

Starbucks Store iPad Hub MVP - Phase 2.3

# IA & Navigation: Align on navigation layout

Monday, August 14, 2023

## Agenda

**The goal of this session is for One North ad Starbucks to discuss the approach to navigation layout on the Store iPad Hub for optimal usability.**

- 30 min** Align on navigation layout
- 10 min** Discuss focus for landscape orientation lo-fidelity designs
- 10 min** Discuss approach for hi-fidelity usability testing
- 05 min** Action items & upcoming meetings

# Align on navigation layout

# **Background context**

## Current Navigation

### One North has worked closely with the Starbucks team to create lo-fidelity designs for the navigation.

The current navigation is reflective of:

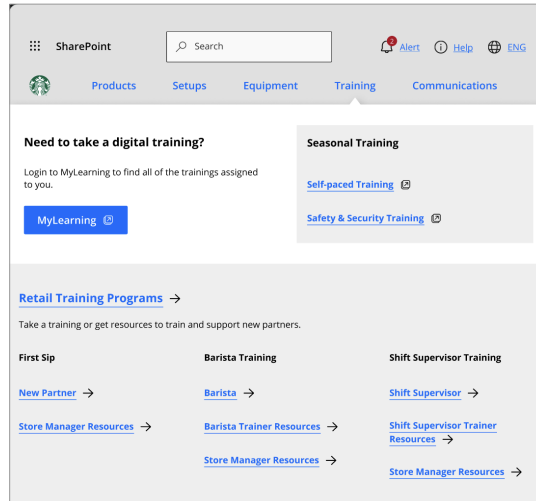
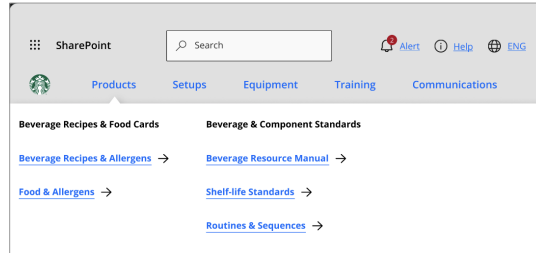
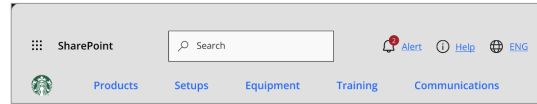
- 1 round of tree testing
- 6 rounds of usability testing

We gathered insights from Baristas, Shift Supervisors, and Store Managers in the Tryer Lab and National Panel to understand the user experience for accomplishing in-store tasks.

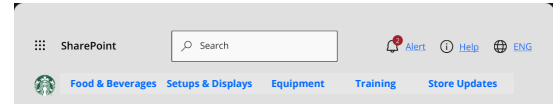
The navigation was designed with SharePoint requirements in mind to align with the scope of the MVP.

### For Phase 3, we made updates to the navigation labels to align with the responsive web experience and based on our findings from another round of usability testing

