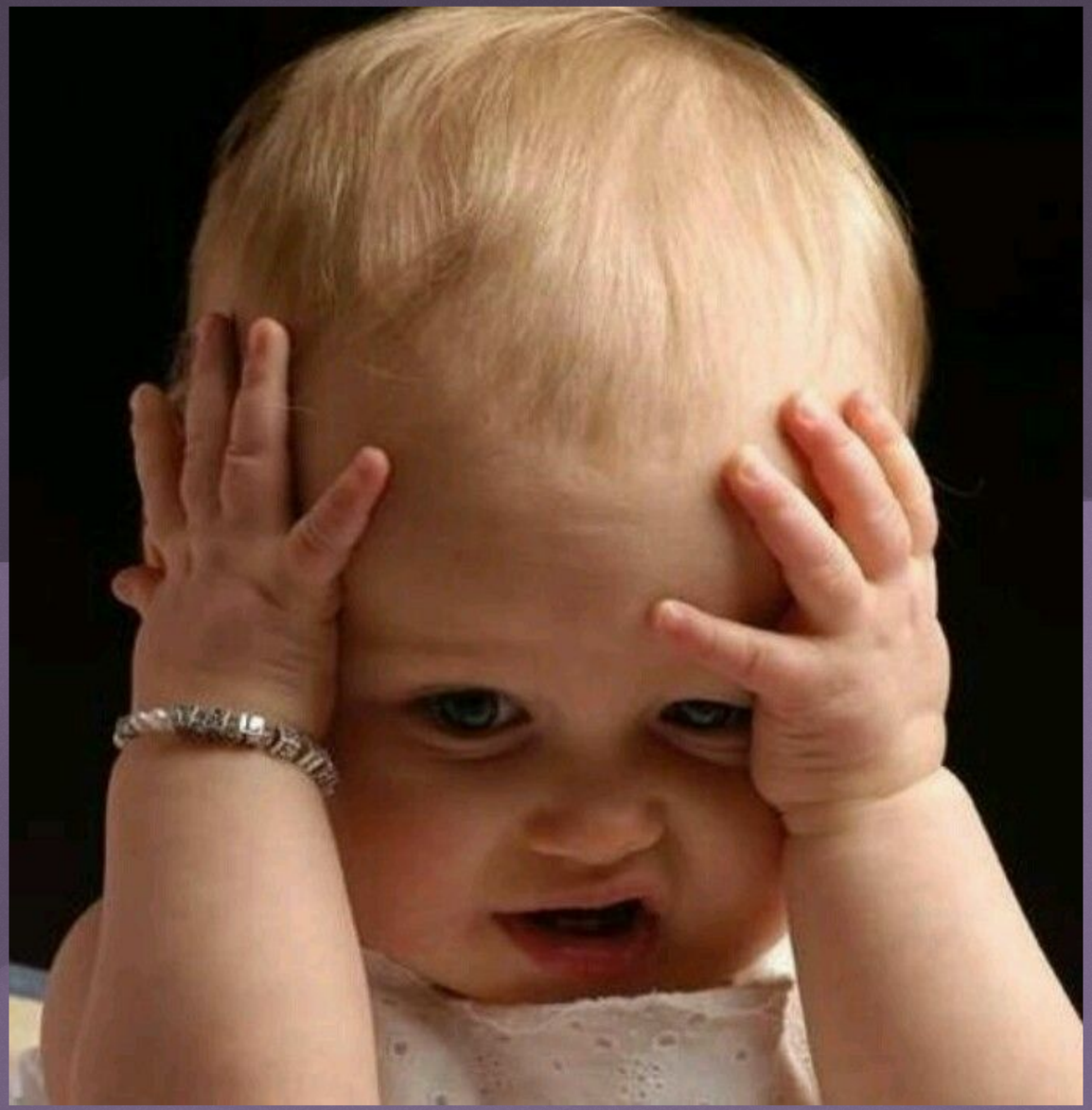
Jon 🦊 Fox | UX | 3x Vaxxed @JonFoxUX · 22h

