



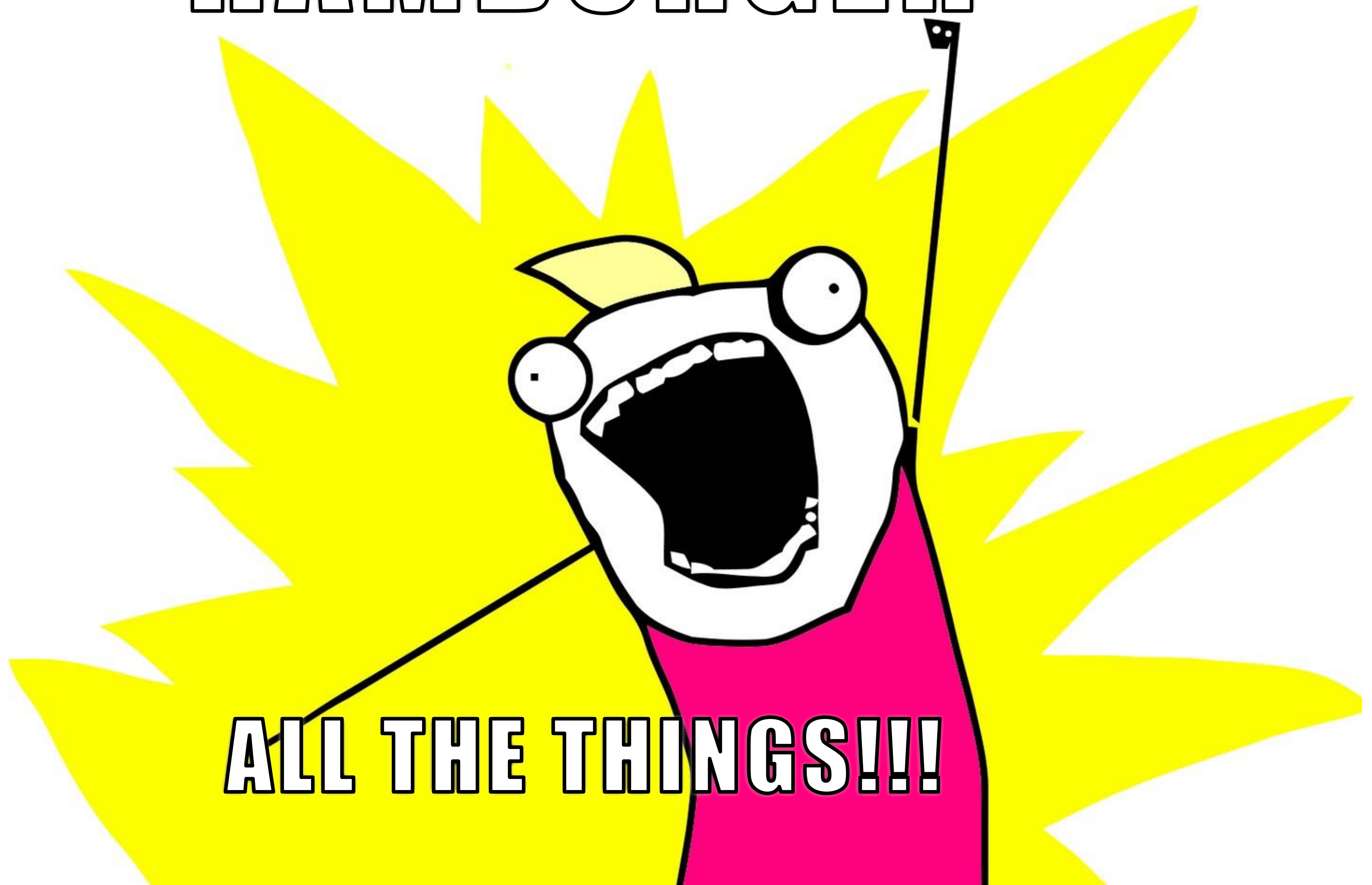
**TO HAMBURGER
OR NOT TO HAMBURGER**

JENS SCHALLER

- ▶ Senior UX Specialist und iOS Developer (tarent Solutions GmbH)
- ▶ Im UXBN Orga Team
- ▶ <http://jens-schaller.de>
- ▶ [@schallerje](#)



HAMBURGER



ALL THE THINGS!!!

