

# Preliminary Navigation Options



Below are some initial explorations of different ways to navigate through ZDF.de. The list shows six ways a user might move around the site. We are by no means bound to or limited to these options.

\* The last option has many possibilities and should be explored deeply.

	<p>● <b>program pull-down menu</b> - users can use the pull-down to navigate directly to a show's site.</p>
	<p>● <b>search</b> - users can search with different levels of specificity. They always have the option of searching only ZDF.de or they can search the entire world wide web. When they are in a section (i.e. Entertainment) they are also given the opportunity to search within that context.</p>
	<p>● <b>primary navigation</b> - users can always use the primary navigation to go through the site. Navigation categorized by on-air genres. On the homepage, only the three main genres will be visible. When the user is deeper into the site, they will get sub-navigation as well.</p>
	<p>● <b>features</b> - users can use features to navigate to the articles by clicking on the "click here" link or on the image associated with the feature. Features will have a similar format throughout the site, regardless of the section.</p>
	<p>● <b>related links</b> - ZDF.de will, whenever possible, provide related links to articles the user is reading and section sthe user is visiting. They will appear in the form of linked text.</p>
	<p>● <b>contextual functionality/information module</b> - users will always have access to a module that will provide them with functionality as well as content based on where they are in the site. For example, ABCNews.com, the user is provided with Community, Audio, Video, Webcast , Wireless, and Polls from every section of the site within the context of that section. It all takes place within one box, thereby maximizing screen real estate. (also see bbc.com's entertainment section)</p>