When you try to make all of your users happy at the same time. #UX

31 342 2.1K

Locked
Un-Locked

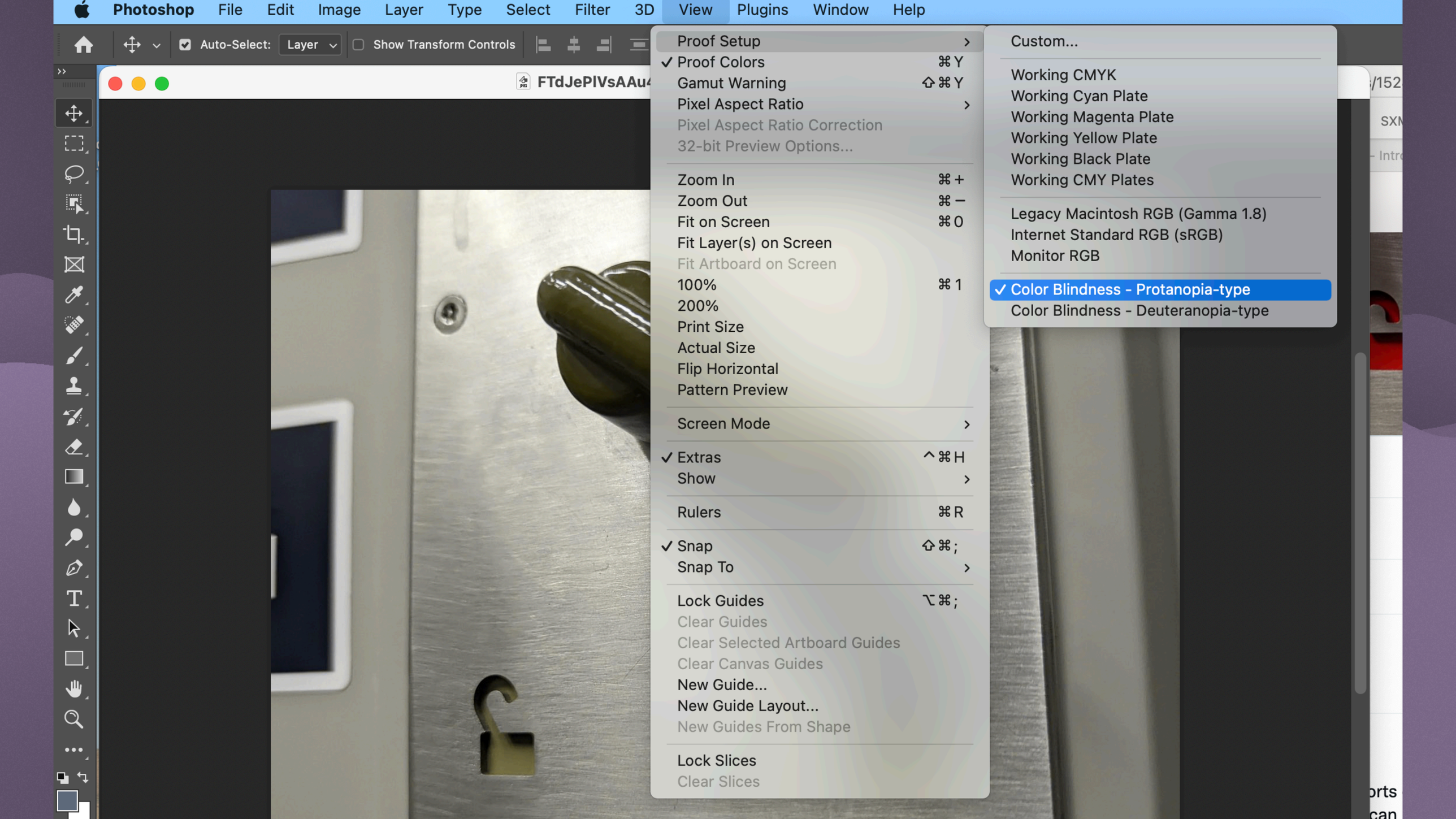
Locked
Un-Locked

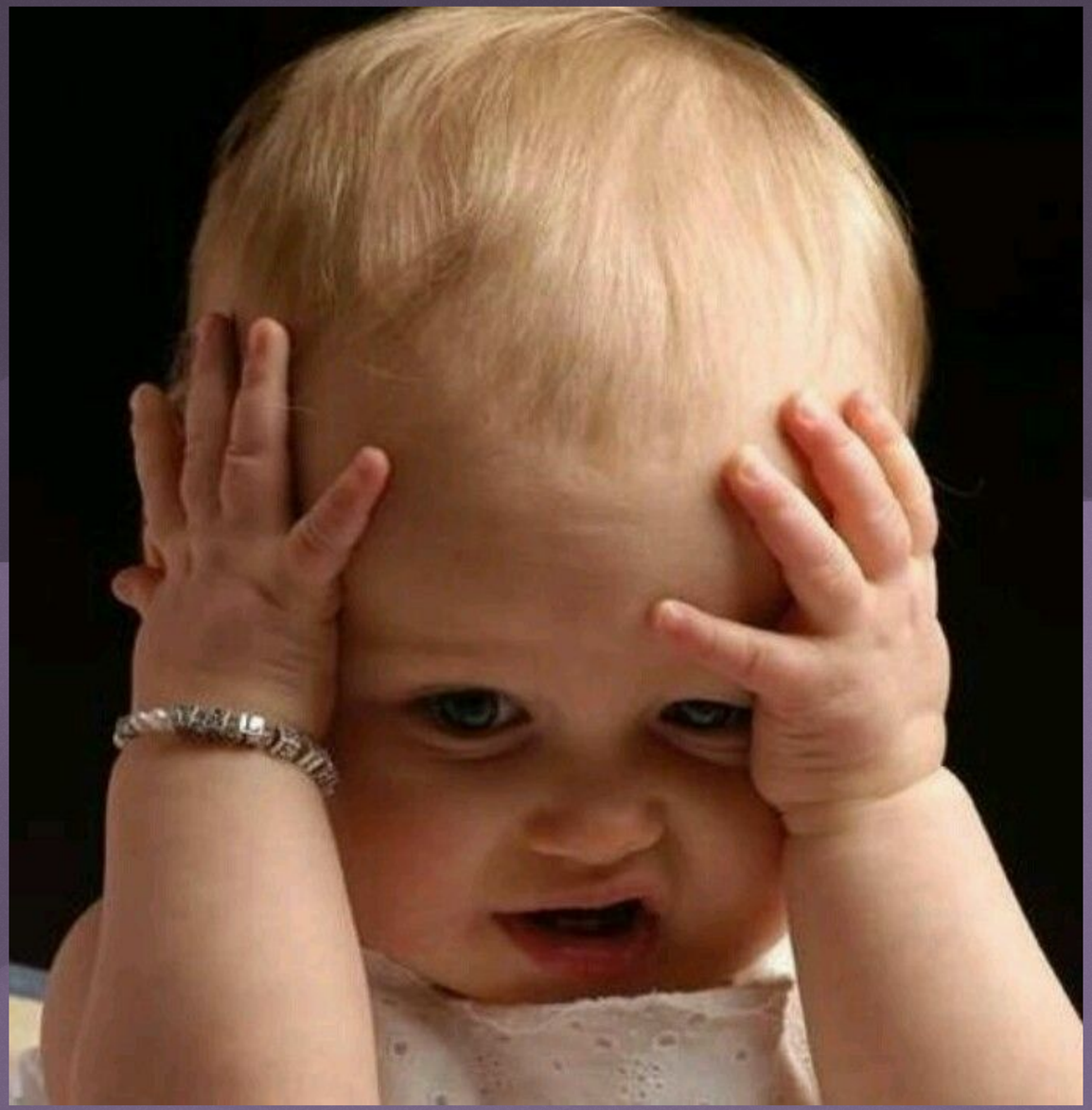


Locked

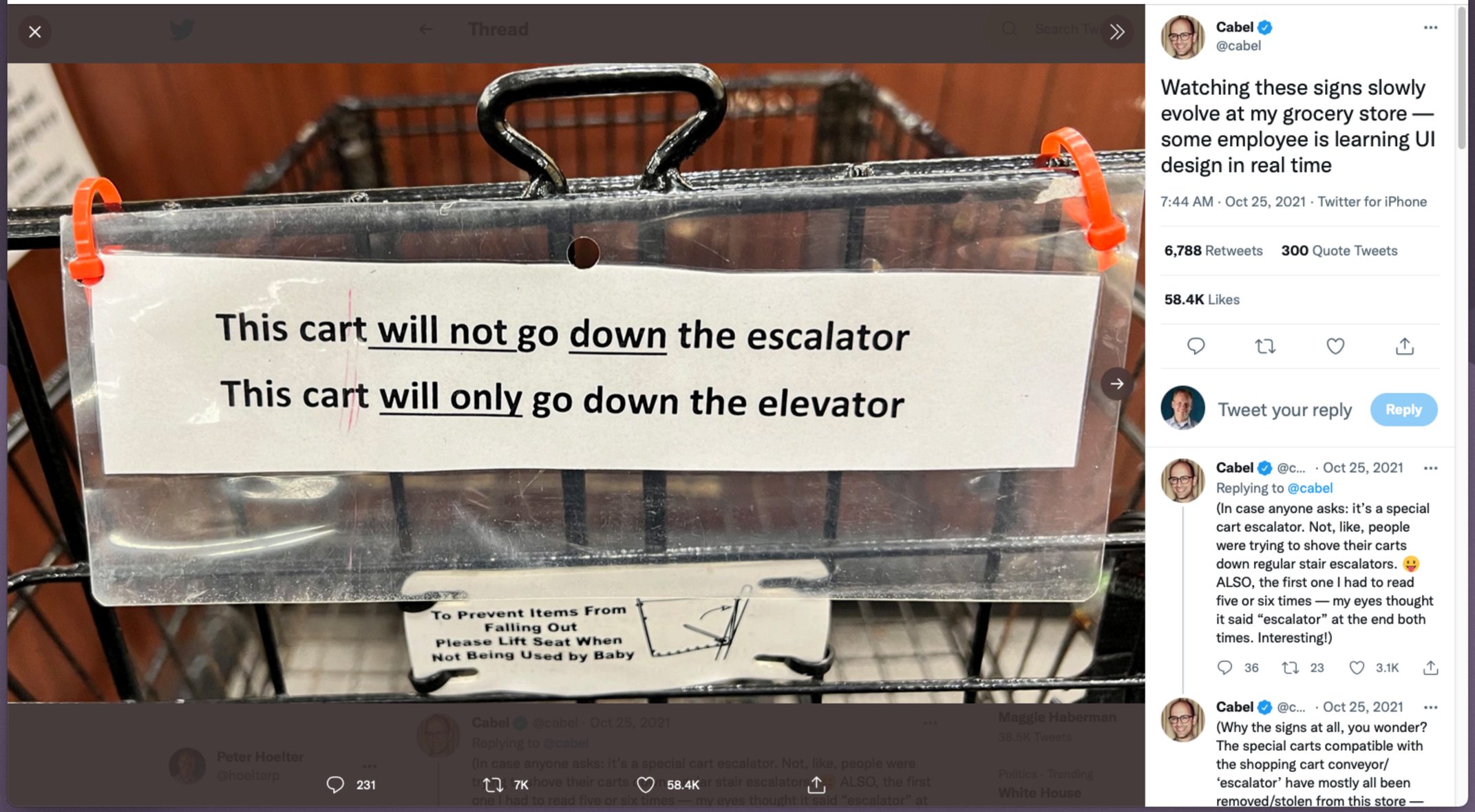
LOCKED

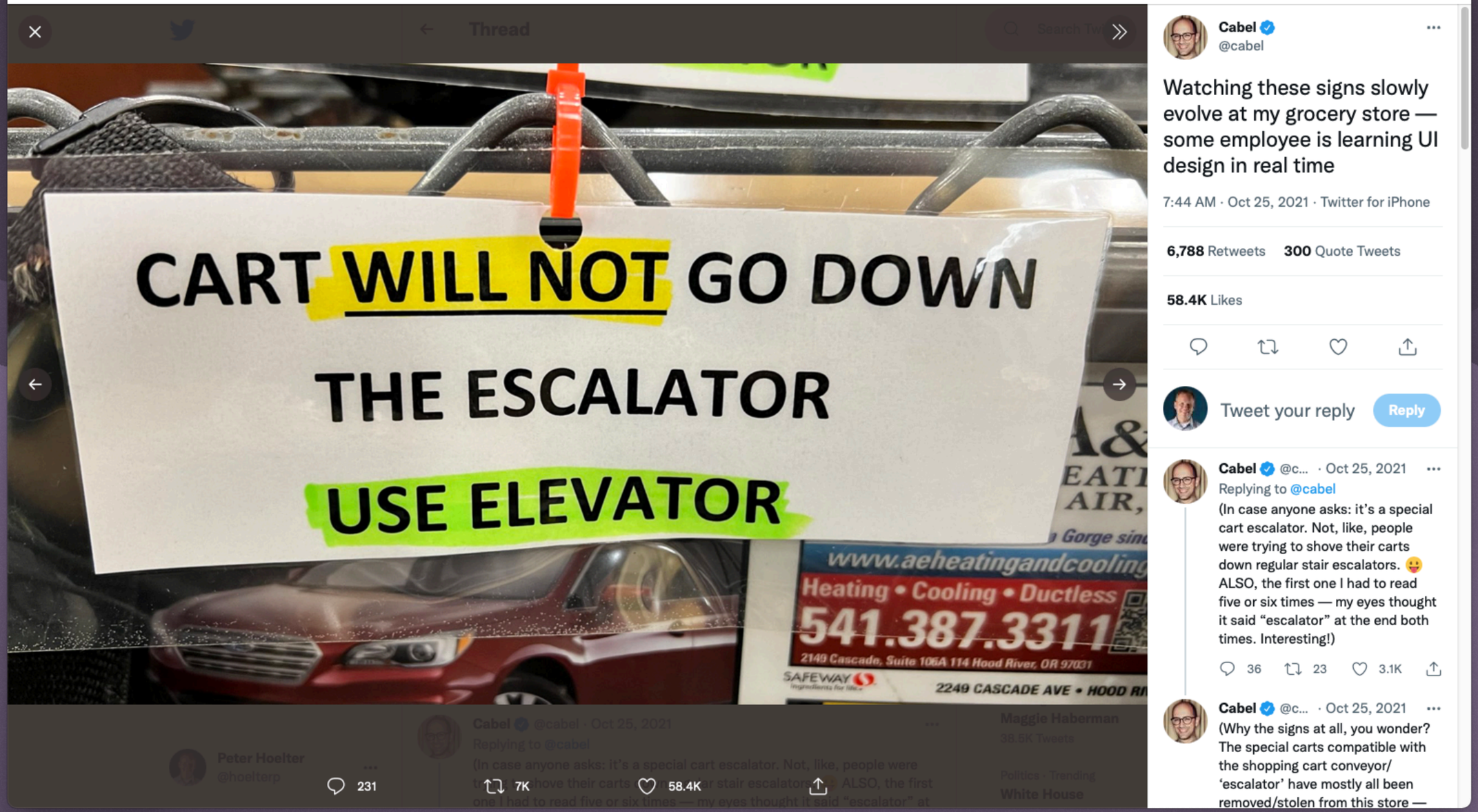
Locked
!
unlocked


Photoshop
File
Edit
Image
Layer
Type
Select
Filter
3D
View
Plugins
Window
Help
Auto-Select:
Layer
Show Transform Controls
Proof Setup
Proof Colors ⌘Y
Gamut Warning ⇧⌘Y
Pixel Aspect Ratio
Pixel Aspect Ratio Correction
32-bit Preview Options...
Zoom In ⌘+
Zoom Out ⌘−
Fit on Screen ⌘0
Fit Layer(s) on Screen
Fit Artboard on Screen
100% ⌘1
200%
Print Size
Actual Size
Flip Horizontal
Pattern Preview
Screen Mode
Extras ^⌘H
Show
Rulers ⌘R
Snap ⇧⌘;
Snap To
Lock Guides ⌥⌘;
Clear Guides
Clear Selected Artboard Guides
Clear Canvas Guides
New Guide...
New Guide Layout...
New Guides From Shape
Lock Slices
Clear Slices
Custom...
Working CMYK
Working Cyan Plate
Working Magenta Plate
Working Yellow Plate
Working Black Plate
Working CMY Plates
Legacy Macintosh RGB (Gamma 1.8)
Internet Standard RGB (sRGB)
Monitor RGB
Color Blindness - Protanopia-type
Color Blindness - Deuteranopia-type



HOLD
OFF
ON
FIRE


twitter.com/cabel/status/1452647171463921664/photo/1
Thread
This cart will not go down the escalator
This cart will only go down the elevator
To Prevent Items From Falling Out
Please Lift Seat When
Not Being Used by Baby
231
7K
58.4K
Cabel
@cabel
Watching these signs slowly evolve at my grocery store — some employee is learning UI design in real time
7:44 AM · Oct 25, 2021 · Twitter for iPhone
6,788 Retweets
300 Quote Tweets
58.4K Likes
Tweet your reply
Reply
Cabel @c... · Oct 25, 2021
Replying to @cabel
(In case anyone asks: it's a special cart escalator. Not, like, people were trying to shove their carts down regular stair escalators. 😛 ALSO, the first one I had to read five or six times — my eyes thought it said "escalator" at the end both times. Interesting!)
36
23
3.1K
Cabel @c... · Oct 25, 2021
(Why the signs at all, you wonder? The special carts compatible with the shopping cart conveyor/ 'escalator' have mostly all been removed/stolen from this store —


twitter.com/cabel/status/1452647171463921664/photo/2
Thread
CART WILL NOT GO DOWN
THE ESCALATOR
USE ELEVATOR
www.aeheatingandcooling
Heating • Cooling • Ductless
541.387.3311
2149 Cascade, Suite 106A 114 Hood River, OR 97031
SAFEWAY
2249 CASCADE AVE • HOOD RI
231
7K
58.4K
Cabel
@cabel
Watching these signs slowly evolve at my grocery store — some employee is learning UI design in real time
7:44 AM · Oct 25, 2021 · Twitter for iPhone
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36
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Cabel
@cabel

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7:44 AM · Oct 25, 2021 · Twitter for iPhone

6,788 Retweets **300** Quote Tweets

58.4K Likes

Tweet your reply

Reply

Cabel @c... · Oct 25, 2021
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36 23 3.1K

Cabel @c... · Oct 25, 2021
(Why the signs at all, you wonder? The special carts compatible with the shopping cart conveyor/ 'escalator' have mostly all been removed/stolen from this store —

