

ADP

Thinking ahead to

- **Navigation Paradigms**
- **Dashboard**
- **Sitewide Components**

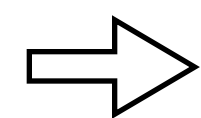


Where we are now

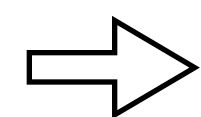
Reviewing Apple guidelines and recommendations

Broad research on market and industry

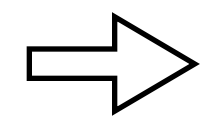
Today we are discussing



Different use cases around different navigation patterns

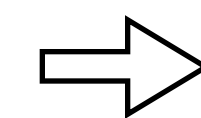


Early discussions of the Dashboard and other aspects of the app

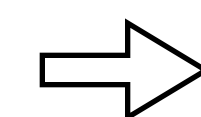


Gathering more priorities around the app

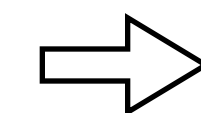
What's Next



Evaluate with end users preferred navigation approach



Evaluate with users priorities for the Dashboard

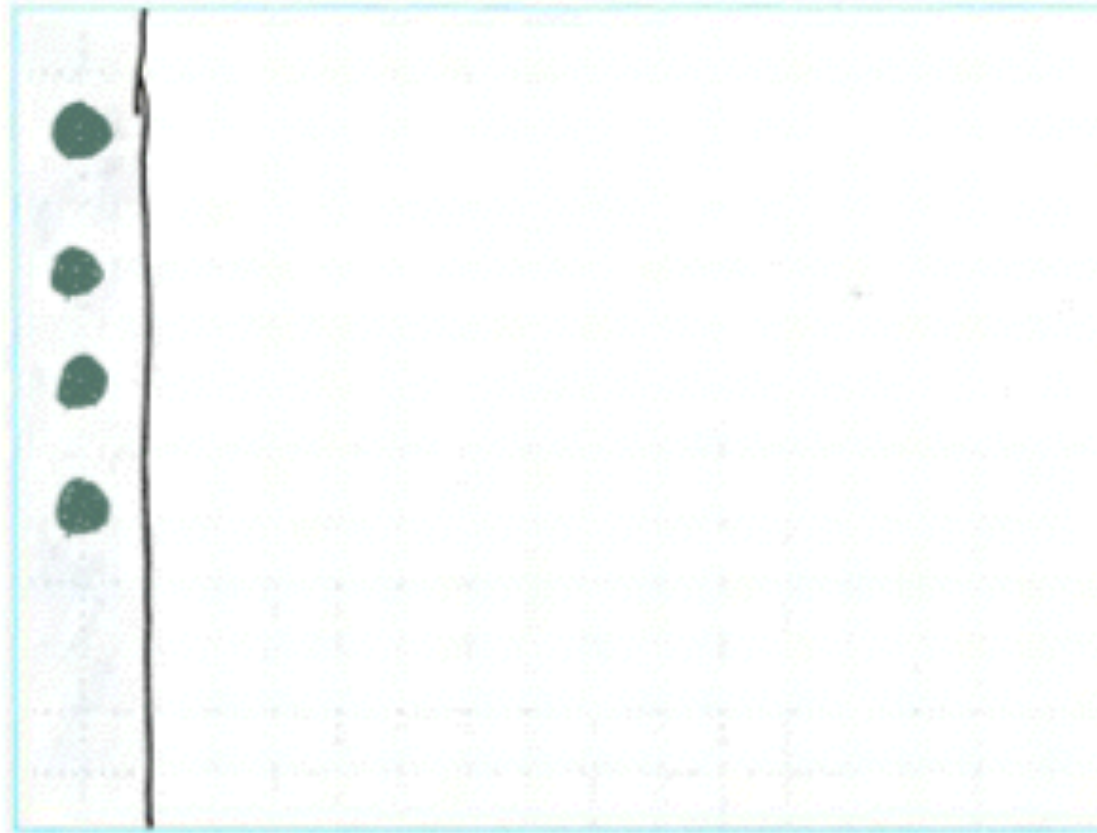


Align thinking on navigation and Dashboard with business and user priorities and decide on the final paradigm

