Navigation and its role in raising the efficiency of the website

Prof. Mohamed Mahmoud Ahmed Shehata
Professor Emeritus and former Head of Advertising Department - Faculty of Applied Arts, Helwan University
Dr.m.shehata50@gmail.com

Dr. Faten Ebrahim Awad Khamis
Instructor, Department of Advertising - Faculty of Applied Arts, Damietta University
fatenibrahim18@gmail.com

Researcher. Maram Adel Ezz-el din Hammad
Teaching assistant at the Advertising Department - Damietta University
Maramhammad84@gmail.com

Abstract

Navigation design is considered one of the most important technical elements used in most modern programming applications, especially the websites. However, it has not received enough attention from research and study to the extent imposed in proportion to its functional importance in the Arab world. Navigation plays a major role in shaping our online experiences and provides access to information in a way that enhances understanding, reflects the brand, and adds credibility to the website. Therefore, navigation is not limited to choosing a row of buttons, it should be consistent with the user and business goals. This requires a deep understanding of each, and how to organize information, page layout, and design presentation. Business goals are based on the assumption that users will be able to find information and services easily. these sites to succeed, people must be able to navigate effectively. Given the huge amount of information available on the websites, users feel confused and lost, hence the importance of navigation systems come, as it provides the necessary assistance to guide users, and reduces the problem of loss and improves the effectiveness of searching for information. the search problem It consists in not observing the principles of navigation that guarantee the success of the Arab website, and the research aims to identify the various methods of navigation and their aesthetic and functional standards that guarantee the success of the site, it also describes the relationship between the type of navigation and the user, content, and activity of the institution.

Keywords

 (Navigation- websites- web page -user interface).