Back

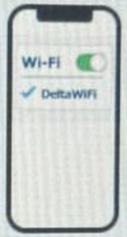
Flight Tracker 4h 3m Until Arrival

My List

Food & Drinks

WE LOOK FORWARD TO SERVING YOU

Step 1
Connect to the DeltaWifi network



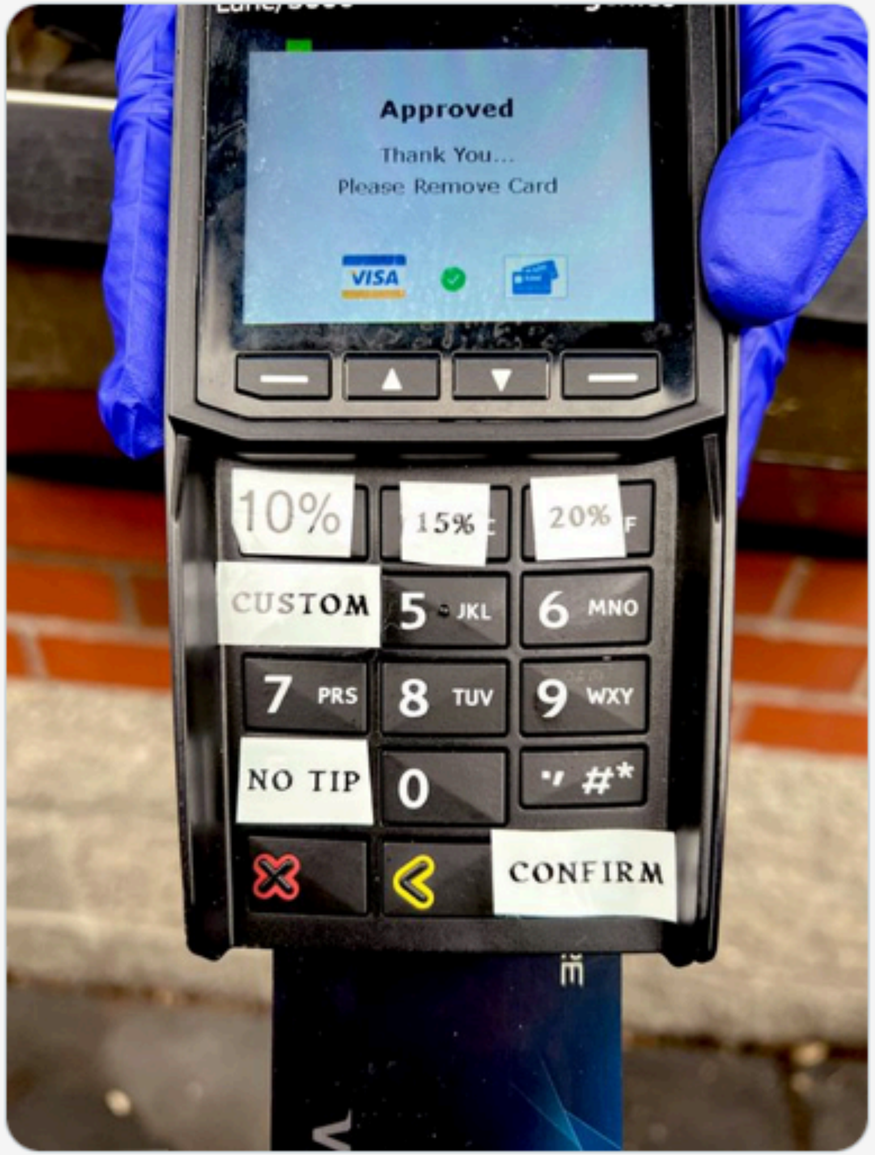
Step 2
Scan this QR code using your mobile device to access your in-flight menu

Home Entertainment My Flight

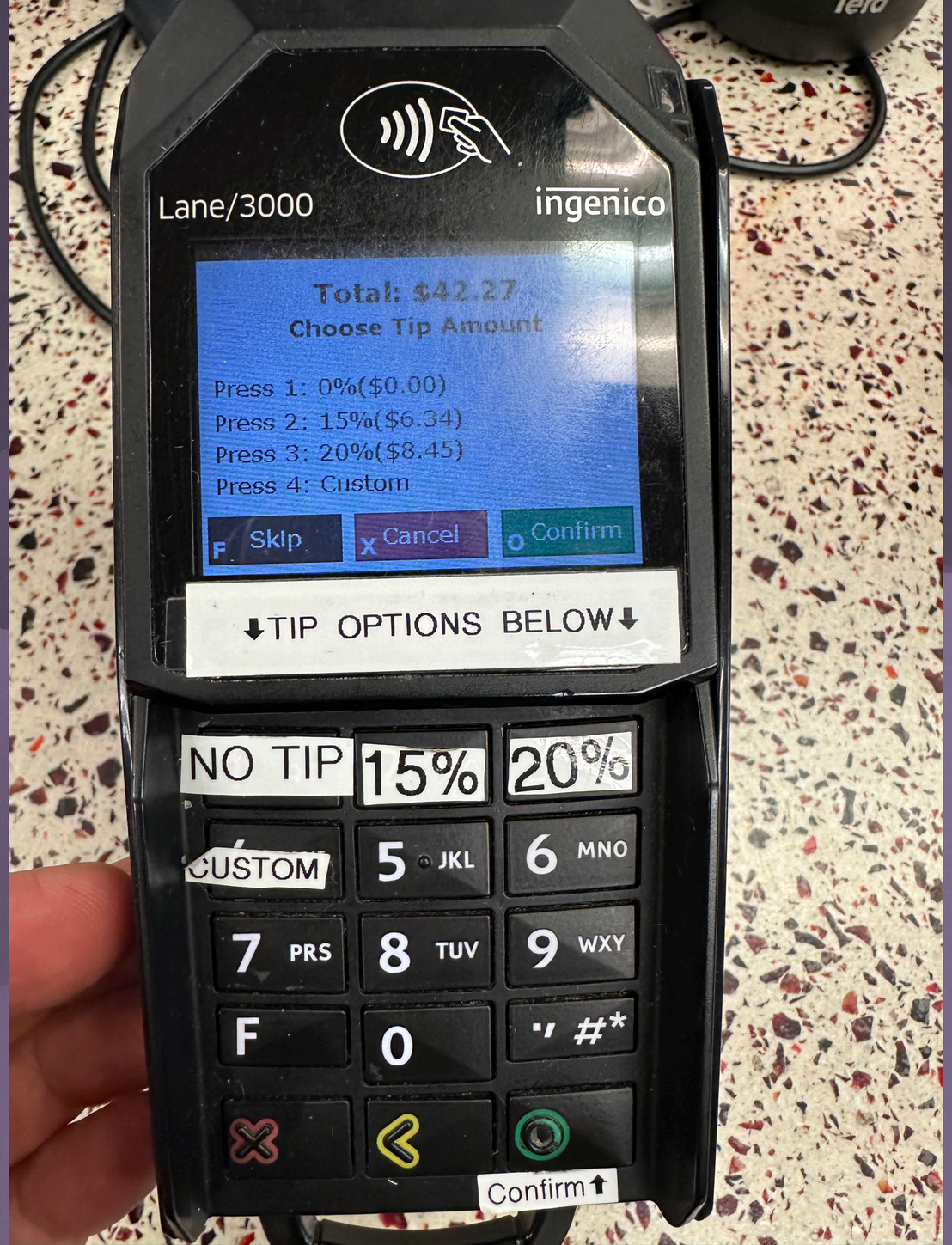
John Siracusa liked

Cabel @cabel · 39m

when designers fail, the real world fixes



7 16 193


Lane/3000
ingenico
Total: $42.27
Choose Tip Amount
Press 1: 0%($0.00)
Press 2: 15%($6.34)
Press 3: 20%($8.45)
Press 4: Custom
F Skip
X Cancel
O Confirm
⬇TIP OPTIONS BELOW⬇
NO TIP
15%
20%
CUSTOM
5 JKL
6 MNO
7 PRS
8 TUV
9 WXY
F
0
#*
Confirm⬆

34
35
36
30
31
32
26
27
28
23
24
M
RESTAURANT GUY SAVOY
QUA SPA & COLOR SALON
WEDDING CHAPELS
★C
CASINO
OPEN
CLOSE

BOUTIQUE AIR

MENU

BOOK A SEAT | FLIGHT STATUS

Effective July 1, 2022 our BOSTON gate will be changing to B2 for ALL departures and arrivals. Our ticket counter has also relocated and is directly next to Air Canada in Terminal B.

x

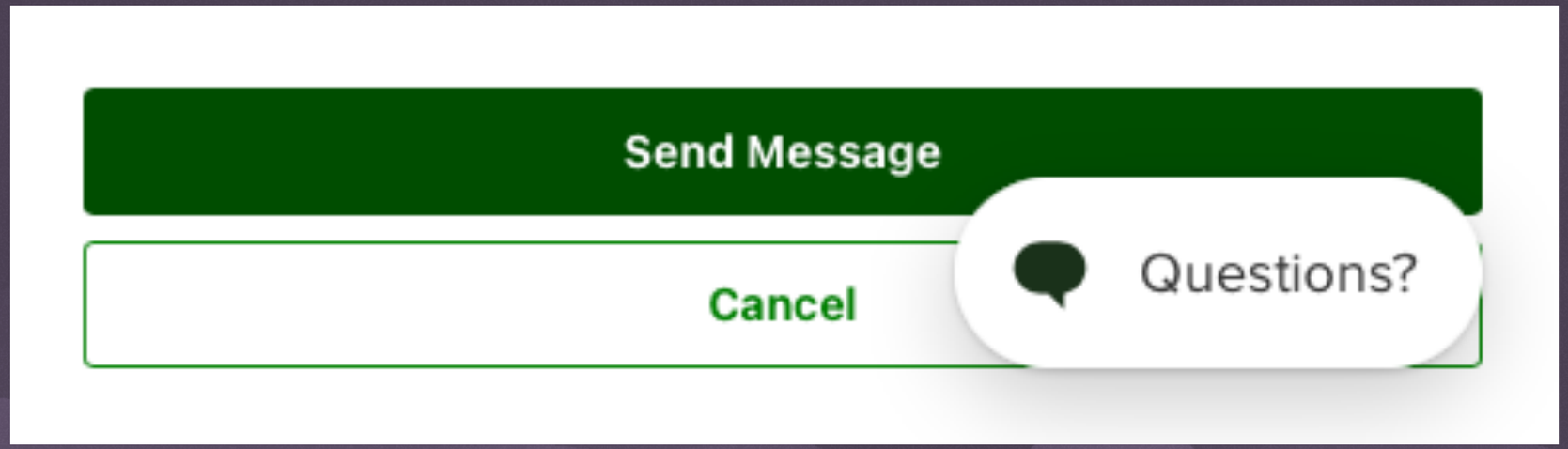
Search flights

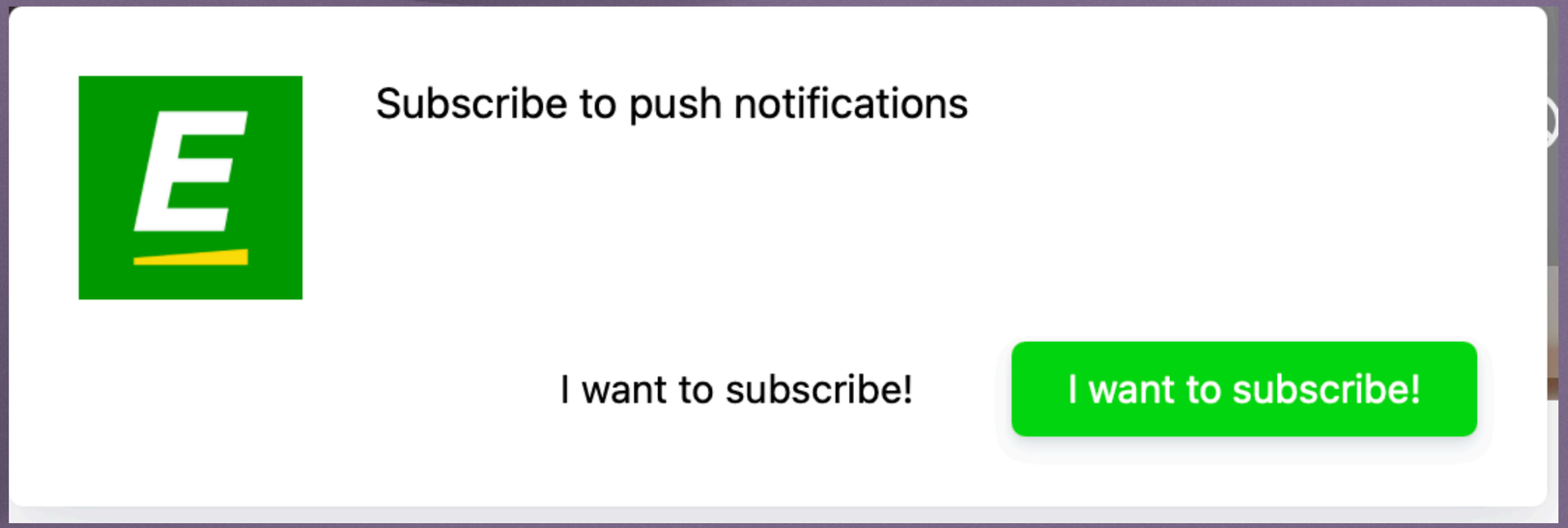
Please select an origin and destination.

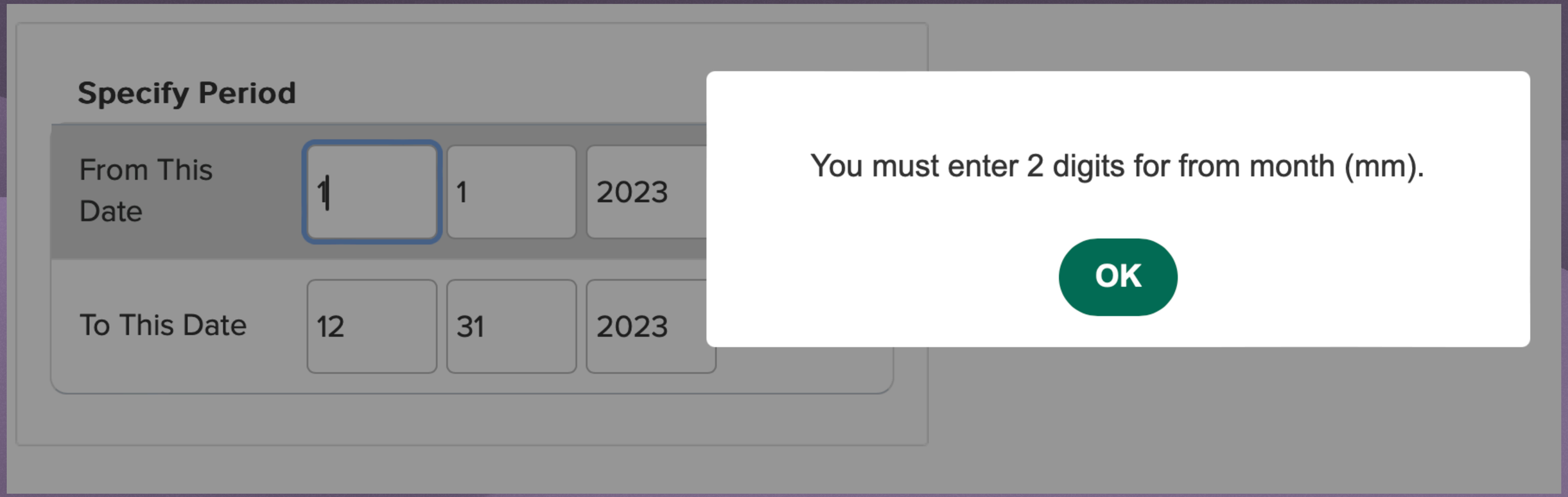
Origin

- (•) Albuquerque, NM (ABQ)
- ( ) Baltimore, MD (BWI)
- ( ) Boston, MA (BOS)
- ( ) Carlsbad, NM (CNM)
- ( ) Dallas, TX (DFW)
- ( ) Massena, NY (MSS)

1


Send Message
Cancel
Questions?


Subscribe to push notifications
I want to subscribe!
I want to subscribe!

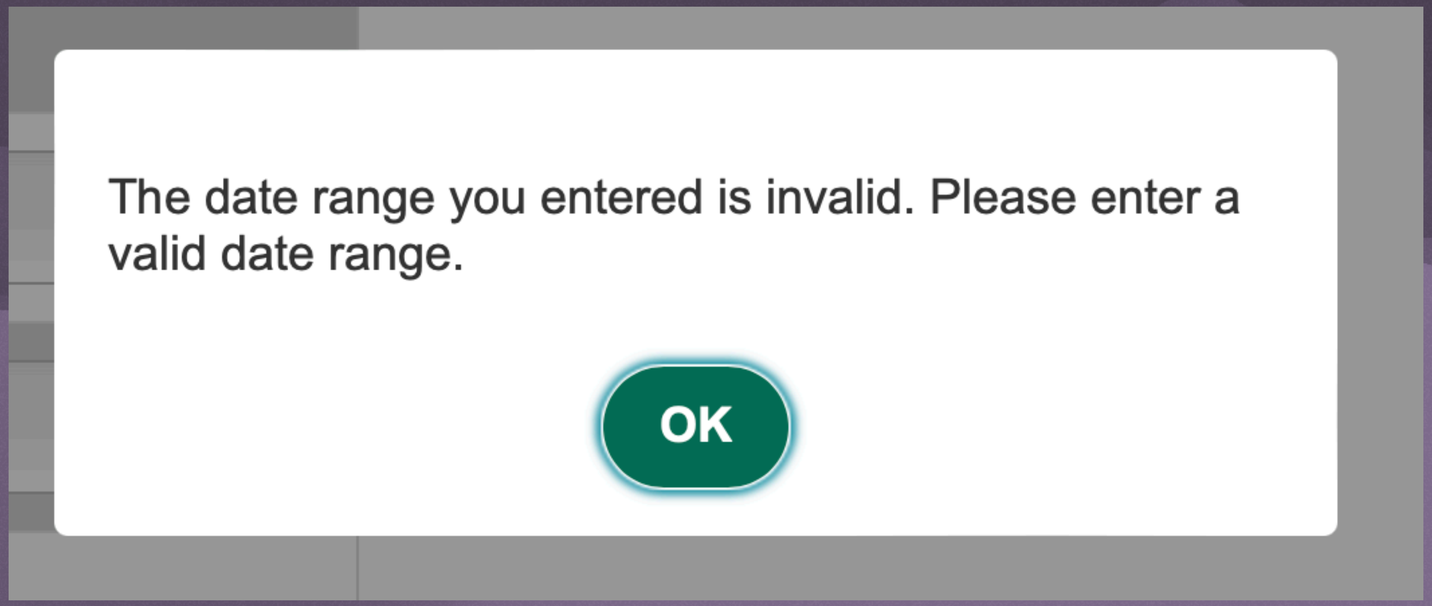

Specify Period
From This Date
1
1
2023
To This Date
12
31
2023
You must enter 2 digits for from month (mm).
OK

Specify Period

From This Date	01	1	2023
To This Date	12	31	2023

You must enter 2 digits for from day (dd).

OK


The date range you entered is invalid. Please enter a valid date range.
OK

N

NoReply@cityofsalem.net <NoReply@CityOfSalem.net>

Inbox -

Action Required: Register for the New City of Salem Customer Portal!

To: Peter Hoelter

Action Required: Register for the New City of Salem Customer Portal!

We are excited to introduce our NEW Customer Portal, designed to make managing your City of Salem Utility Account easier than ever and includes new features giving you more options for payment methods and billing notifications.

NOTE: If you were signed up for Automatic Bill Payment you must enroll in AutoPay in the new system to continue automatic payments.

What You Need To Do:

1. Click the link at the bottom of this email under the Spanish translation to access the portal.
2. Sign up as a registered user.
3. Subscribe to features including AutoPay, paperless billing, and bill-related alerts.

Need help? Contact the Utility Customer Care Team at Utilitybilling@cityofsalem.net, or call 503-588-6099, Monday through Friday, 8 a.m. to 5 p.m.

Nos complace presentar nuestro NUEVO portal para clientes, diseñado para que la administración de su cuenta de servicios públicos de la ciudad de Salem sea más fácil que nunca e incluye nuevas funciones que le brindan más opciones de métodos de pago y notificaciones de facturación.

NOTA: Si Si estaba inscribido para el pago automático de facturas, debe inscribirse en Pago automático en el nuevo sistema para continuar con los pagos automáticos.

Lo que debe hacer:

1. Haga clic en el enlace que se encuentra en la parte inferior de este correo electrónico para acceder al portal.
2. Regístrese como usuario registrado.
3. Suscríbase a funciones que incluyen Pago automático, facturación electrónica y alertas relacionadas con las facturas.

¿Necesita ayuda? Comuníquese con el equipo de atención al cliente de servicios públicos en Utilitybilling@cityofsalem.net o llame al 503-588-6099, de lunes a viernes, de 8 a. m. a 5 p. m.

Please use the following link to complete your registration.

® City of Salem Utility Customer Care Center, 2025

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Please use the following link to complete your registration.

Lo que debe hacer:

1. Haga clic en el enlace que se encuentra en la parte inferior de este correo e
acceder al portal.
2. Regístrese como usuario registrado.
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relacionadas con las facturas.

¿Necesita ayuda? Comuníquese con el equipo de atención al cliente de servic
Utilitybilling@cityofsalem.net o llame al 503-588-6099, de lunes a viernes, de 8

Please use the following link to complete your registration.

