



# Global Navigation

Global navigation is a region of the graphical user interface reserved for buttons, links, search bars, or any other design element affording movement from one set of content to another. This region appears identically across all different pages, to provide a consistent means of traveling to anywhere in the application or website.

A site's global navigation acts as its central nervous system—at least, to the user's eye—and the main line from which users can see, at a glance, other places to visit.

## Best Practice: How to Implement Global Navigation

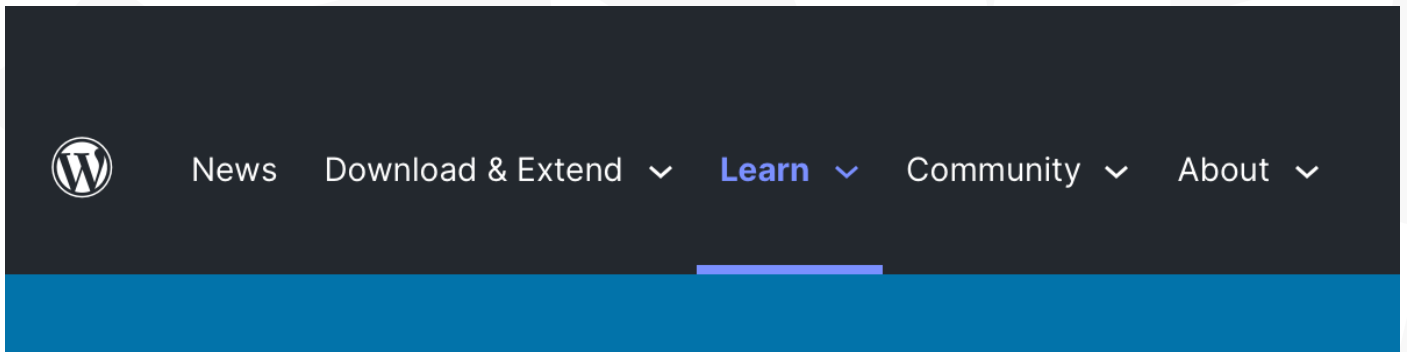
1. Establish your groups of content; if you have more than 12 categories, see if combining global navigation with another user interface design pattern, such as a mega dropdown menu, works better.
2. Assign each of the groups of content a fitting title (e.g., from the top-level navigation bar above: 'Your Amazon.com', 'Today's Deals', 'Gift Cards & Registry', 'Sell', and 'Help'): fitting in meaning and in text length and size for the tab.
3. Arrange these category titles in a logical order. For each group of categories, there likely will be an appropriate order. The first option is usually the homepage, though, as this represents the first tier in the whole user interface. When used in combination with tabs, top-level navigation bars serve as the second tier of the user interface. In these cases, design the first tab to take the user back to the homepage.
4. Implement the same top-level navigation bar in all regions of the user interface. Then, link each title to the appropriate contents, so when the users click it, they are navigated directly to the associated information.

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5. Inform the users of their current position by changing the appearance of the individual category label. In the WordPress example below, the color of the selected category label changes from light white to blue, while all other options remain the same color.



6. When you're using a hyperlinked logo or name in your global navigation, it does not expressly state that it also operates as a homepage link. So, include some other small touches to help the user identify this functionality. Firstly, you can use a simple tooltip to display the word 'homepage'. Although not commonly implemented, it would help novice users see they can use this functionality. Secondly, changing the appearance of the cursor when users hover over the hyperlinked logo or name shows them they can click on it.

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## Human-Computer Interaction: The Foundations of UX Design

### Beginner Course

The entire discipline of UX Design is built on the foundations of the long-established field of HCI, Human-Computer Interaction. If you want to become a true, user-focused UX Designer and set yourself apart, you need to learn the very foundations of your discipline. That's why we've built this course for you. Interactions between products/designs/services on one side and humans on the other should be as intuitive as conversations between two humans—and yet many products and services fail to achieve this. So, what do you need to know so as to create an intuitive user experience? Human psychology? Human-centered design? Specialized design processes? The answer is, of course, all of the above, and this course will cover them all.

Human-Computer Interaction (HCI) will give you the skills to properly understand, and design, the relationship between the “humans”, on one side, and the “computers” (websites, apps, products, services, etc.), on the other side. With these skills, you will be able to build products that work more efficiently and therefore sell better. In fact, the Bureau of Labor Statistics predicts the IT and Design-related occupations will grow by 12% from 2014–2024, faster than the average for all occupations. This goes to show the immense demand in the market for professionals equipped with the right design skills.

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