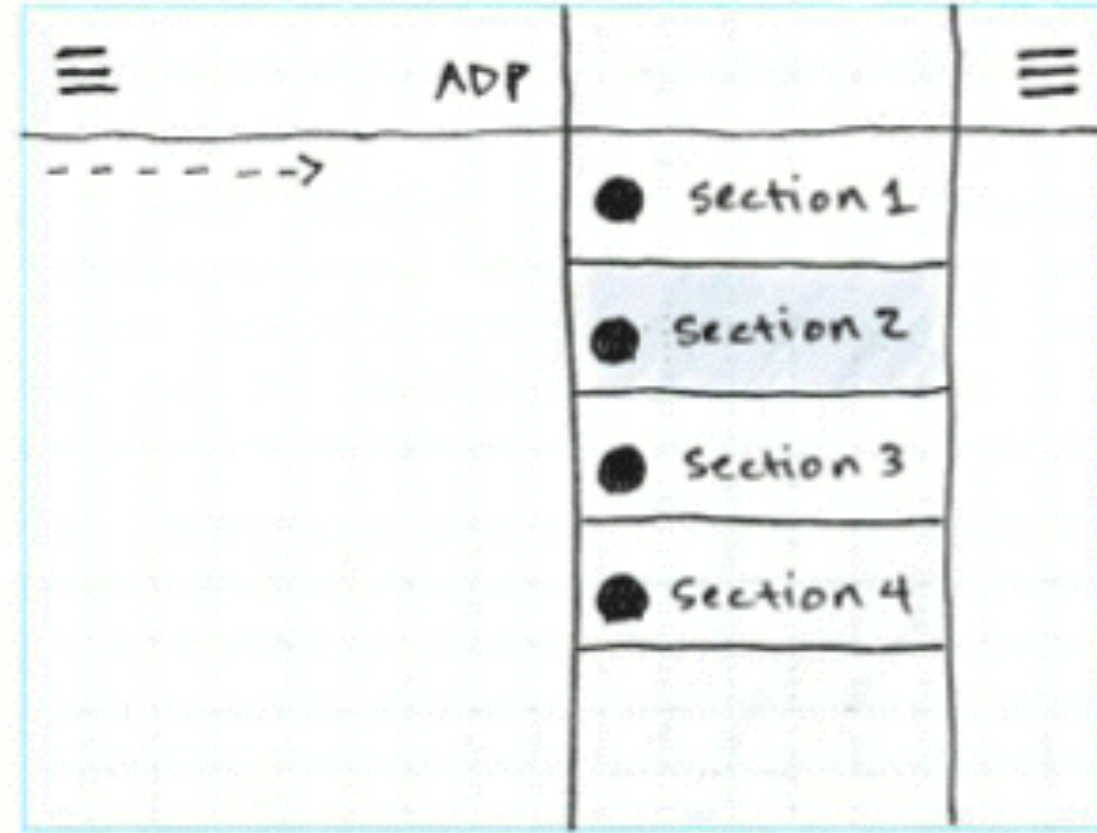


Navigation Paradigms

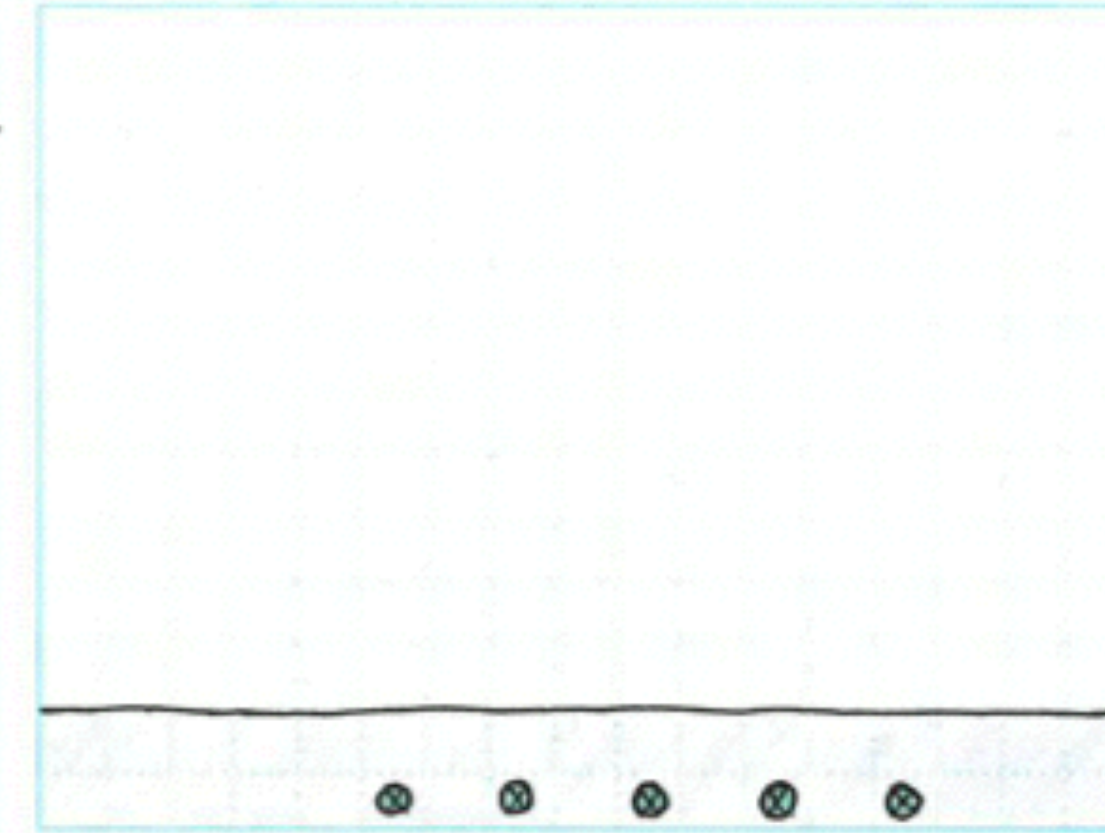
Navigation Paradigms



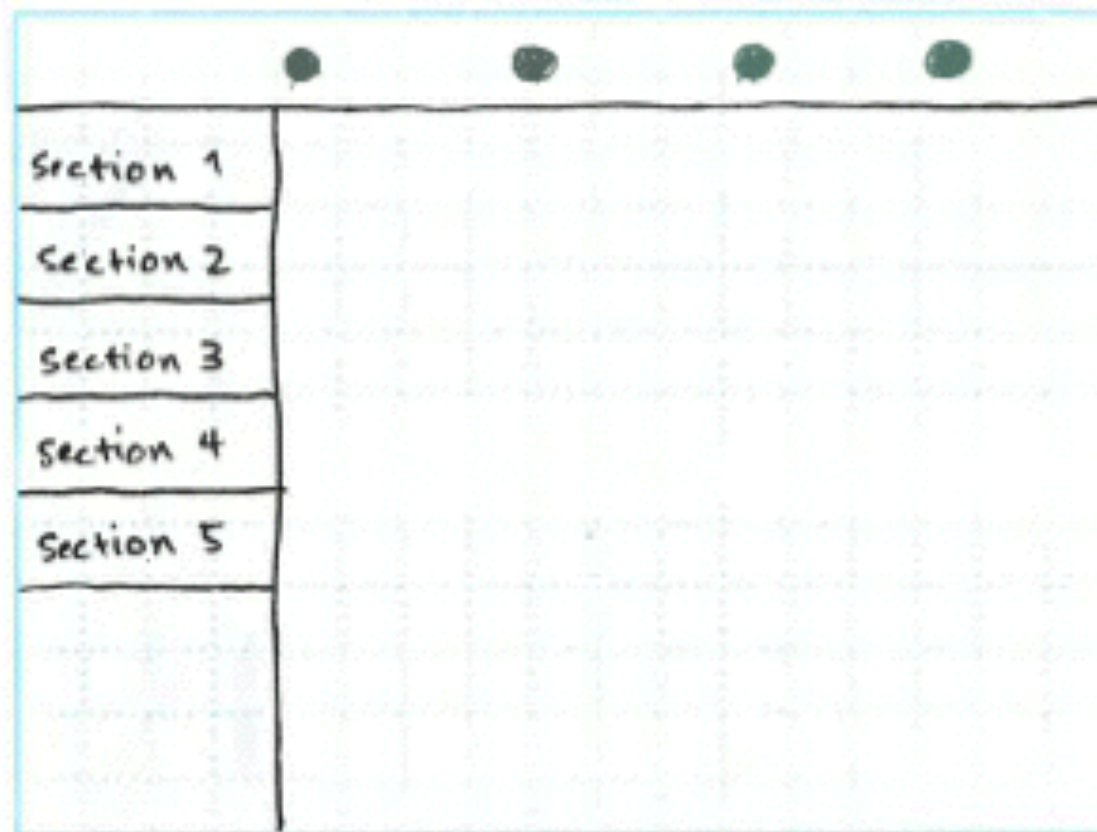
1. Left hand icons



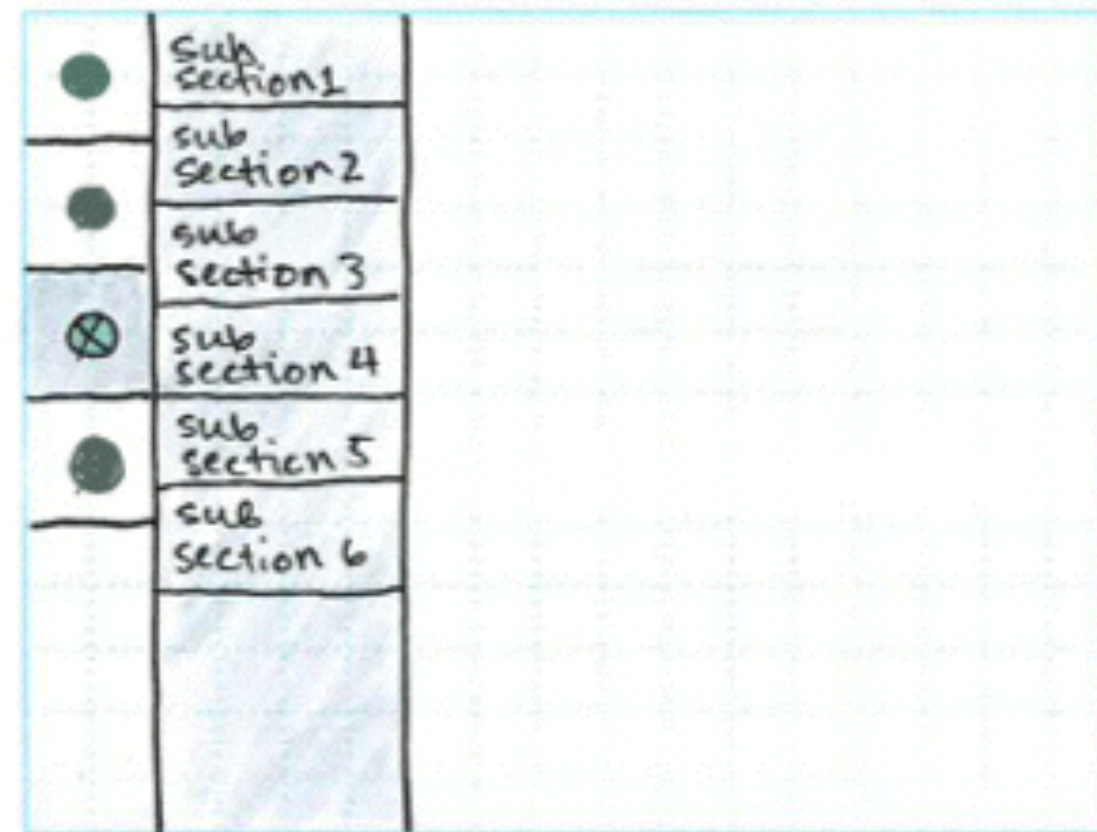
2. Sliding drawer



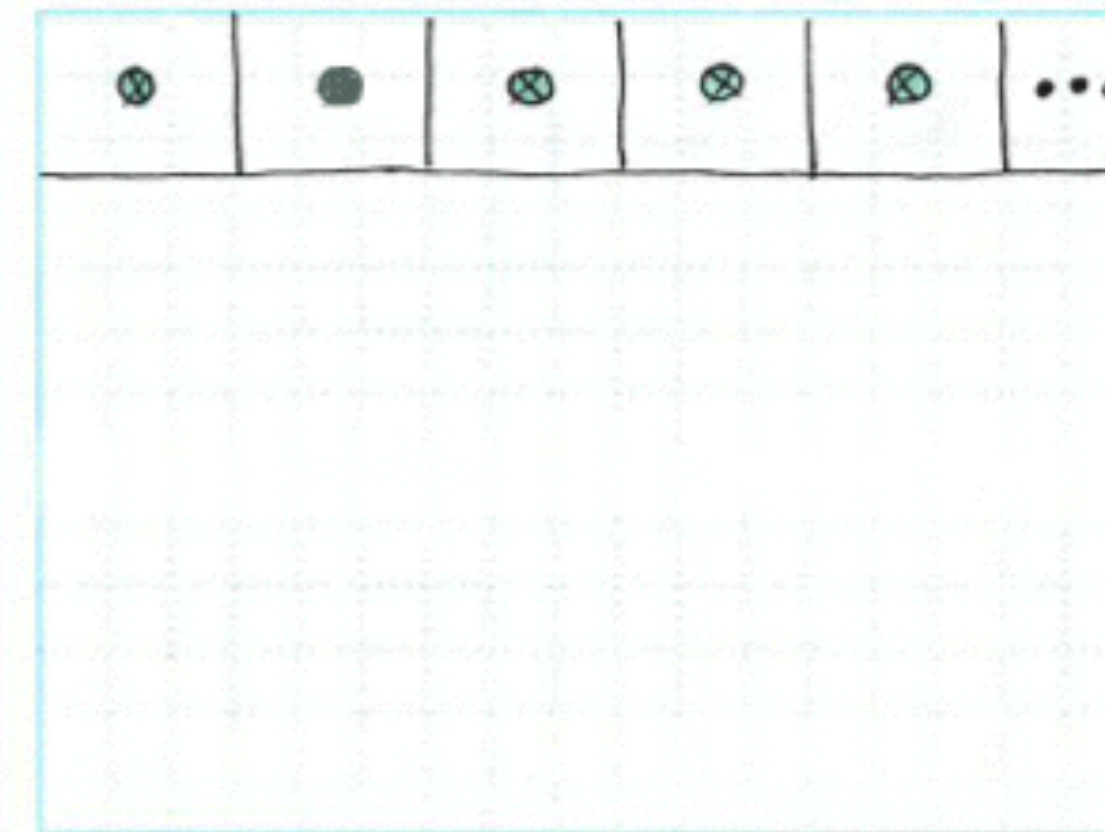
3. Bottom nav



4. Fixed left hand tabs



5. Double vertical

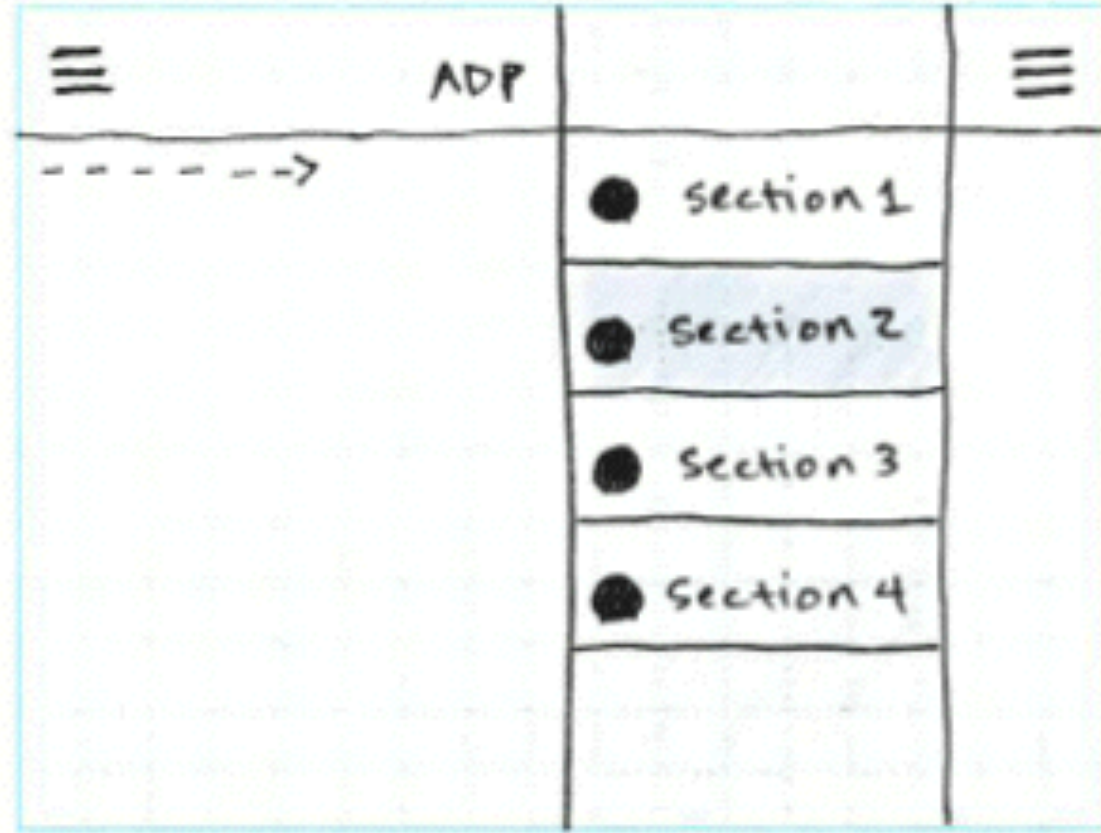


6. Top tabs

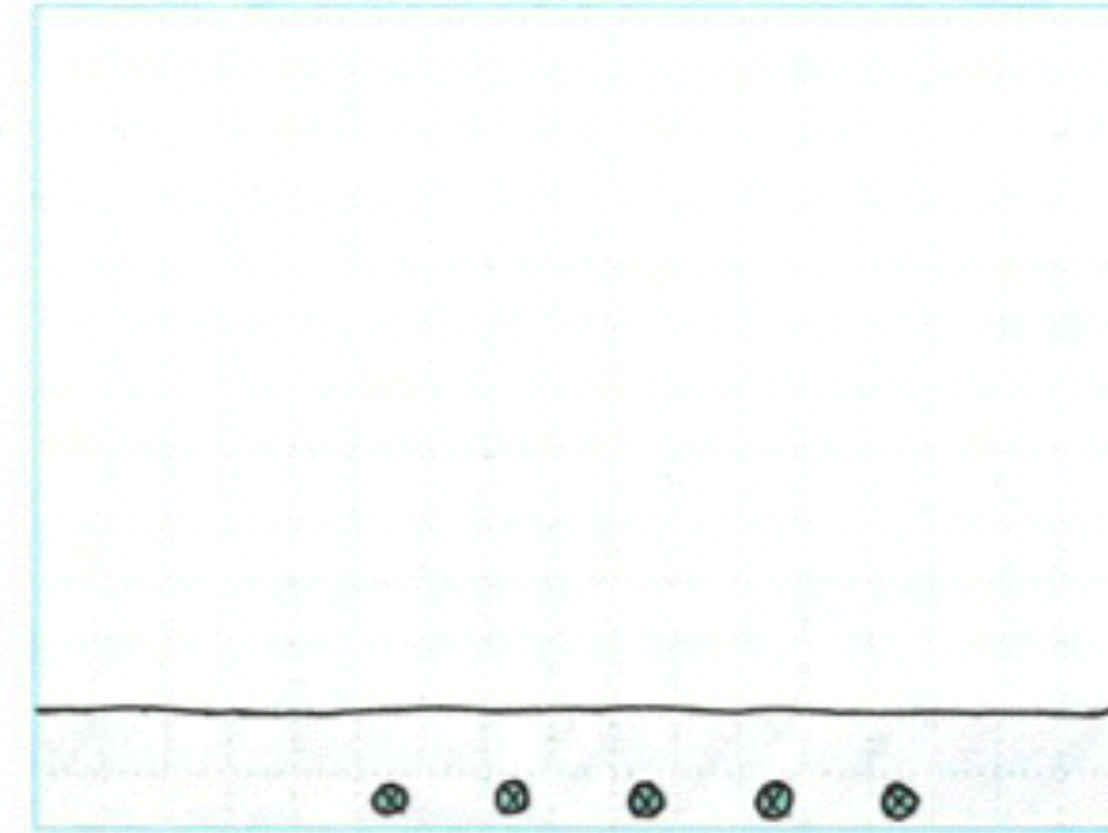
Navigation Paradigms



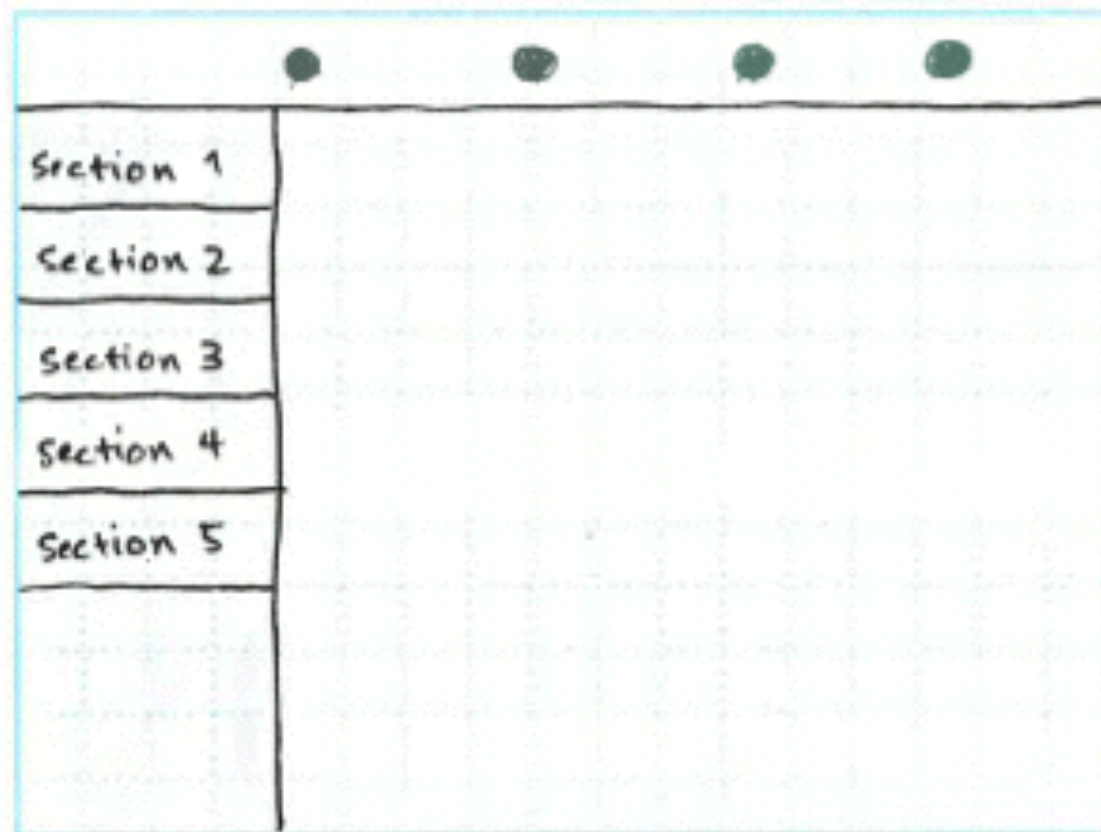
1. Left hand icons



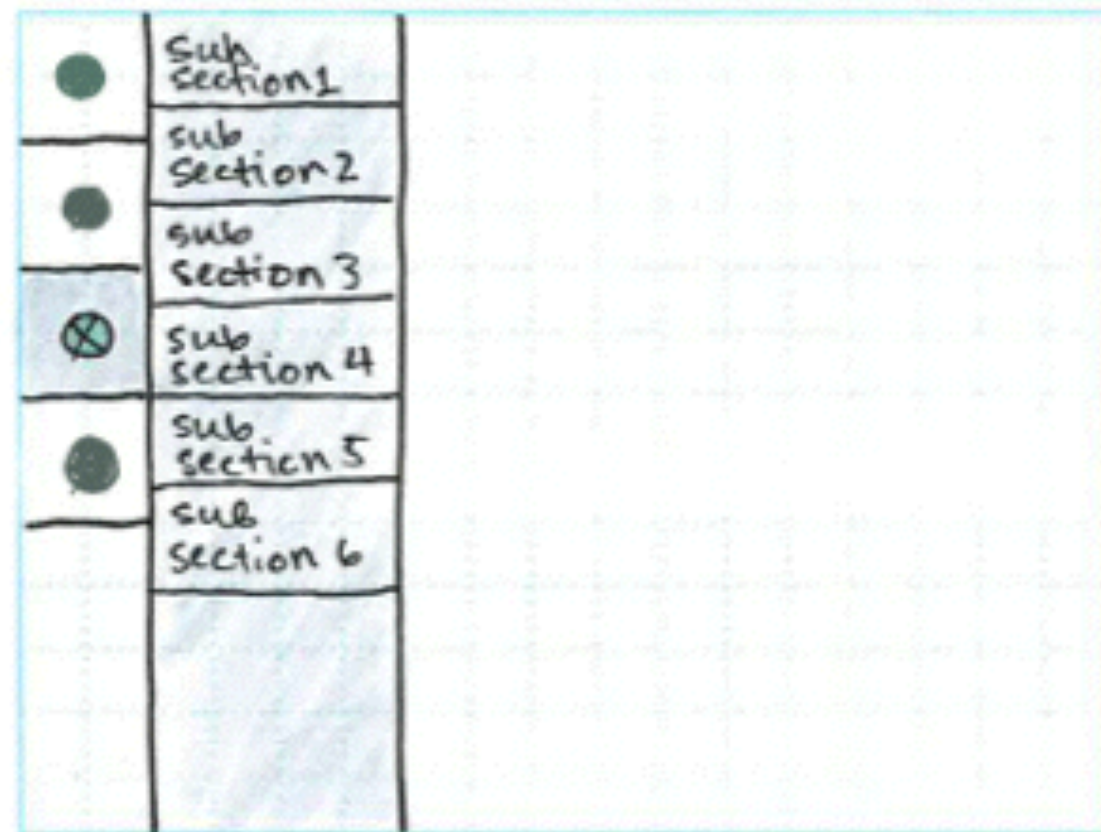
2. Sliding drawer



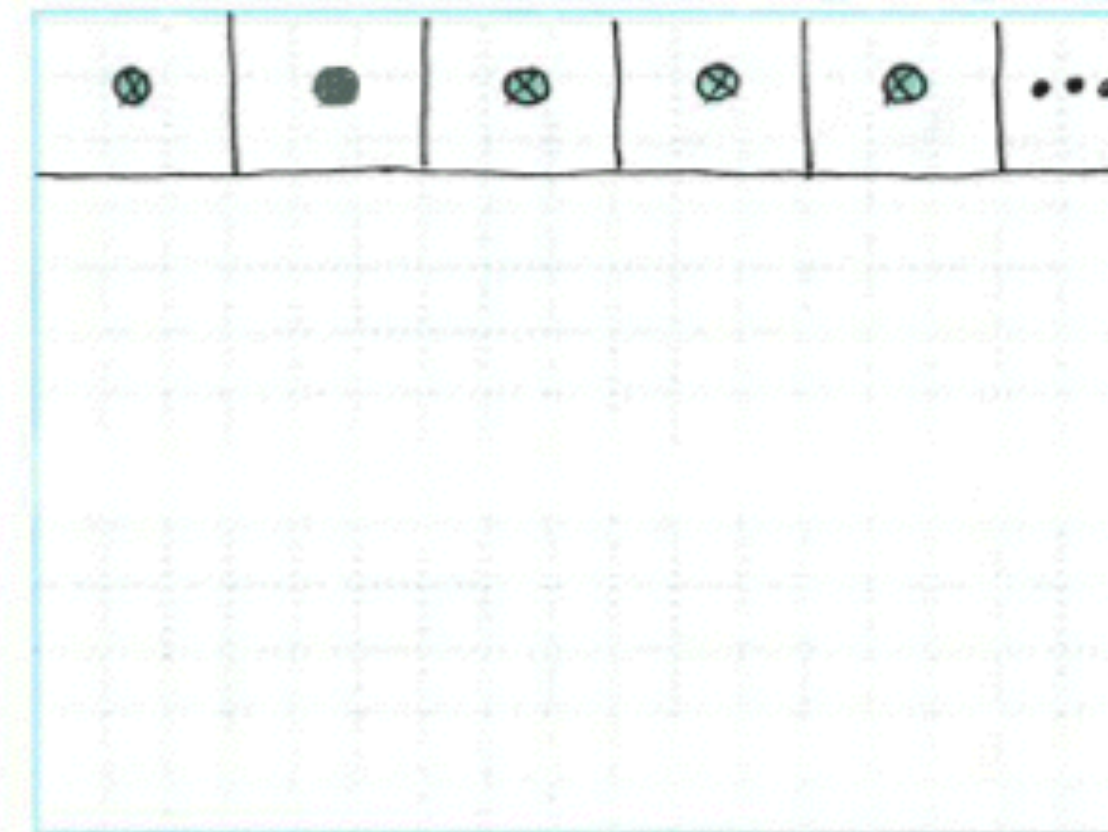
3. Bottom nav



4. Fixed left hand tabs

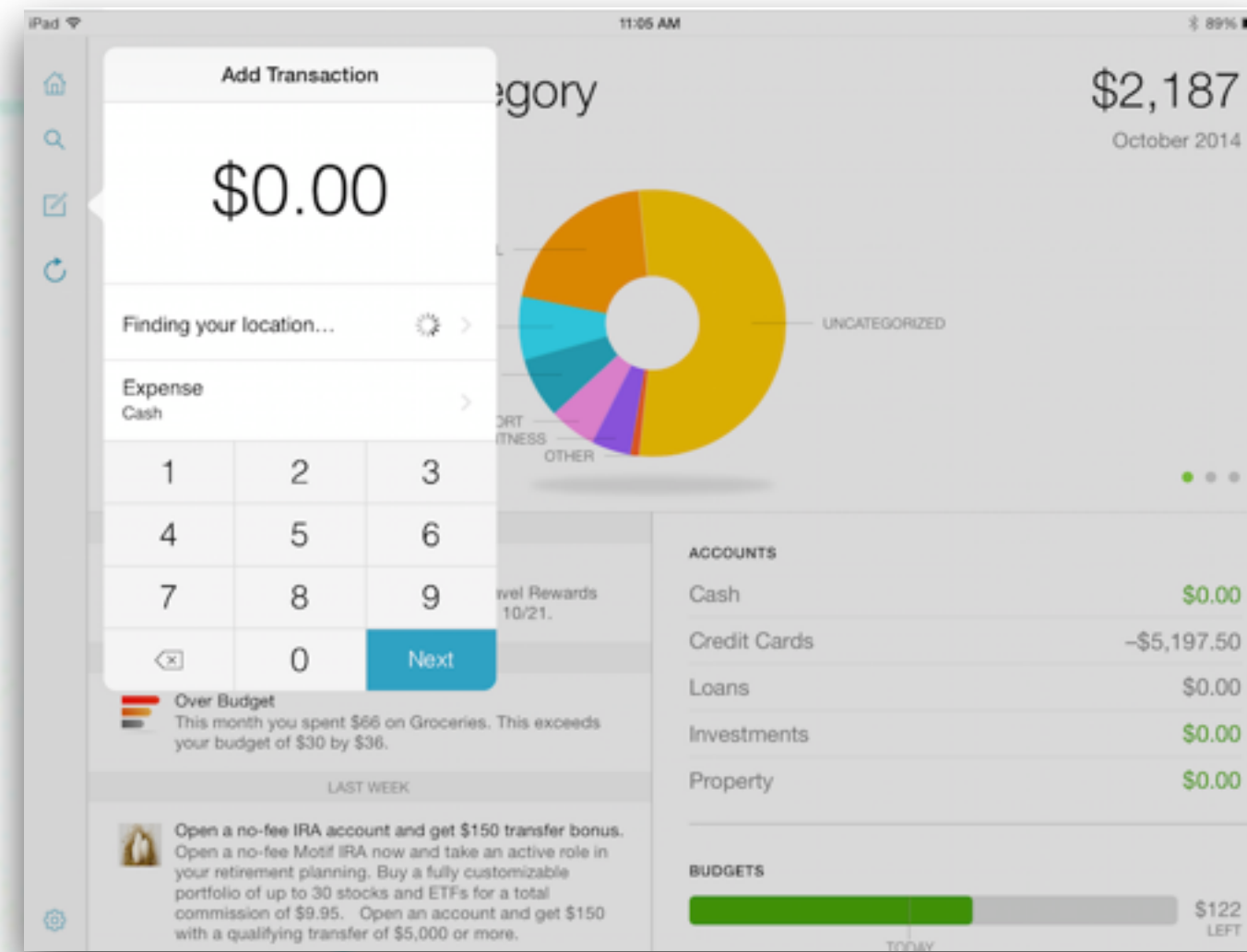


5. Double vertical



6. Top tabs

Navigation Paradigms



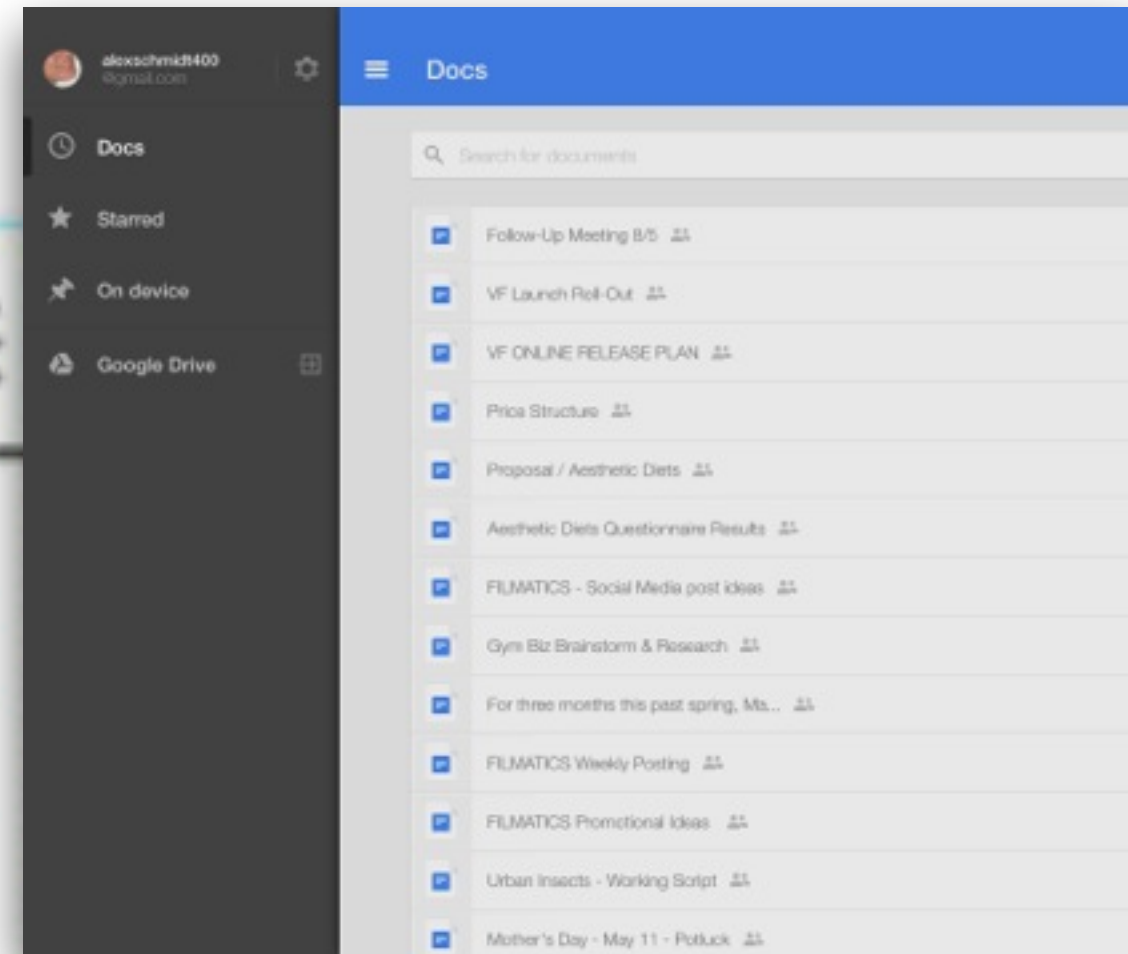
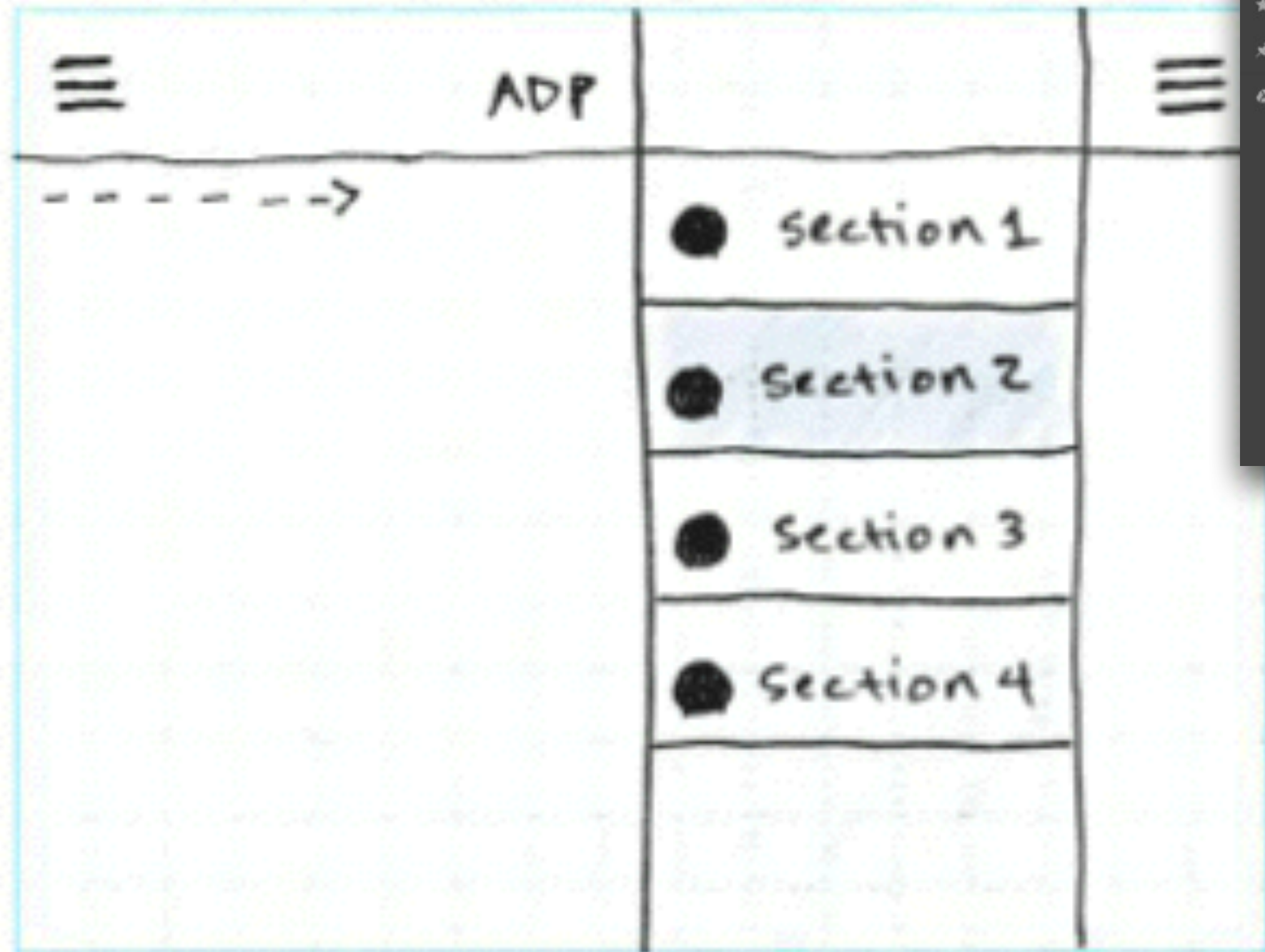
Paradigm 1

