

Fifteen Web Sites and Their Navigational Systems

Seven Commonly Used Navigational Systems	Web Sites Listed By Section Number Including URL	Navigational Systems Used By Number According to Chart
1. Hierarchical Navigational Systems	3.3.1 The Guggenheim Museum http://www.guggenheim.org	3.3.1 The Guggenheim Museum 1, 2, 3, 4, 6, 7
	3.3.2 The Museum of Modern Art http://www.moma.org	3.3.2 The Museum of Modern Art 1, 2, 3, 4, 5, 6, 7
2. Global Navigational Systems	3.3.3 Fast Company http://www.fastcompany.com	3.3.3 Fast Company 1, 2, 3, 4, 6, 7
	3.3.4 Direct FX http://www.foreign-currency.com	3.3.4 Direct FX 1, 2, 4, 6
3. Local Navigational Systems	3.3.5 Overseas Jobs http://www.overseasjobs.com	3.3.5 Overseas Jobs 1, 2, 3, 4, 5, 6, 7
	3.3.6 The Wall Street Journal http://www.careers.wsj.com	3.3.6 The Wall Street Journal 1, 2, 3, 4, 5, 6, 7
	3.3.7 Condomania http://www.condomania.com	3.3.7 Condomania 1, 2, 3, 4, 5, 6, 7
4. Integrated Navigational Systems	3.3.8 Atom Films http://www.atomfilms.com	3.3.8 Atom Films 1, 2, 3, 4, 5, 6, 7
	3.3.9 The White House http://whitehouse.gov	3.3.9 The White House 1, 2, 3, 4, 5, 6, 7
5. Remote Navigational Systems	3.3.10 Federal Bureau of Investigation http://www.fbi.gov	3.3.10 Federal Bureau of Investigation 1, 2, 3, 4, 5, 6, 7
	3.3.11 The Library of Congress Home Page http://www.loc.gov	3.3.11 The Library of Congress Home Page 1, 2, 3, 4, 5, 6, 7
6. Ad Hoc Navigational Systems	3.3.12 CIA World Factbook http://www.odci.gov/cia/publications/factbook/index.html	3.3.12 CIA World Factbook 1, 2, 3, 4, 6
	3.3.13 The First Church of Cyberspace http://www.godweb.org	3.3.13 The First Church of Cyberspace 1, 2, 6
	3.3.14 Salon Travel http://www.salon.com/travel	3.3.14 Salon Travel 1, 2, 3, 4, 5, 6, 7
7. Search Engines In Web Sites	3.3.15 Razorfish http://www.razorfish.com	3.3.15 Razorfish 1, 2, 3, 4, 5, 6

Figure 3.1 Fifteen Web Sites and Their Navigational Systems

Source: Primary

Fifteen Web Sites—Final Statements

<p align="center">Navigational Systems 1 = Not Effective / 10 = Effective Rating</p>	<p align="center">Final Statements— Regarding Overall Navigational Systems</p>
<p>3.3.1 The Guggenheim Museum http://www.guggenheim.org 6</p>	<p>3.3.1 The Guggenheim Museum Global navigational system in Bilbao subsite confusing; section headers not consistent; information in browser's window in foreign language—English speaking end user may not understand; slow to moderate download time.</p>
<p>3.3.2 The Museum of Modern Art http://www.moma.org 4</p>	<p>3.3.2 The Museum of Modern Art Overall navigational systems confusing to end user; spawned windows invade end user's screen; rollovers on main navigational system do not highlight; slow download time.</p>
<p>3.3.3 Fast Company http://www.fastcompany.com 7</p>	<p>3.3.3 Fast Company Consistent global navigational bar at top of Home Page; redundant navigational systems; several ad hoc links; extremely overcrowded, chaotic Web page design; and inconsistent use of section headers; slow download.</p>
<p>3.3.4 Direct FX http://www.foreign-currency.com 2</p>	<p>3.3.4 Direct FX Consistent global navigational bar on left side; Home Page button redundant; <i>pseudo</i> top navigational bar—does not work and not linked; poor Web page design; lots of scrolling; slow download.</p>
<p>3.3.5 Overseas Jobs http://www.overseasjobs.com 10</p>	<p>3.3.5 Overseas Jobs Very consistent global and local navigational systems; excellent Web page design and layout; fast download.</p>
<p>3.3.6 The Wall Street Journal http://www.careers.wsj.com 10</p>	<p>3.3.6 The Wall Street Journal The information design is excellent; information easily accessible to all users; good global and local navigational systems; good use of site map; fast download.</p>
<p>3.3.7 Condomania http://www.condomania.com 7</p>	<p>3.3.7 Condomania Delightful design; good global navigational bar; poor local navigational system—not complete; good use of pull-down menus that enable end user to find what they want online in this site; very slow download.</p>
<p>3.3.8 Atom Films http://www.atomfilms.com 2</p>	<p>3.3.8 Atom Films Frames used for construction of Web page; too many navigational systems; difficult for end user to understand; extremely slow download.</p>
<p>3.3.9 The White House http://whitehouse.gov 9</p>	<p>3.3.9 The White House Use of graphical icons for global navigation; may not work—end user might have difficulty understanding metaphor; intensive scrolling; inconsistent Web page design; good information on navigational systems; fast download.</p>
<p>3.3.10 Federal Bureau of Investigation http://www.fbi.gov 6</p>	<p>3.3.10 Federal Bureau of Investigation One global navigational system at top and left side—needs improvement; navigational system not consistent on every Web page; it does not match site map; buttons need to be redesigned and made more consistent; inconsistent headers; fast download.</p>
<p>3.3.11 The Library of Congress Home Page http://www.loc.gov 9</p>	<p>3.3.11 The Library of Congress Home Page Global navigational system on Home Page—not replicated on every page; good use of section headers; ad hoc hypertext links not consistent; fast download.</p>
<p>3.3.12 CIA World Factbook http://www.odci.gov/cia/publications/factbook/index.html 5</p>	<p>3.3.12 CIA World Factbook Global navigational system is repeated twice; navigation from main CIA site does not lead back; navigational system could be integrated with photographic collage; moderate to slow download.</p>
<p>3.3.13 The First Church of Cyberspace http://www.godweb.org 1</p>	<p>3.3.13 The First Church of Cyberspace Global navigational system is repeated three times (left side); mostly ad hoc links; lacks structure; hard to find information; very intensive scrolling; extremely poor Web page design.</p>
<p>3.3.14 Salon Travel http://www.salon.com/travel 10</p>	<p>3.3.14 Salon Travel Extremely well designed global and local navigational systems with search feature; very good Web page design; overall site structure not confusing to end user; fast download.</p>
<p>3.3.15 Razorfish http://www.razorfish.com 10</p>	<p>3.3.15 Razorfish Global navigational and local navigational systems are hypertext links, which work efficiently; some parts of navigational systems may be confusing to end user; JavaScript makes this site highly interactive—some of the interactivity may be confusing to end user; excellent color choices, layout, and Web page design; lots of scrolling; slow download time.</p>
<p>Note: On page 93 and 94 of Thesis Report, this Matrix is on two pages and easier to read.</p>	
<p>Figure 3.2 Fifteen Web Sites—Final Statements Source: Primary</p>	