#### Tested navigation - Phase 3



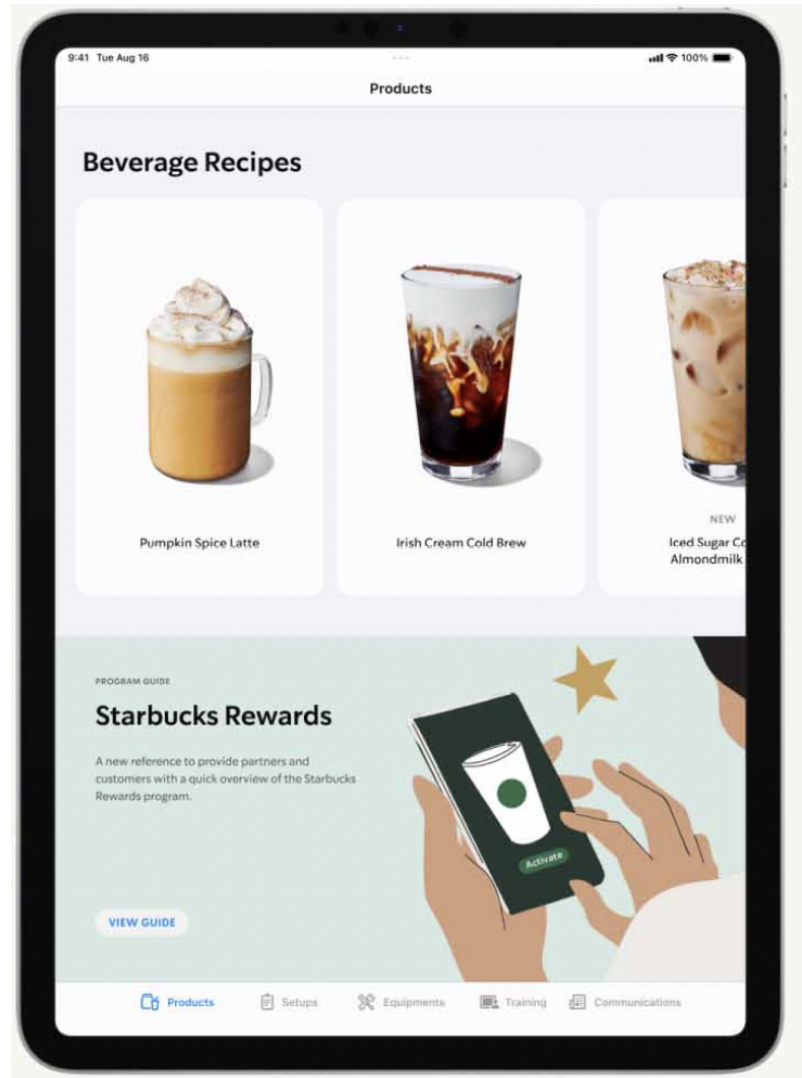
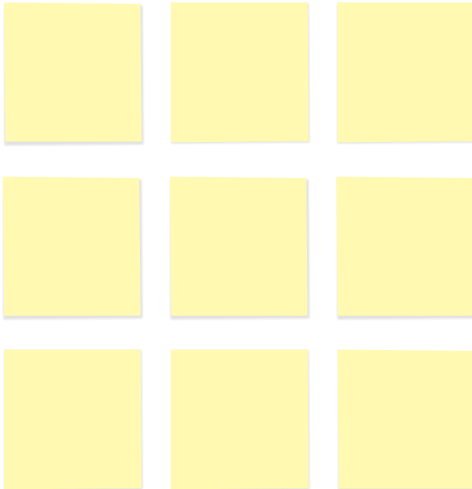
#### Proposed updates to navigation - Phase 3



**The Starbucks team has brought forward the proposal to move the navigation to the bottom bar.**

- Tab bars are a popular UI design for mobile-class apps because they make it easy for users to access important features, such as navigation, regardless of where they are in the app.
- Placing the tab bar at the bottom of the screen makes it easy to reach with one hand. This is especially important for users who are on the go or have limited mobility, as it reduces the need for them to stretch or adjust their grip to access app features.
- Additionally, the bottom tab should be used for designated top-level destinations of similar importance and kept visible at all times. It does not scroll with the page, allowing users to have direct access to the top-level destination from anywhere in the app at any time.

**Are there other reasons why you are considering a bottom navigation for the Store iPad Hub?**



# **Best practices for navigation on mobile vs. tablet**

#### How users hold a tablet

Data shows that typically 88% of people use a tablet while sitting.

- Considering Partners will most likely be standing and performing tasks while using the iPad hub, we want to optimize for that experience.

The most common way users stand with an iPad is to hold it with two hands, like a clipboard.

- This means that users are primarily using their thumbs to navigate in this configuration.
- Items closer to the side of the screen are the most easy to access in this configuration.

