

lab::navigation

08 Analyzing Website Navigation Effectiveness

Group Member Names: _____

Introduction ::

For this lab we will be exploring the many different ways websites provide for finding content. There is almost always more than one way to locate content on a site: Browsing by category; by searching; by suggestive upselling, etc. Each one is optimal in specific circumstances—search if you know the exact product; browse if you want to view all products in a particular category or compare products.

Assignment ::

In groups of two, find and document as **many different pathways** as you can to navigate to the item listed. Don't just settle for the first, obvious pathway. Each time you look for a path, begin on the site's home page, and only use the information given (try not to use prior knowledge).

Be specific in your documentation. For example, if you descend through numerous product categories just by navigating a mega drop-down menu, make note of each category you selected and how you selected it. If you go down a path that you think should work but failed, make note of that as well.

Tasks ::

1

Site: _____

Product: **Fujifilm X-T5 with XF 16-80mm f/4.0 lens (silver)**

Navigation paths:

2

Site: _____

Product: **So, my niece said that she wants this new special stuffed toy for her birthday. She sent me a quick picture of it and said it was some sort of “marshmallow” stuffed toy. Oh, and she said to get “the big one!”. I really want to find it online to give to her on her birthday.**

Navigation paths:



3

Site: _____

Product: **A royalty-free (or creative commons-licensed) photo of a brown-haired dog catching a flying disc (aka: Frisbee) in a lush green park in summertime.**

** Exclude generative AI results*

Navigation paths: