

Detekt Website Research

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Revision : 1



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**If everything yells for your
viewer's attention, nothing
is heard.**

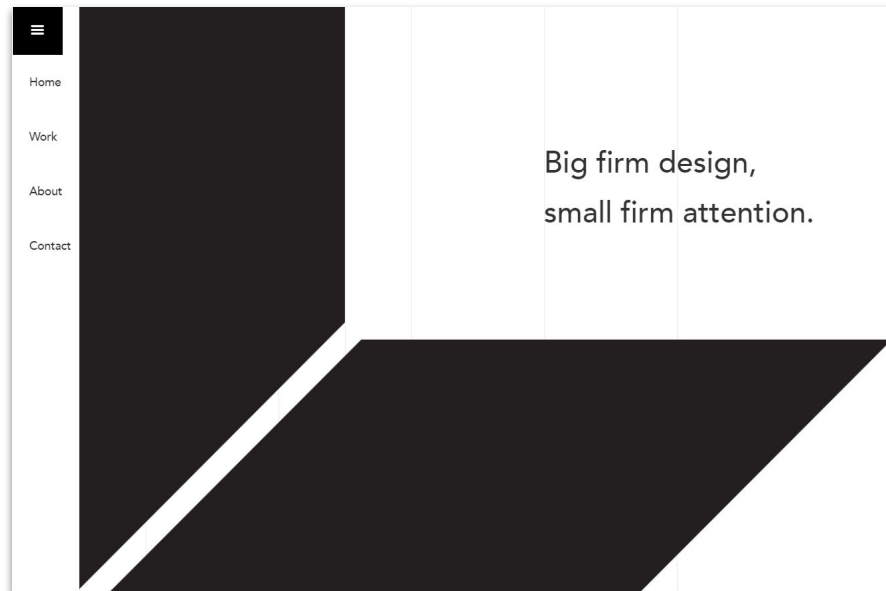
Aarron Walter, "Design for Emotion"

Number of menu items

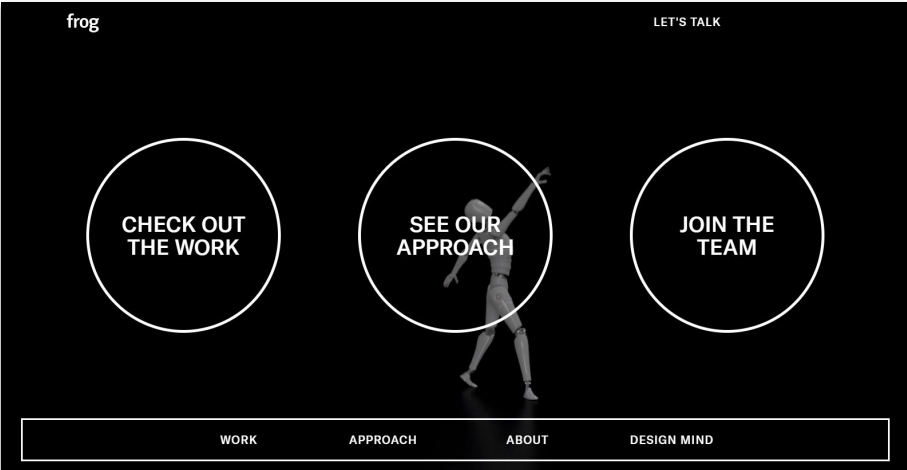
You've seen this before: that website with hundreds of links on the home page. Terrible. But even eight may be too many. This is because short term memory holds only seven items. That means that, eight is a LOT more than seven.

With fewer menu items, your visitors' eyes are less likely may scan past important items. **Every time you remove a menu item, the remaining items become more prominent.** Challenge yourself to limit your navigation to five items.