® City of Salem Utility Customer Care Center, 2025

Student or Advisee ID

Last Name

OR

First Name

Search Type

Students

Advisee

Both

Submit

Student or Advisee ID

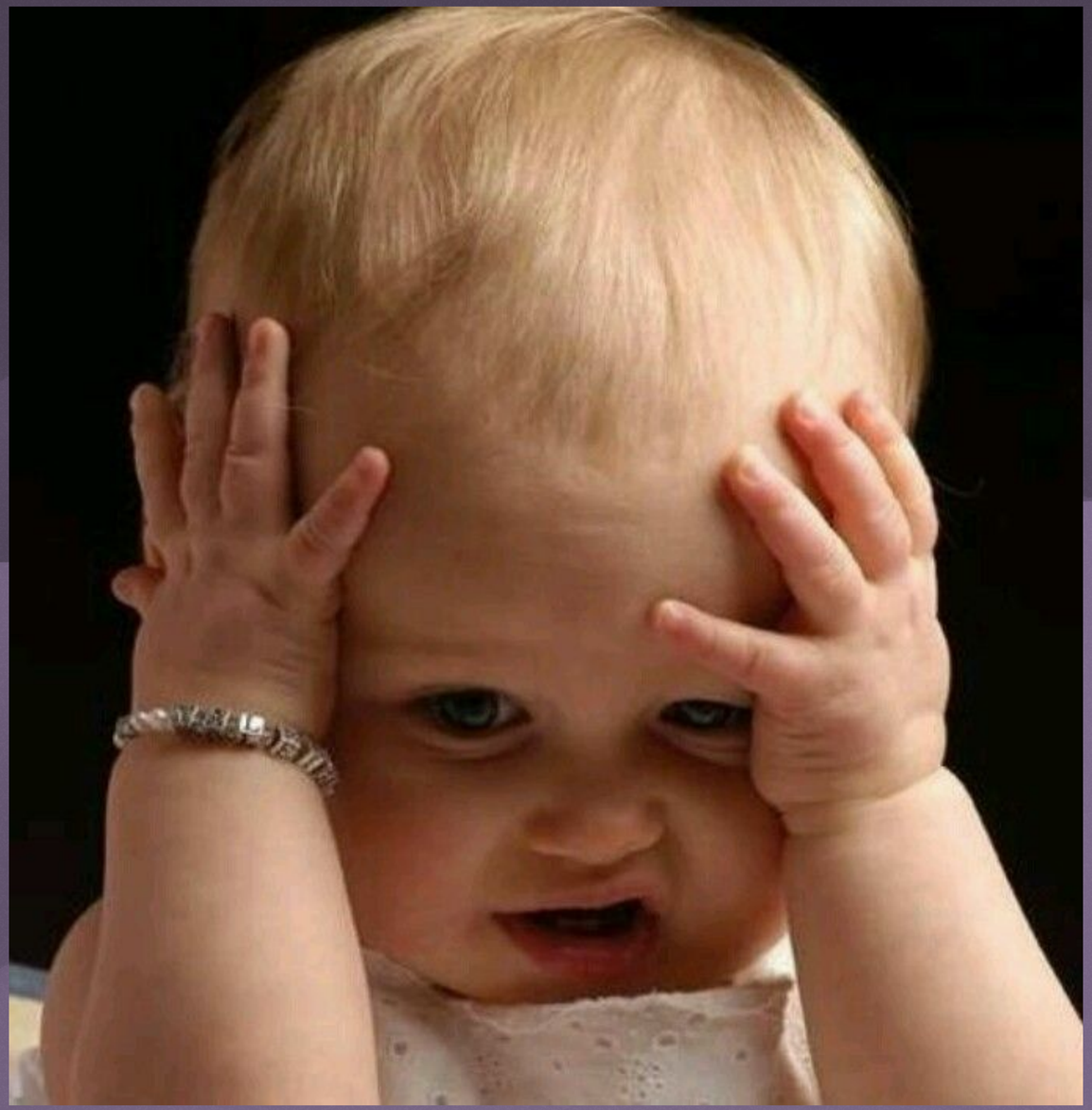
Last Name

OR

First Name

Search Type ○ Students ○ Advisee ◉ Both

Submit



JASON FRIED

October 7, 2025

When design drives behavior

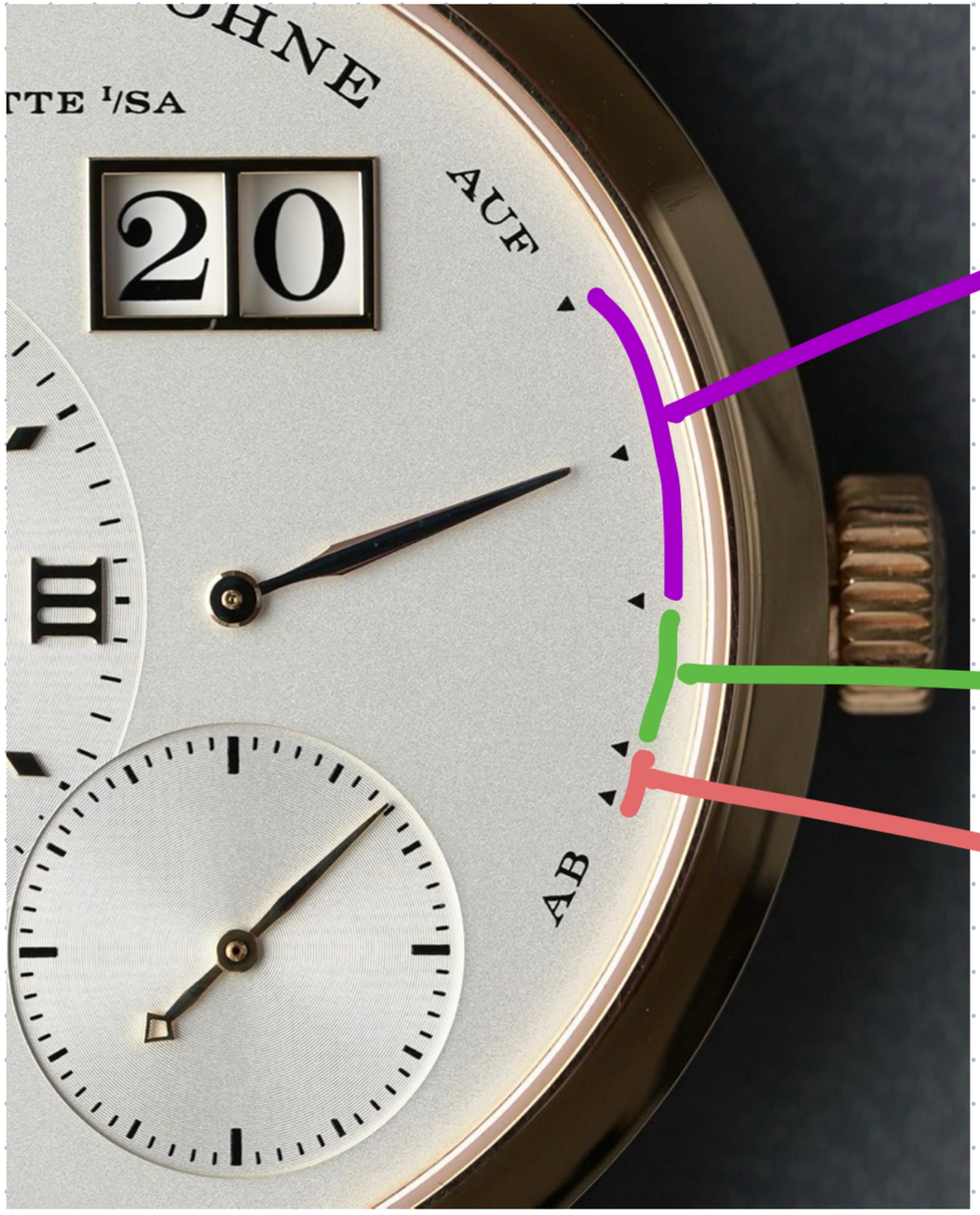
In some cases, design is what something looks like.

In other cases, design is how something works.

But the most interesting designs to me are when design changes your behavior. Even the smallest details can change how someone interacts with something.

Take the power reserve indicator on the A. Lange & Söhne Lange 1 watch. The power reserve indicator indicates how much "power" (wind) is left. It's pictured below on the right side of the dial. It starts with AUF ("up") and ends with AB ("down"). A fully wound Lange 1 (indicator up at AUF) will give you about 72 hours before the watch fully runs out of power, stops, and must be wound again. It moves down as the watch runs until you're out of power. Wind it again to fill it back up.