Left Hand Icons

- Does not take up much screen real estate
- Simple, clean
- Limits navigation through different parts of a complex app to a hierarchical format where the back button becomes the primary navigation tool
- **Ideal for:** Apps without many screens or with a consistent pattern of navigation through existing screens, **e.g. Mint**



Navigation Paradigms



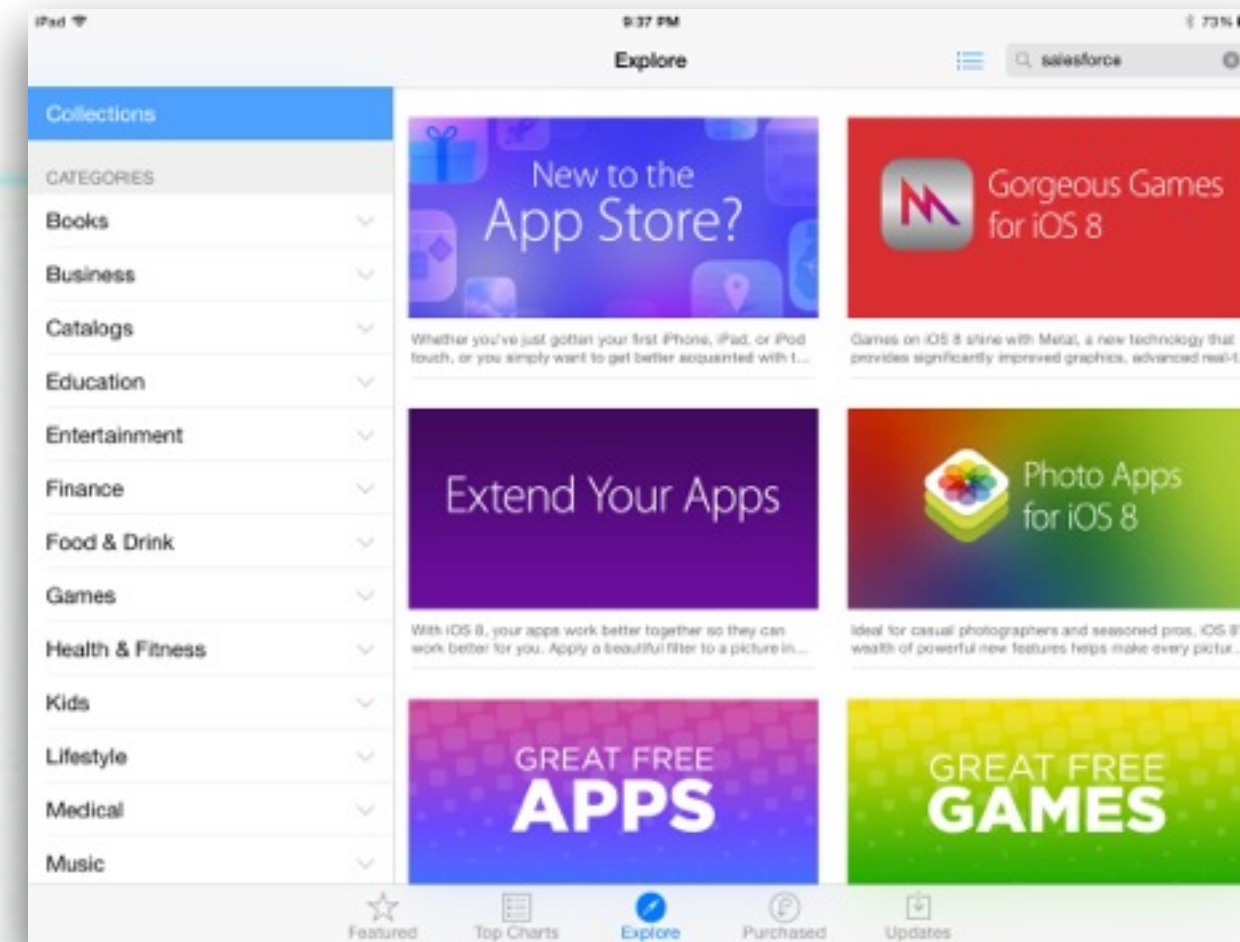
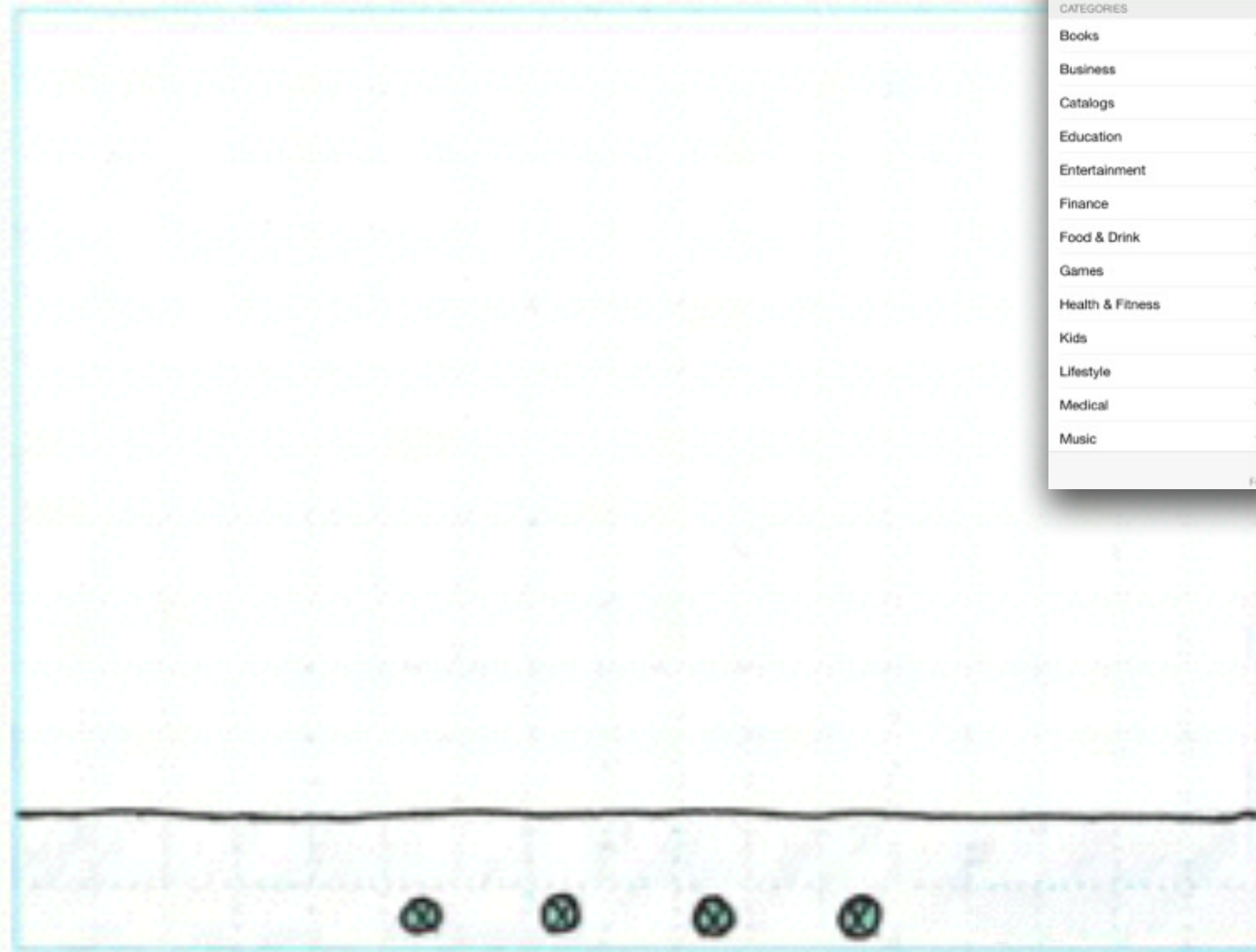
Paradigm 2