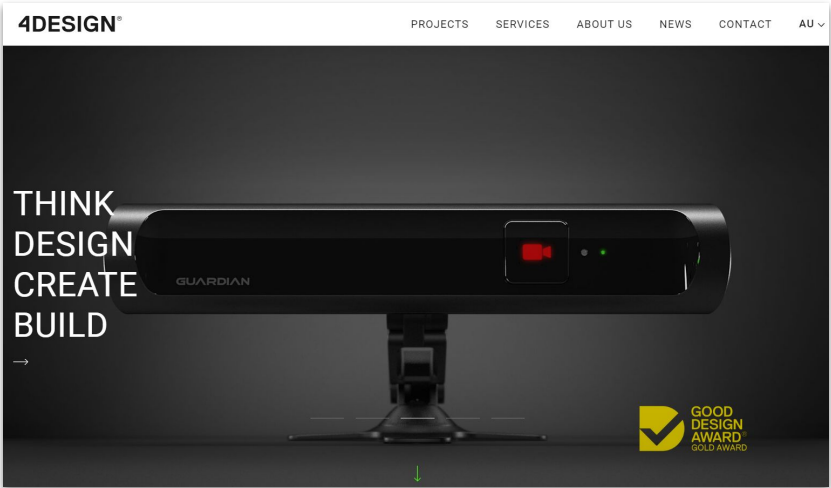
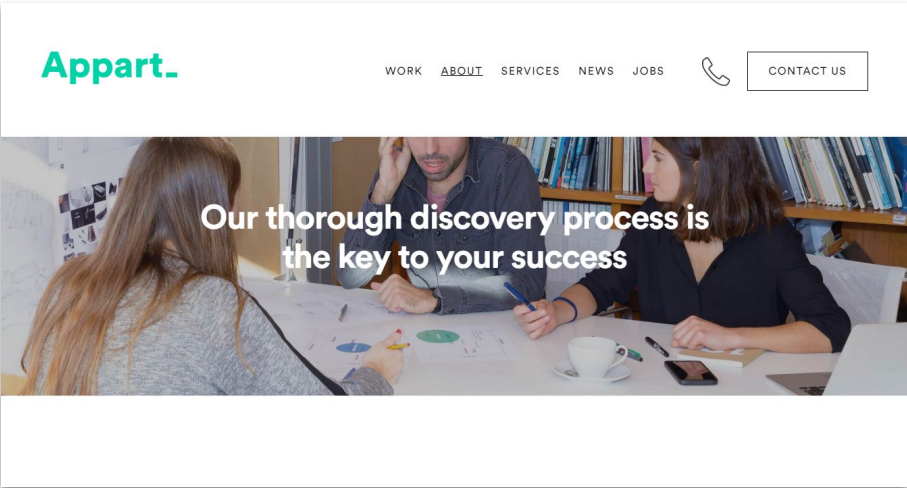
-Neil Patel



Number of menu items



Other well-known
product design company websites



Conclusion number of menu items

- There isn't specific rule about this.
- One said "One way to assess your website is to simply count the number of menu items in your navigation. A good rule of thumb is to **keep it to between 3 and 6 choices**. Any more than that, and you may be stretching your readers' attention spans."
- And another one said "**Choices should always be limited to 7+/-2 BUT it depends on how big is the company too.**"
- For example Amazon has around 100 and their site is bigger than us.
- So if we don't want users to spend a lot of time exploring our website and finally leave without submit inquiry. **We should bring them straight to the point by not stretching their attention spans.**



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The fact that the people who built the site didn't care enough to make things obvious—and easy—can erode our confidence in the site and the organization behind it.

Steve Krug

Make everything clear and simple for the user

Users Want Clarity and Simplicity In a half of a second, users evaluate the design of a website, so you need to decide what you want users to do and make it apparent. Don't make it difficult to find action buttons. Visually focus attention on the main button versus a bunch of buttons on the home page.

Your website's navigation menu isn't for clever or witty tricks. Use the clearest design and text possible so visitors know what you mean.

There's a reason most websites use the word "About" for the about us or about me page. It's clear and recognizable. The same goes for simple words like "Contact" and "Services."



