Mobile Design Pattern: Repeated Menu

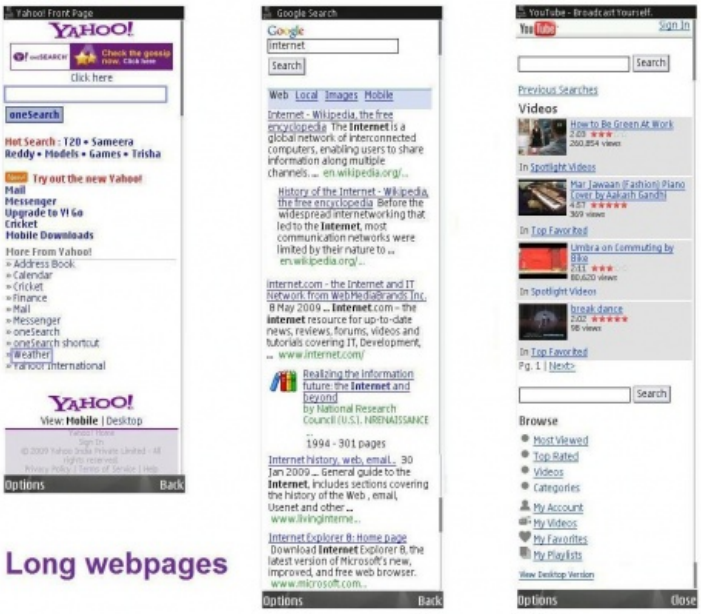
This design pattern is part of the Mobile Design Patterns series.

Description

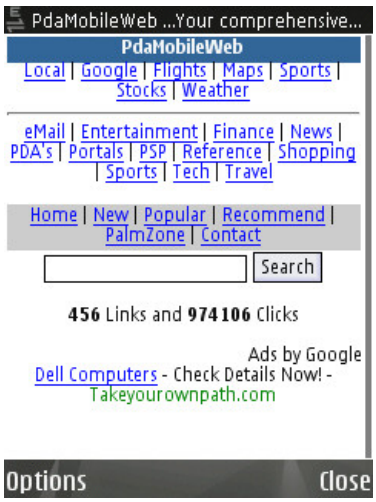
List of main navigation links at the bottom of the page, as shown in the screenshots below, is called a Repeated Menu.

Use when

Sophisticated mobile optimized are webpages built so that the whole web page can be accommodated in one screen itself. However, many times, the webpage is long to be displayed in a single screen as shown in screenshots.



In such circumstances, the user needs to scroll down to see the complete content of the website. To provide the user the flexibility - not to scroll back to the top again, but to access navigation links from the bottom of the page, Repeated menu is worth using.



Use how

Since this is not a primary navigation component, but only a simple component to enhance end user experience, it can be simple links in a line. Generally these lines are separated by "|" as shown below.

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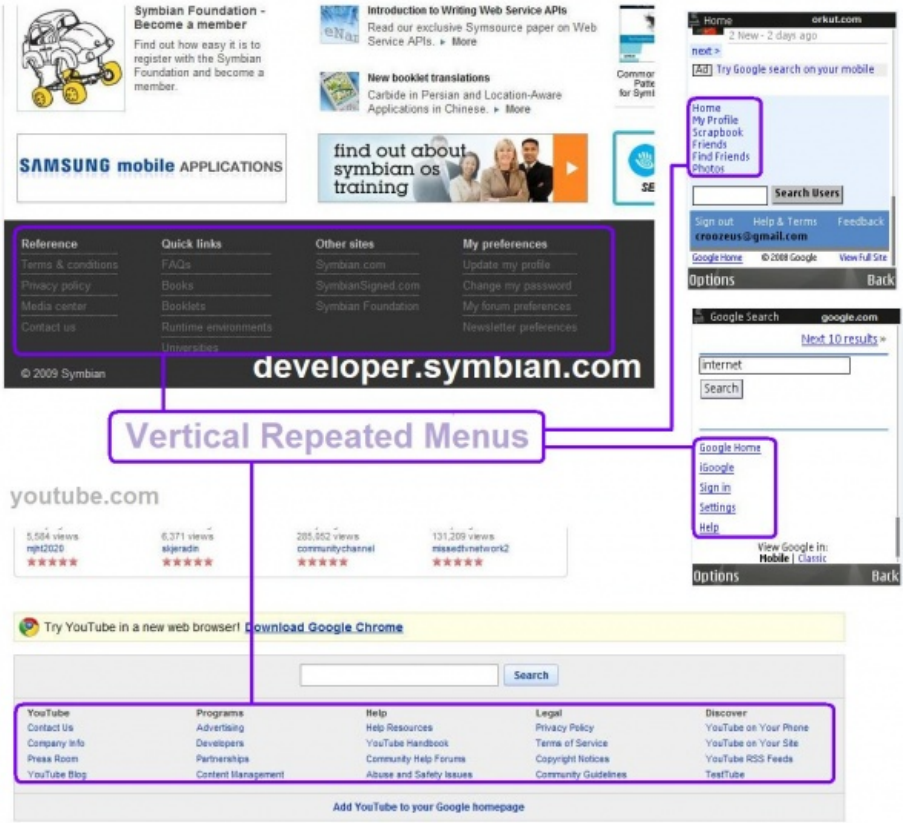
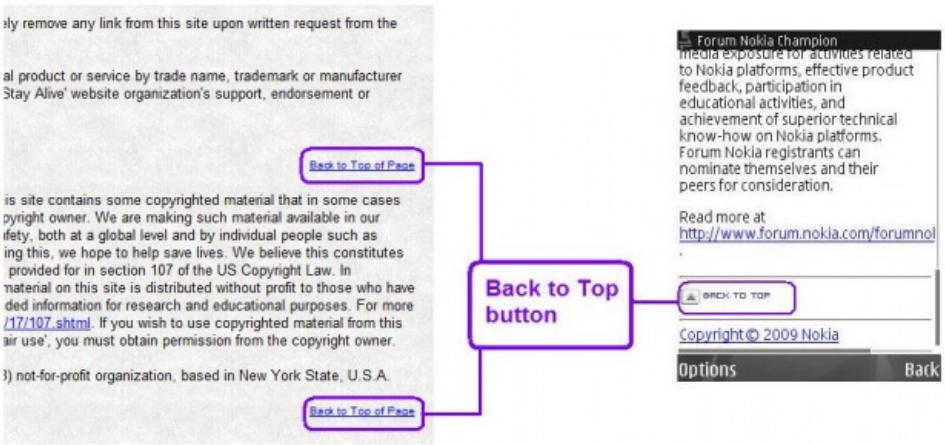
Some mobile optimized website do have a repeated menu in the form of vertical links as shown in screenshot below. A class of designers (particularly mobile designers) prefer the vertical repeated menus because user can access them while scrolling and do not need to switch to other arrow key.



Exceptions

- While repeated menus add to the usability of the website, so designers might want to avoid it. The repeated menu can be avoided and instead a "Back to top" button can be used. By clicking this button the use can jump to the top of the page where navigation options are ready available and accessible.



Design tips

- Sometimes, it may be a helpful and attractive to have a repeated menu in the form of image icons. The graphics of the icon may indicate the nature of the target page. Also, a short description may pop-up when the icon has focus.

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--Submitted by croozeus 01:18, 12 May 2009 (EEST)

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