Sliding Drawer

- Preserves screen real estate for work within the app
- Buries navigation underneath the “hamburger” icon
- **Ideal for:** apps that entail a sustained activity like writing or reading as opposed to quick glimpses of different information , e.g. **Google Docs, Feedly**



Navigation Paradigms



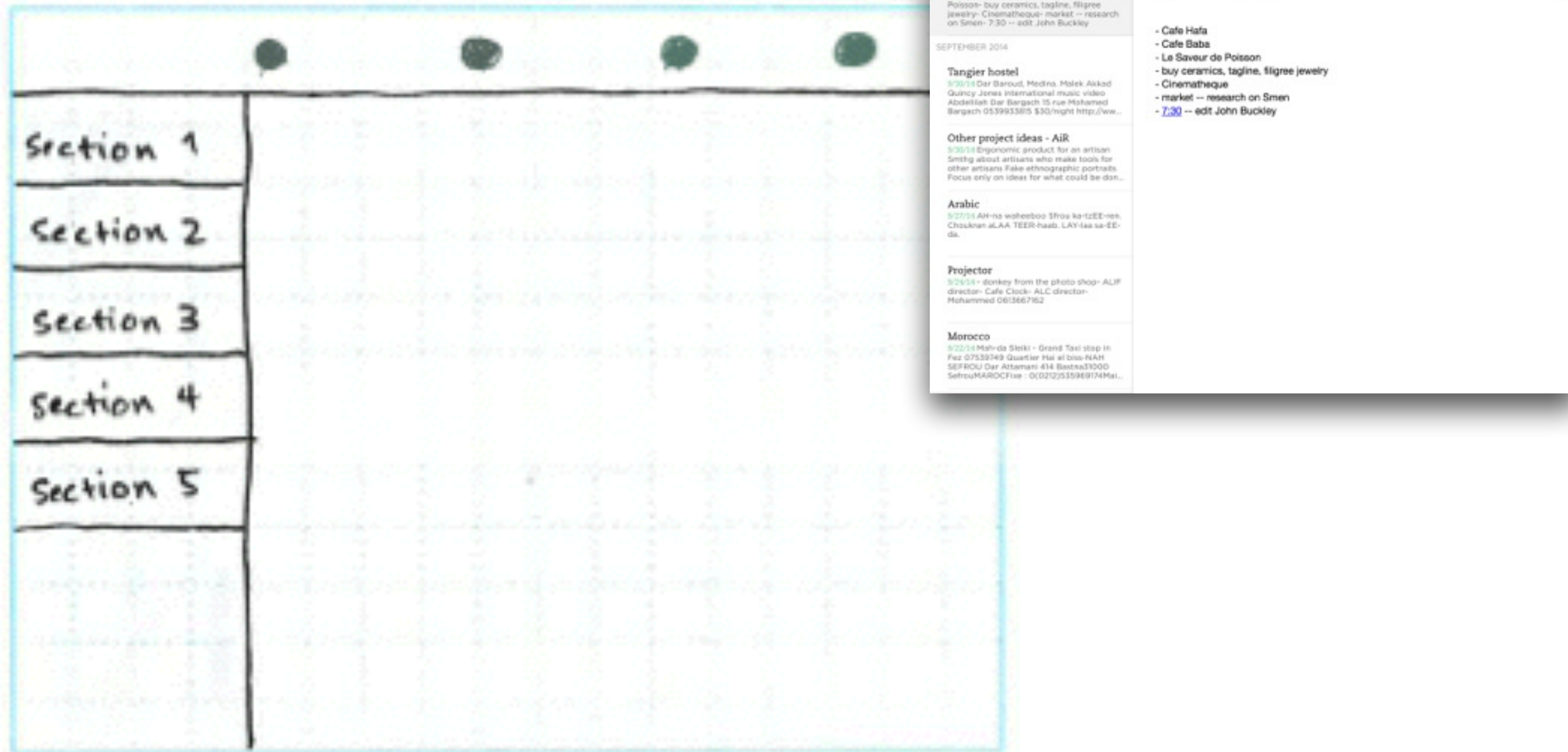
Paradigm 3

Bottom Nav

- Provides screen real estate to sections or actions that are extremely common within the app
- Recognizable pattern, being Apple's recommended scheme
- **Ideal for:** Apps with a few predictable actions, **e.g. the App Store**



Navigation Paradigms



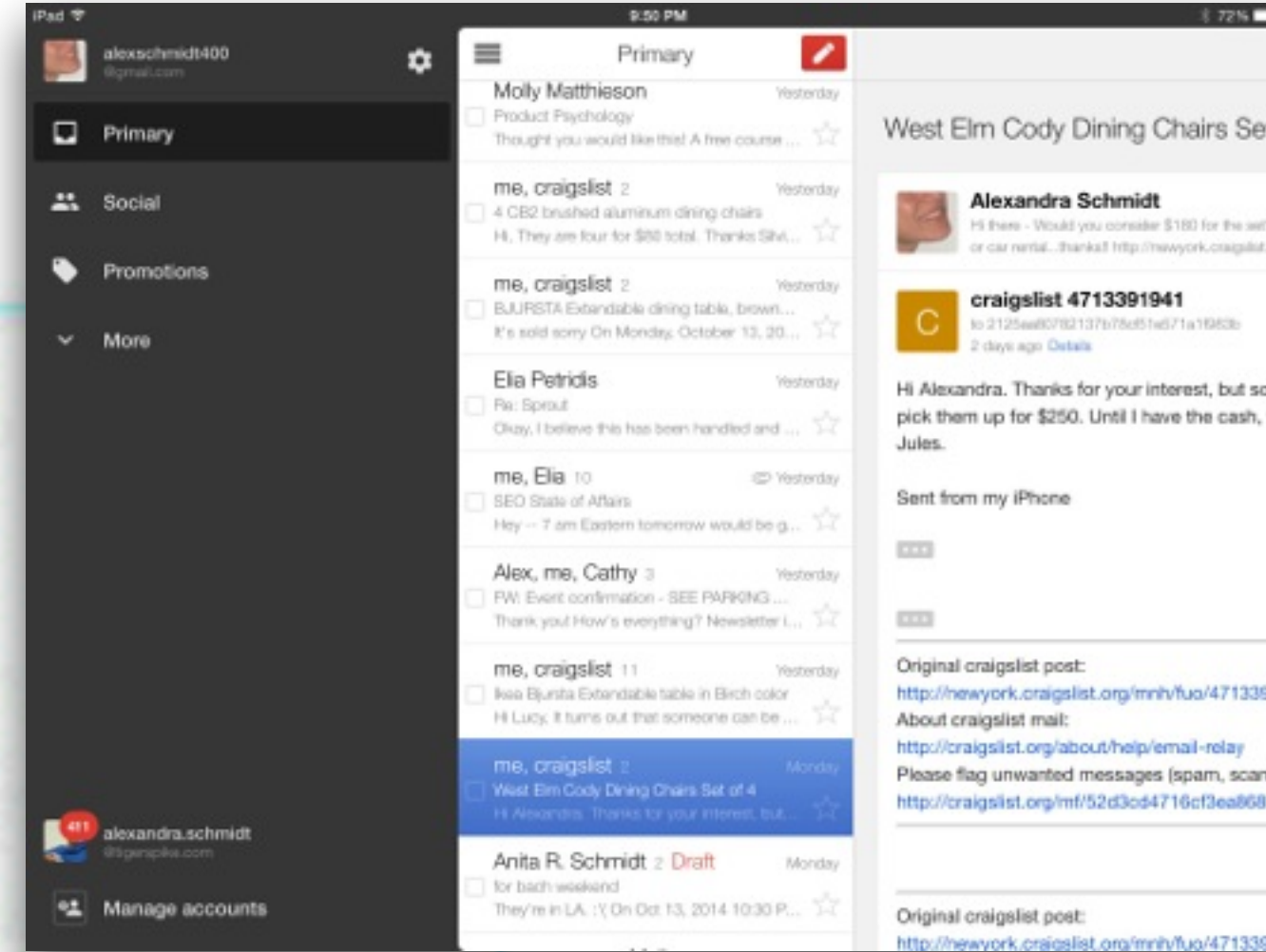
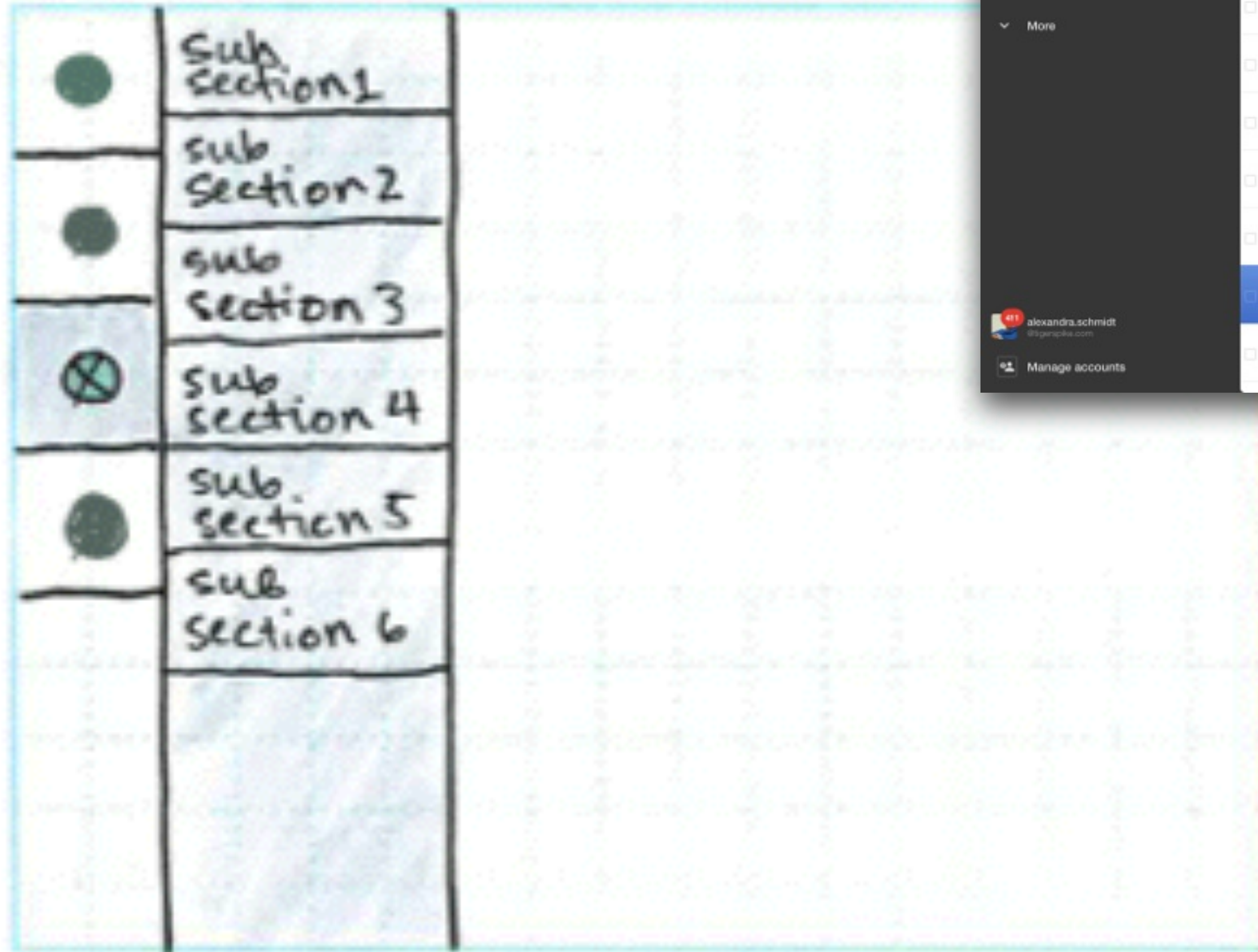
Paradigm 4