Users also tend to use a tablet in portrait view 60% of the time and landscape 40%.

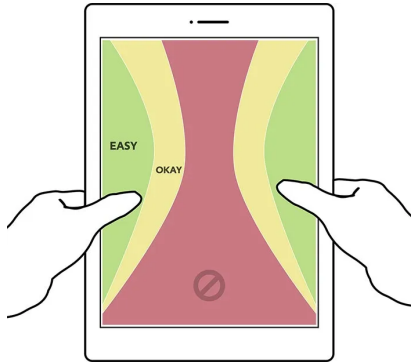
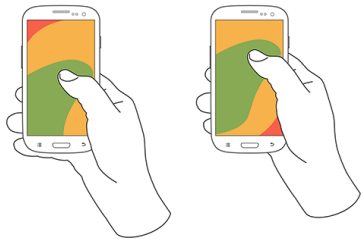
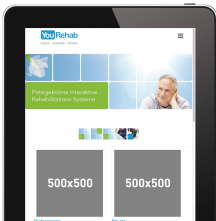


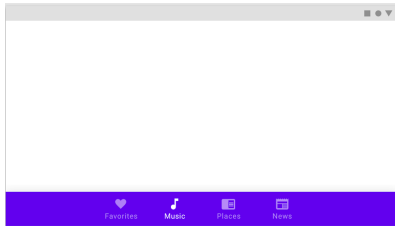
Diagram of a user's reach when holding a tablet with two hands.



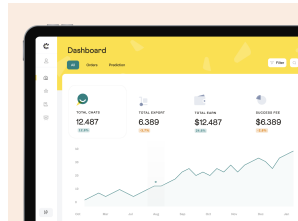
Compare to a diagram of how a user holds a standardized phone in one hand.



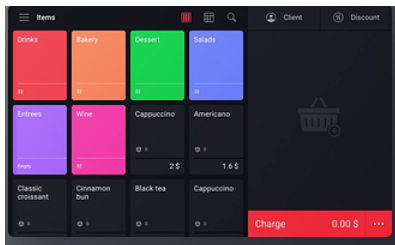
**Hamburger menu** - a menu behind an icon that takes up the full screen. It can accommodate a large number of navigation items. This is a common menu type that users are familiar with on a variety of devices, but it does hide menu options behind a tap, so users may miss options.



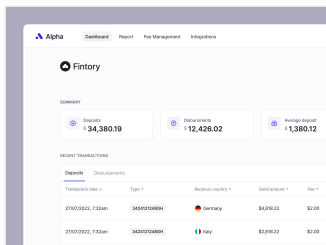
**Bottom Tab Navigation** - a menu bar that sits at the bottom of the screen and remains sticky, staying with the user as they scroll. The bottom navigation is within reach of the thumbs. This is ideal for 5 or less menu options.



**Drawer Navigation** - a variation of the hamburger navigation where the menu takes up the side of the screen. Icons can be used in the collapsed state. When it expands out, the navigation labels appear. This gives more space for longer labels and better context.



**Card navigation** - a way of displaying content for easy access in apps. Card navigation is highly customizable and organized. It is very easy to convey horizontal or vertical scrolling on card navigation, as well as provide ample information.



**Top navigation** - a menu bar that sits at the top of the screen. It can be sticky to the top or hidden. It is not ideal on a smaller phone screen since it is out of comfortable reach of thumbs when holding a smaller device. Top and bottom navigation can be used together in mobile apps to display primary and secondary links.

**Text based navigation is heavily relied on by users to use a menu on tablet.**

- While they may recognize some icons, few of them are universally recognized 100% of the time.
- Make sure to use text labels when possible.

**Design for touch, keeping the size of fingers and thumbs in mind.**

- Make sure interactive areas are at least 44X44px square so they are large enough to interact with.
- Don't crowd items too close together.