OHNE
TTE I/SA
20
AUF
AB


OHNE
TTE I/SA
20
AUF
AB
ONE DAY
ONE DAY
ONE DAY

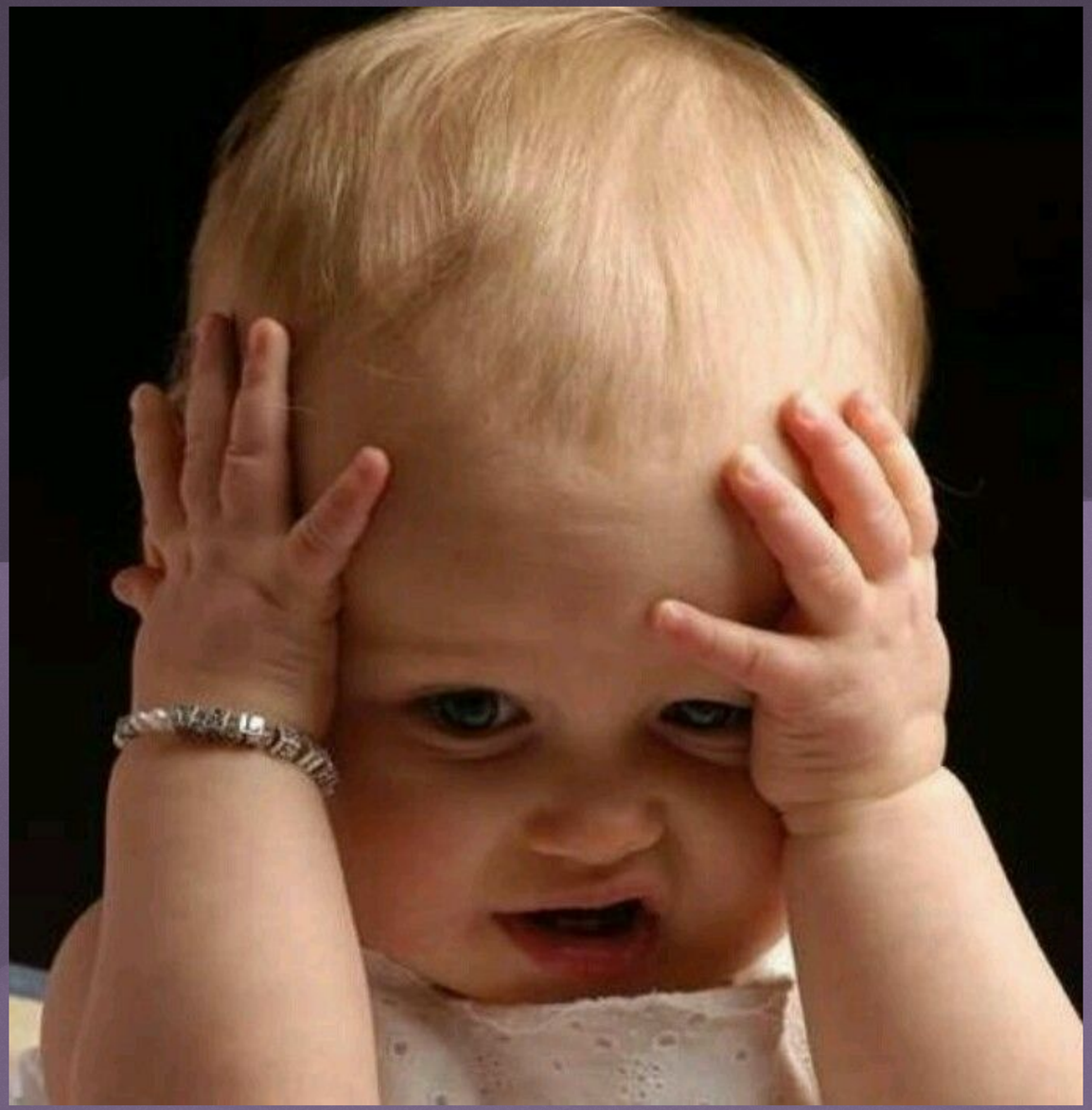
milk
milk

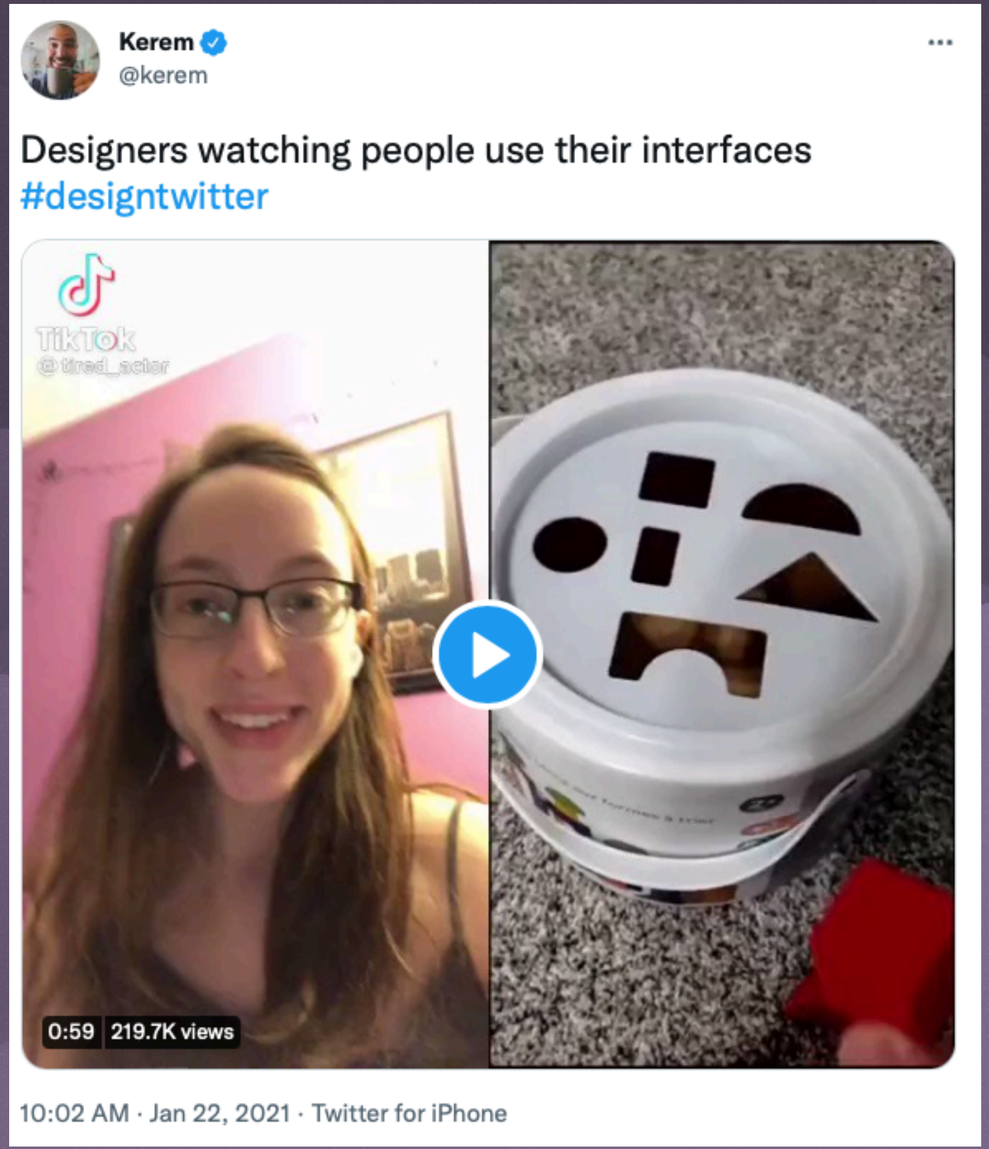
PUSH TO
FLUSH

JUST PUSH DOOR TO OPEN
VACANT

VACANT

JUST PUSH DOOR TO OPEN





https://twitter.com/kerem/status/1352678020662714368

TikTok
@ tired_actor

interactionmagic.com/UX-LEGO-Interfaces/

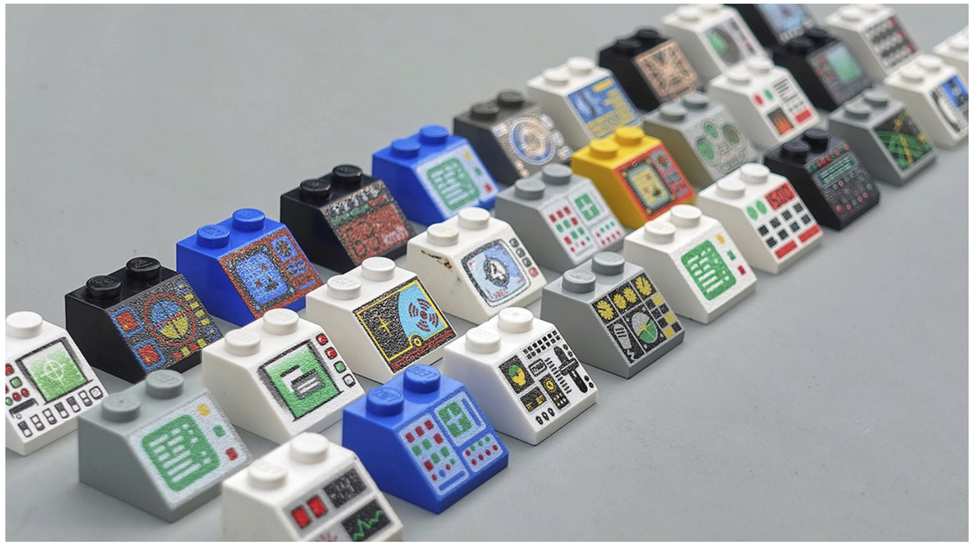
The UX of LEGO Interface Panels

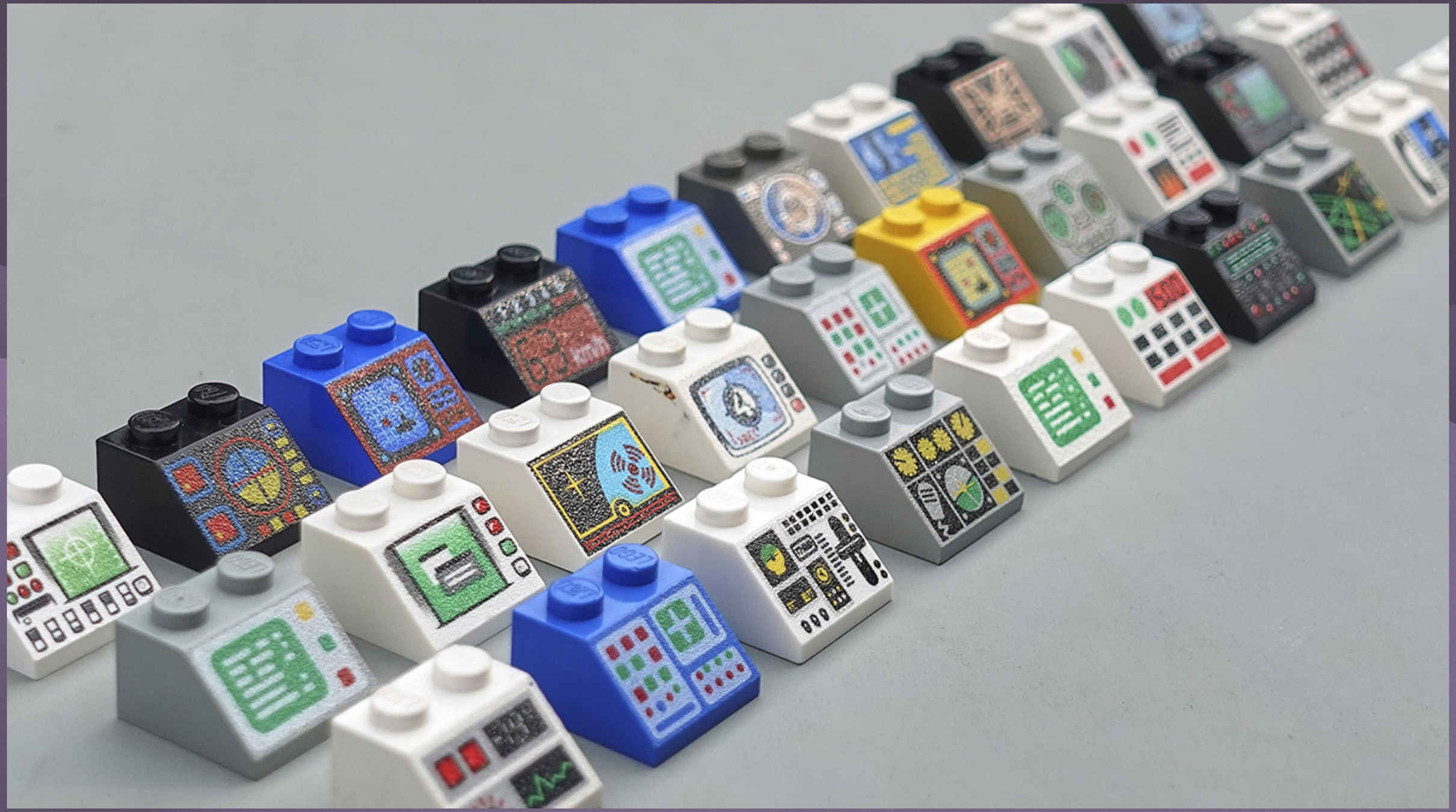
AUGUST 2020

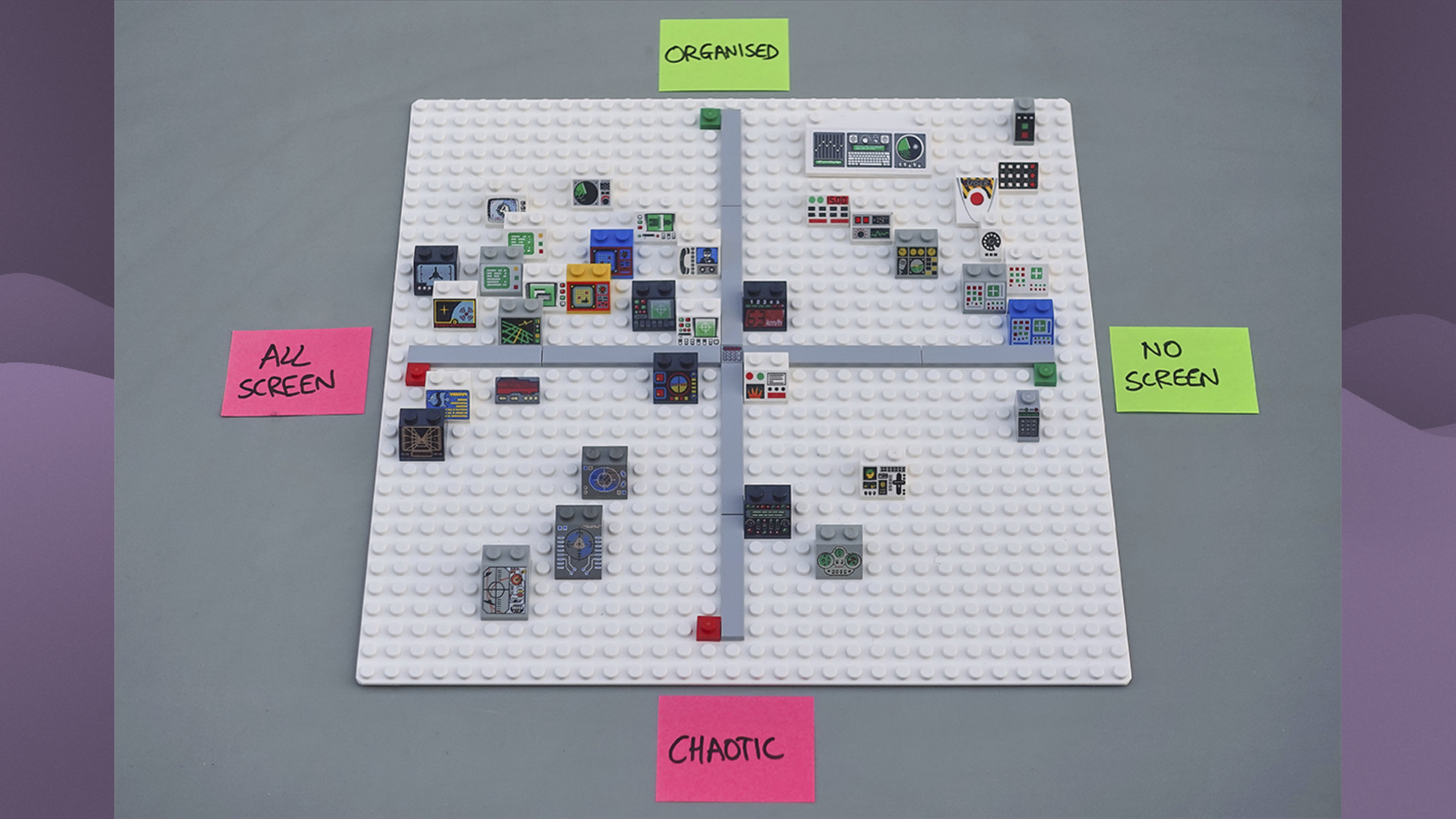
Piloting an ocean exploration ship or Martian research shuttle is serious business. Let's hope the control panel is up to scratch. Two studs wide and angled at 45°, the ubiquitous "2x2 decorated slope" is a LEGO minifigure's interface to the world.