Fixed Left Hand Tabs

- Allows user to quickly and often switch between different sections
- Through contextual actions at the top of the screen, gives user easy access to anticipated actions within the app
- Takes up screen real estate
- **Ideal for:** Apps that require constant movement between many different sections, **e.g. Evernote**



Navigation Paradigms



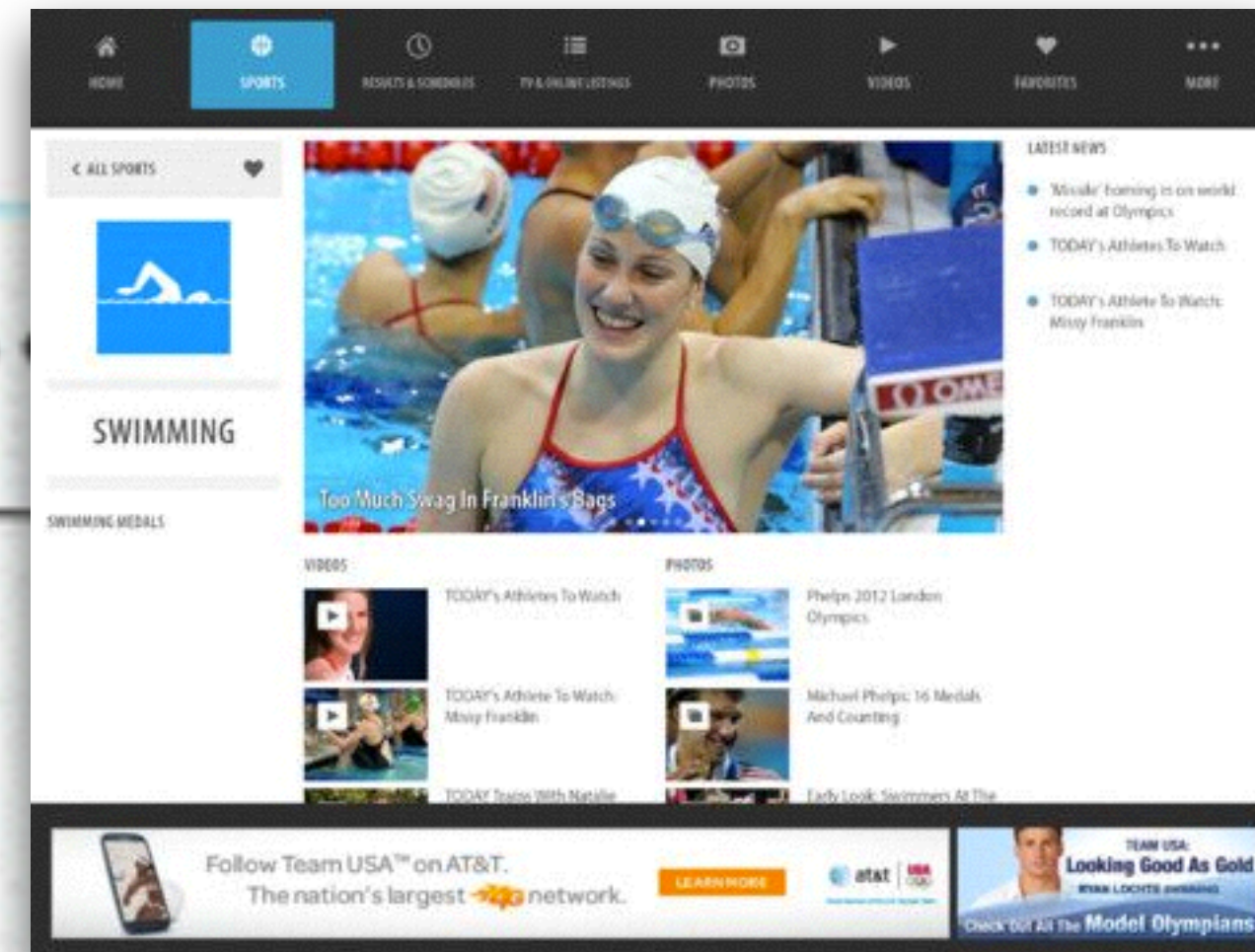
Paradigm 5

Double Vertical

- Uses a fair bit of screen real estate vis-a-vis other paradigms
- Exposes the navigation tree that the user will go through
- subsections can be customized to reflect particular bits of information (e.g. each section is a year)
- **Ideal for:** sites that have lists of information nested within subcategories, e.g. **Gmail**



Navigation Paradigms



Paradigm 6

Top Tabs

- Takes up screen real estate
- An irregular paradigm (differs from Apple's standard recommendations)
- Keeps key actions/sections very much at front of mind
- **Ideal for:** simple apps catering to large, general audiences, e.g. **NBC Olympics**

Dashboard

Dashboard

Talking Points

- What is the purpose of the Dashboard?
- What are user information needs and priorities (SVP, SE, SM, DM) for a Dashboard?
- Can we prioritize data and functionality based on different user types?
- What data is immediately available via Oracle?
- Are there any technical considerations or limitations?

Early Content and Functionality Ideas for the Dashboard

- *My Performance* to include summary data, opportunity for data visualization as donut chart or horizontal bar chart [check name]
- *My Team Performance* as a table and/or sparkline
- *Total Commission This Year*
- *Top Clients or Recently Closed/Open Deals*
- *Top Sales Managers*
- *Map View*
- **Note:** Further ideas to be fleshed out by speaking with users at different permission levels in the app



Sitewide Components

Components

Early Content and Functionality Ideas for Sitewide Components

- User Profile Modal
- Action Buttons
- Hide and Reveal using accordion menu
- Layering of data using card index analogy