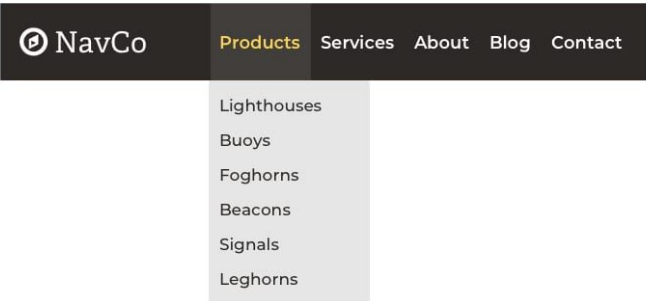
Quality Nav Bar

- First and foremost, your nav bar isn't the place to get fancy. More so than many on-site elements, your nav bar should stick closer to traditional web design conventions and stay consistent with what users have come to expect. Every good nav bar should be designed with the following elements in mind:
- **Simple** : It should be simple and clear, with text that's easy to read.
- **Brief** : Real estate is at a premium in your nav bar. Keep text brief; e.g. "Contact Us" instead of "Click To Contact Us" or "Blog" instead of "Read Our Blog."
- **Consistent** : As the "anchor" of your navigation, the nav bar should be consistent across all pages.
- **Noticeable** : Simple doesn't mean boring. The nav bar should pop and catch the eye; feel free to use contrast, color schemes, and other visual tricks to highlight the clickable elements.
- **Helpful** : Most importantly, your nav bar should answer questions—not create them.

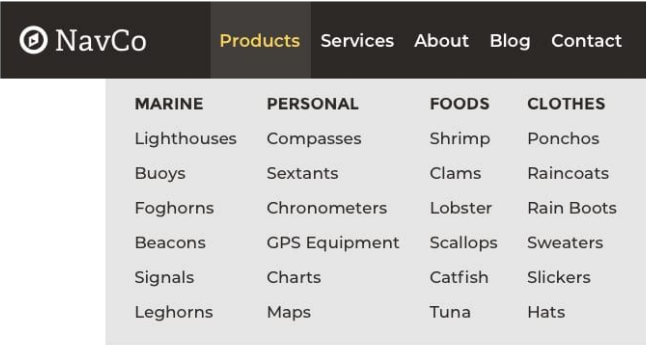


Conclusion using dropdown menu

- Drop down menus are annoying, according to [usability studies](#) from the NN Group. This is because as visitors, we move our eyes much faster than we move the mouse. When we move the mouse to a menu item, we’ve already decided to click...and then the drop down gives us more options. It’s a moment of friction in our minds as visitors.
- Even worse, drop downs encourage visitors to skip important top-level pages. If your site uses drop down menus, you can see the problem right there in your stats: low visits on high pages. Exception: really big “mega drop downs” with lots of options test well in usability studies. If you have a big site with many sections, they may improve usability. (Exception: really big “mega drop downs” with lots of options test well in usability studies. If you have a big site with many sections, they may improve usability.)
- **SO** The drop-down menu is a great way to navigate a website when you have lots of options to display and you want to conserve space. (called mega dropdown menu)



Example of a simple dropdown menu



Example of a mega dropdown menu



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**Making every page or
screen self-evident is
like having good lighting
in a store: it just makes
everything seem better.**

Steve Krug

Websites Are Scanned, Not Read

- It is a must that your website is scannable because people do not read websites, they scan them. Infographics and visuals have become the way for anyone trying to convey instructions or data. Making your page scannable will appeal to your audience. Most will scan the content for something that strikes them and then they switch to reading when they want to find out more.

**Get rid of half the
words on each page,
then get rid of half of
what's left.**

Steve Krug

- <https://neilpatel.com/blog/common-website-navigation-mistakes/>
- <https://www.jimdo.com/blog/fixing-website-navigation-bar/>
- <https://uxmyths.com/post/931925744/myth-23-choices-should-always-be-limited-to-seven>
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- <https://www.webdesignerdepot.com/2018/05/7-ux-principles-for-creating-a-great-website/>
- <https://uxplanet.org/5-ui-patterns-navigation-that-makes-good-ux-sense-92a65df7485d>
- <https://www.orbitmedia.com/blog/website-navigation/>
- <https://www.webdesignerdepot.com/2018/05/7-ux-principles-for-creating-a-great-website/>