These iconic, low-resolution designs are the perfect tool to learn the basics of physical interface design. Armed with 52 different bricks, let's see what they can teach us about the design, layout and organisation of complex interfaces.

Welcome to the world of LEGO UX design.



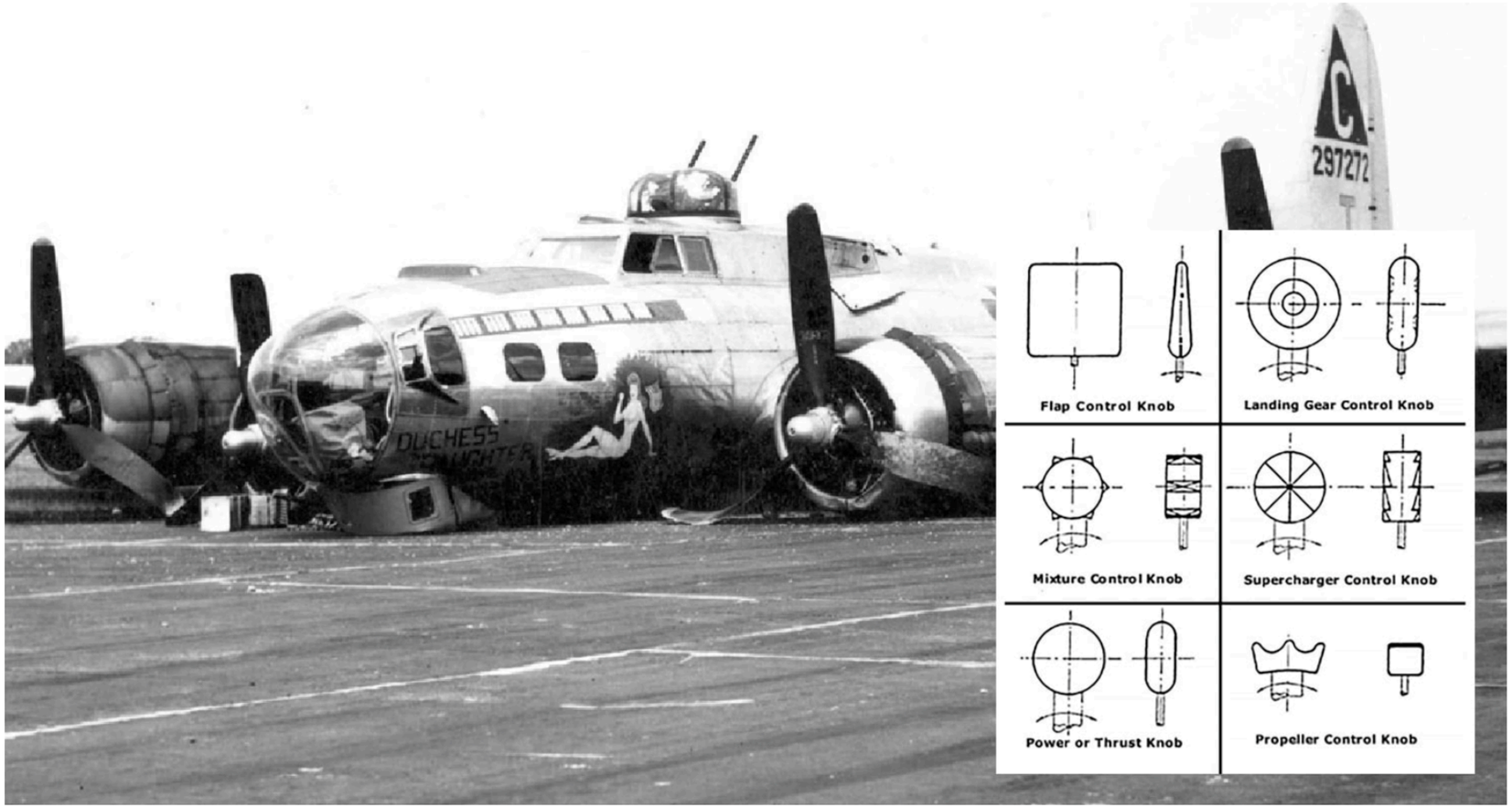



ORGANISED
ALL SCREEN
NO SCREEN
CHAOTIC

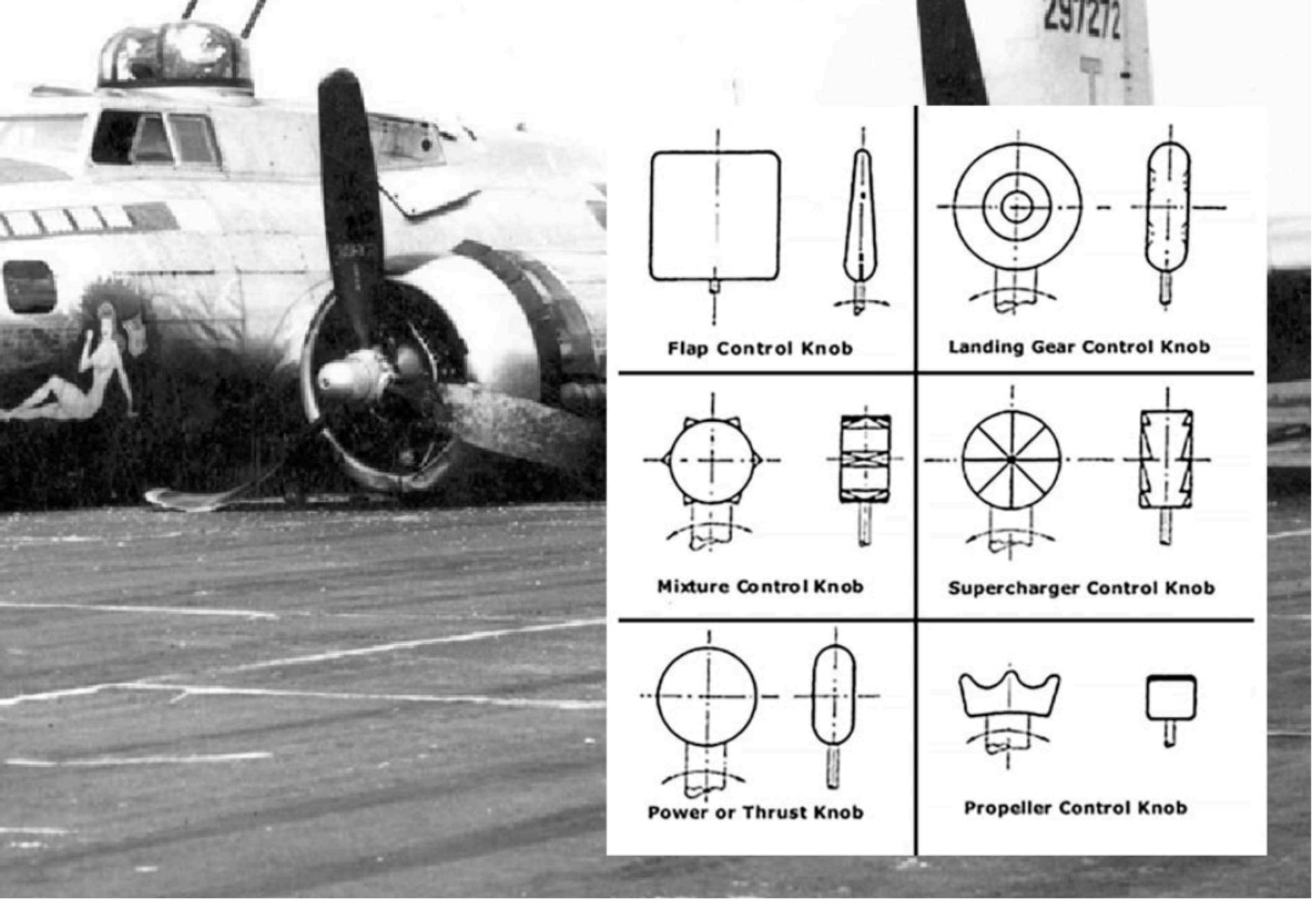
Differentiating inputs

What could cause 400 WWII pilots to raise the landing gear on their B-17 bomber just before touchdown? Catastrophic pilot error, or something more fundamental?

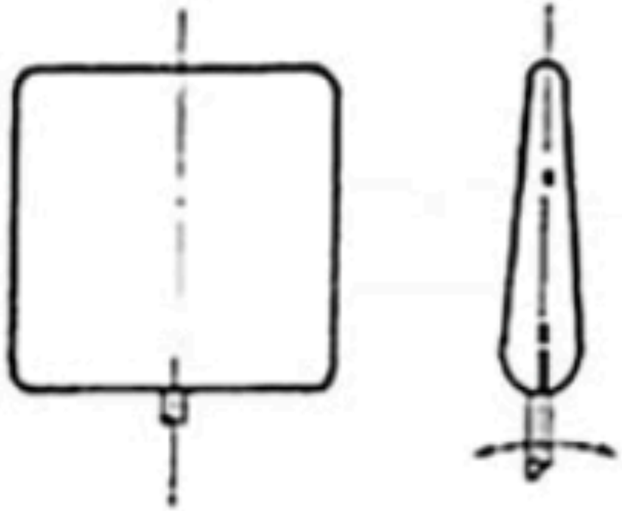
It was the psychologist Alphonse Chapanis who first suggested that the high rate of crash landings might be the fault of poor interface design. The adjacent landing gear and flap control knobs were identically shaped. The pilots never stood a chance.