**Make sure visual elements are balanced and keep in mind the visual hierarchy of a menu.**

- Consistently use colors with good contrast. Use only one color for navigation elements.
- When using colored backgrounds stick to white or black for the menu items.
- Use consistent spacing and indentation for multi-level navigation.

**Search is still key in navigation.**

- Make sure the search is readily available at the top of the screen.

**Use visual cues to show users their location within the experience.**

**Make it possible to go back one step at a time for while users are browsing.**

- Don't make them always go back to the homepage with no other options.
- On page linking and back buttons are helpful for moving around a tablet navigation.

**Sources:** <https://agentestudio.com/blog/best-practices-mobile-navigation-design>, <https://www.justinmind.com/blog/mobile-navigation/>, <https://alistapart.com/article/how-we-hold-our-gadgets/>, <https://uxdesign.cc/top-navigation-vs-side-navigation-wich-one-is-better-24aa5d835643>, <https://www.websitebuilderexpert.com/building-websites/website-navigation-best-practices/>

# **Our Recommendation**

## Know Your User

**When considering what navigation is best to use for the iPad hub, we need to consider who our user is.**

Our Partners who will be interacting with the iPad hub will be doing so on the move. They will primarily be using it to help assist with on apron tasks, and quickly looking for information.

We should consider that they might be holding the iPad with two hands while operating it, or they may be resting it on a counter as they make a beverage.

**The most important aspect is that items will need to be quickly visible and accessible for them to be able to complete their tasks.**



Nathan B.  
**New Barista**

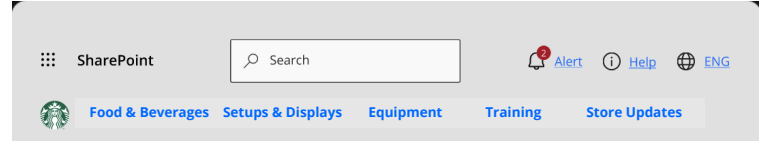
18  
0 YEARS OF PARTNER EXPERIENCE  
HIGH SCHOOL GRADUATE  
SINGLE

"This is my first job and I rely a lot on more experienced partners to help onboard me. I find the digital tools overwhelming to navigate and have challenges with the security authentication, so I prefer to ask for verbal direction from others. I like using the store iPad and its apps because the user interface is familiar to me."

Phase of journey	Mid-Shift			Store Close			
Actions What does the partner do?	Train for seasonal promotion		Look up date standards	Clock out	Daily cleaning		
Touchpoint What content do they interact with?	Paper updates	Hard copy of "New Brewing"	iPad app	Partner Hub	Peer-to-peer training	Clean, safe and ready cards	Peer-to-peer training
Partner Feeling What is the partner feeling?	😊		😞	😊	😞	😊	😊
Partner Thought What is the partner thinking?			"Partner Hub is confusing to navigate and the security authentication is challenging"	"I wish everything was in one place"		"I want a simple interface that mirrors apps I already use, and I want to be able to access information anywhere"	"Paper makes my job challenging because I don't have time to read everything"

**Having tested for the top bar navigation over several rounds, we would still recommend staying with the top navigation approach.**

- With this design, Partners can see all the options immediately without having to open a menu. In our rounds of user testing, partners found this menu to be intuitive to use and made content easy to find.
- The top navigation also accommodates our drop down menus that have been helpful for organizing content for partners.
- We also know we can build this menu within Sharepoint's requirements.



**If hi-fidelity testing proves that there are issues with a top navigation, our other recommendation would be to use a left rail drawer navigation.**

- Drawer navigation will be able to accommodate our navigation labels and icons, as well as the larger sub menus.
- In addition, the left rail will be easily accessible if the partner is holding the iPad with two hands or if they are laying it down on a table.
- Left navigation also aligns with typical F pattern eye scanning, so it will be easily seen by partners who are not used to having a navigation in the Store Resources App.
- With its vertical layout, left navigation is easier to scan, letting partners easily and quickly find links.