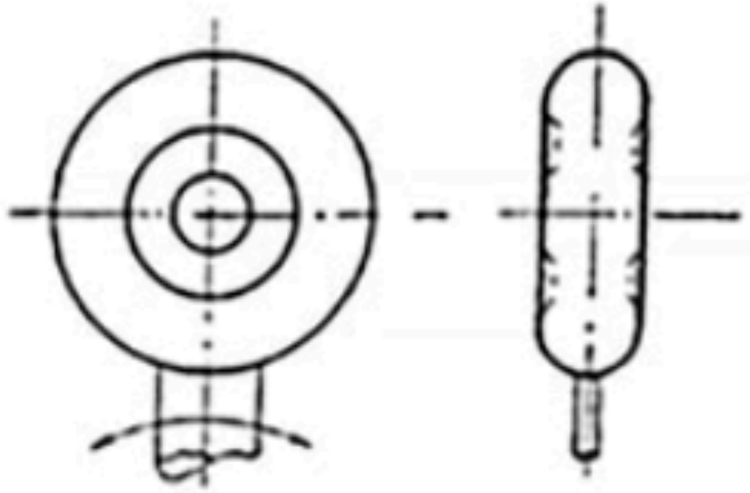
B-17 belly landing, and the shape coding that helped to eradicate the problem. Source: Wikipedia



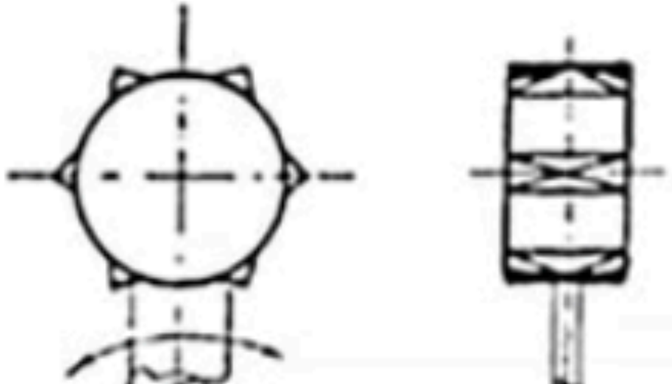
elped to eradicate the problem. Source: Wikipedia

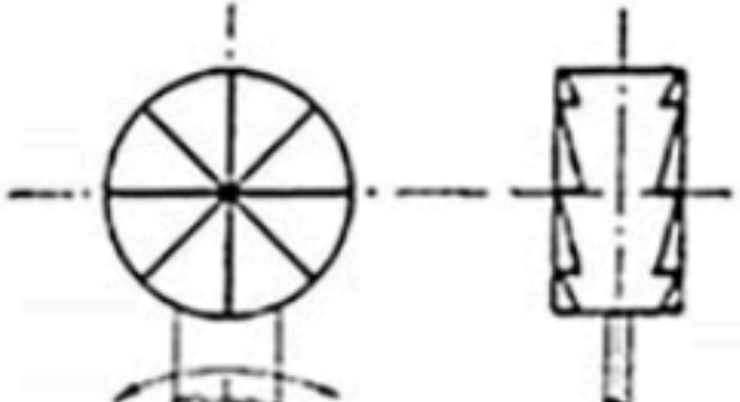


Flap Control Knob



Landing Gear Control Knob

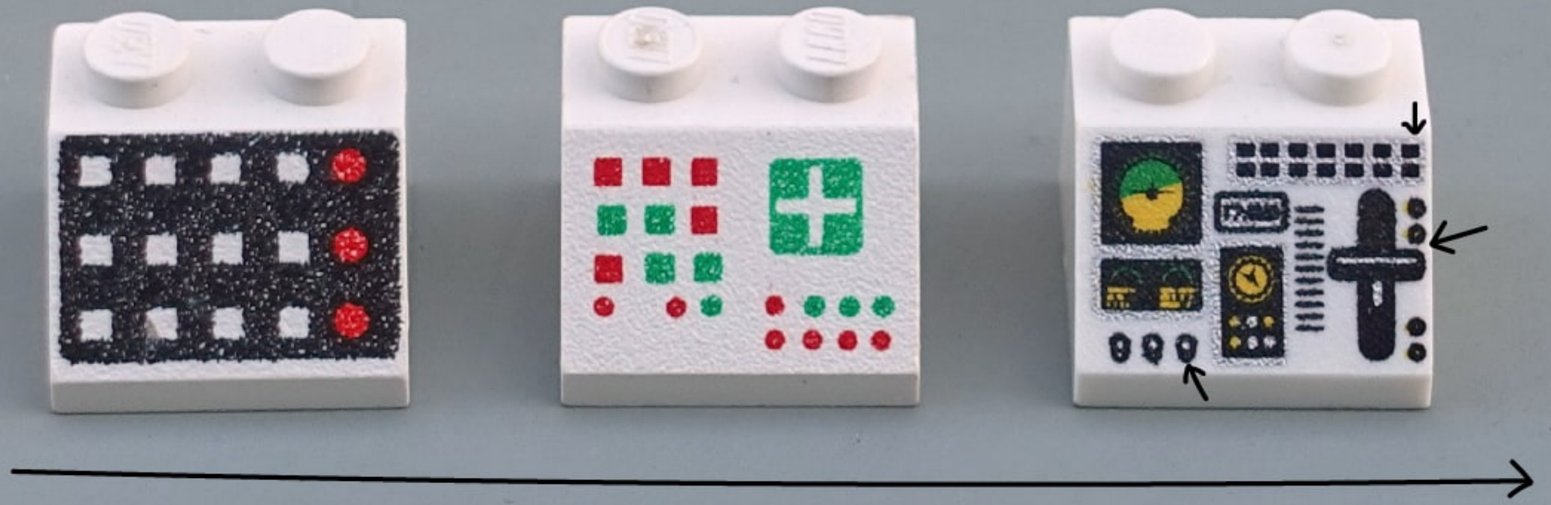




R
N
D
S
ENGINE
START
STOP
Park Out Assist
Left Side
Remove hands
Shift to forward
STOP
PASSENGER AIRBAG
OFF
ON

Differentiation like this is a still a very real problem today. In 2015, Ford recalled 13,500 Lincoln SUVs because drivers speeding down the motorway were mistakenly shutting off the engine when they tried to activate sport mode. See if you can spot why:

Ford Lincoln MKC before the Engine start/stop button was moved. Source: CNN



increasing level of switch differentiation

size

shape

colour

texture

position

operation

https://interactionmagic.com/UX-LEGO-Interfaces/

Walkways at Ohio State university were paved based on the students desire paths

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architecturehub_ At The Oval—the historic heart of The Ohio State University's main campus in Columbus—the web of crisscrossing sidewalks is a classic example of

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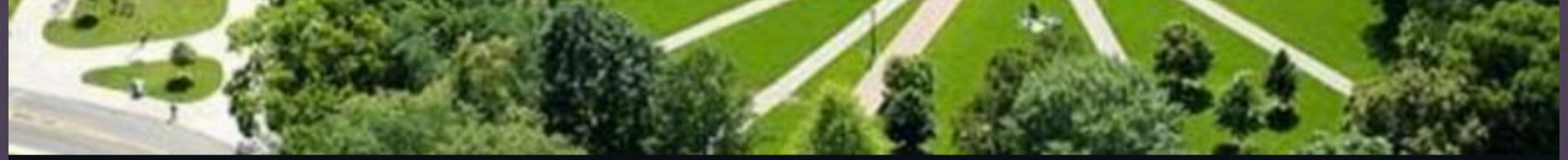

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Design
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Navigation in the Virtual World

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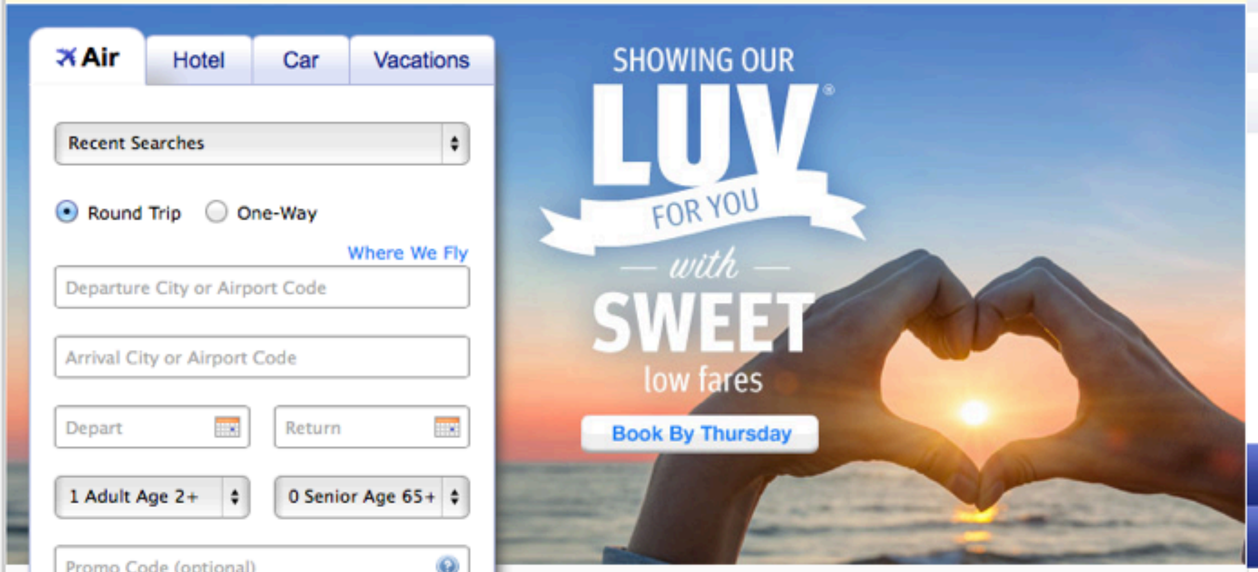

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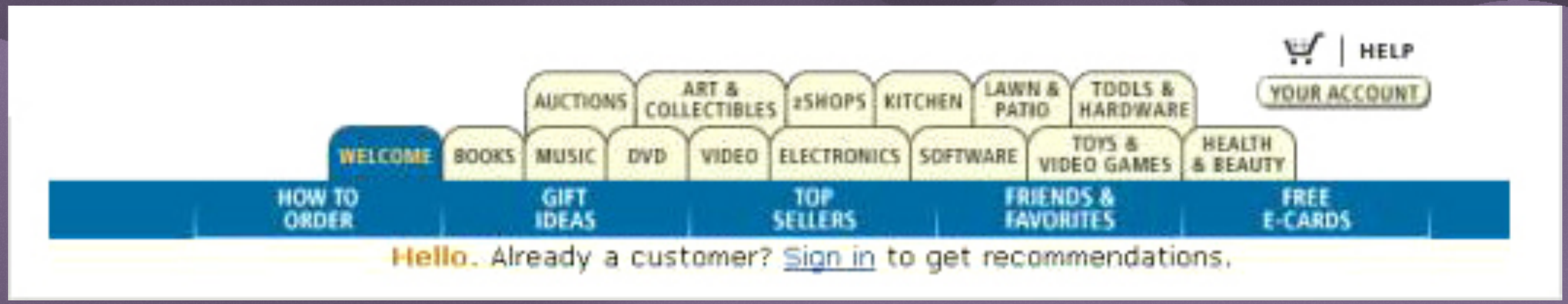

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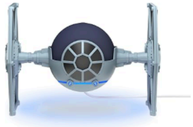
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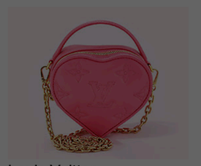

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