CAN I HAZ

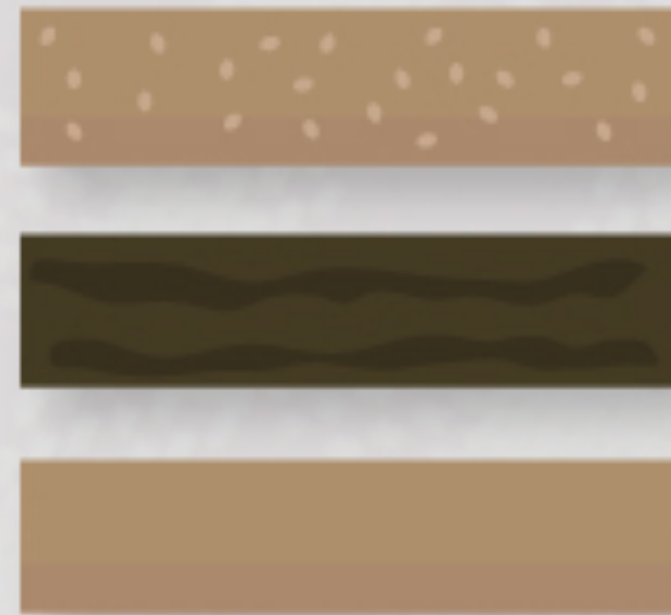
**HAM
~~CHEEZ~~BURGER?**

HAMBURGER BUTTON

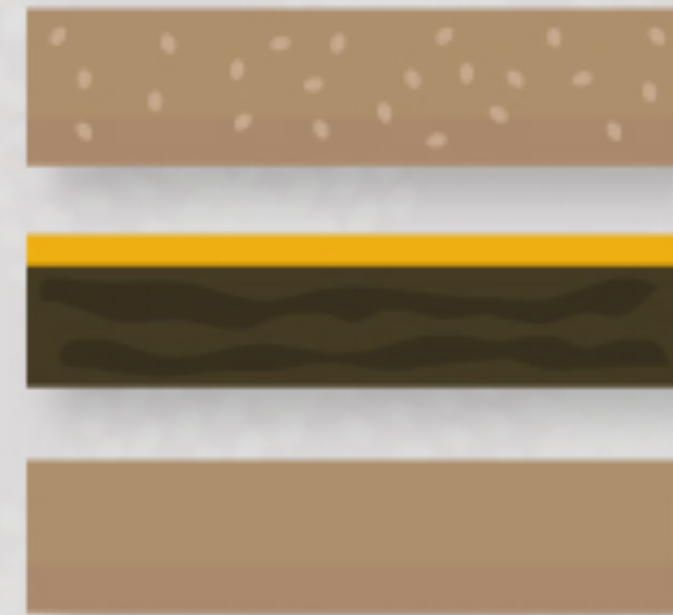
The notorious **“hamburger button”** is the menu button it seems like everyone is using... use any of these icons as your new way of mobile navigation, or showing someone where your settings are.



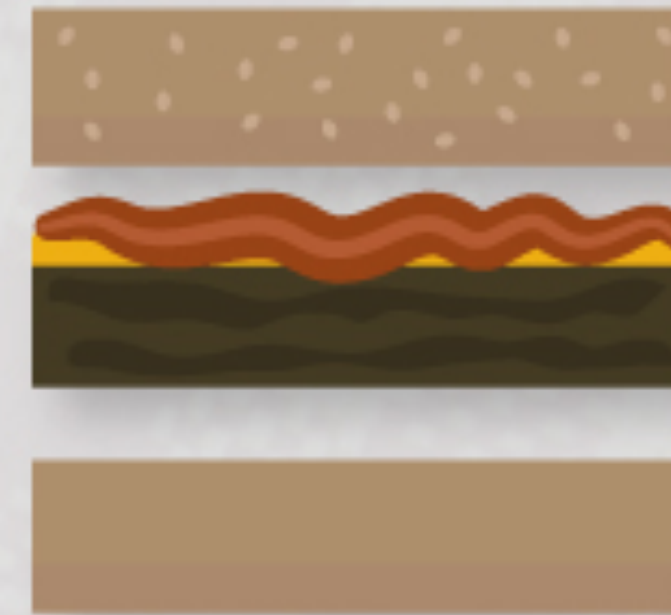
MENU



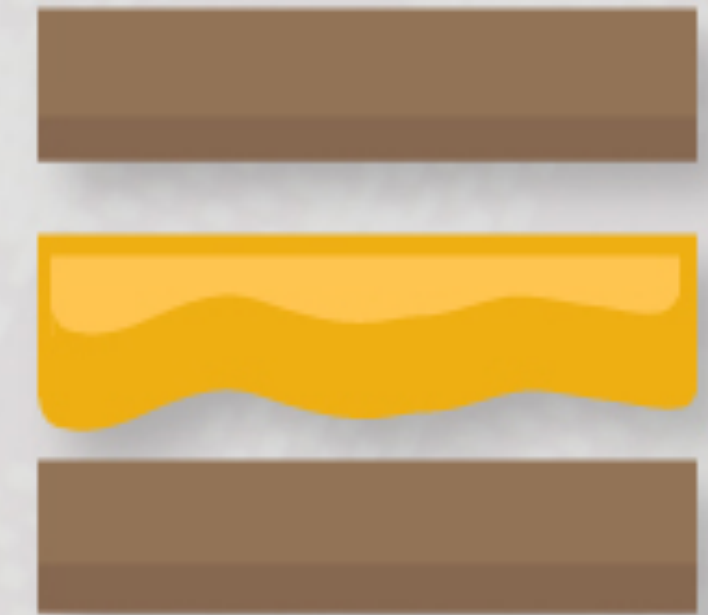
**PLAIN-OL'
HAMBURGER**



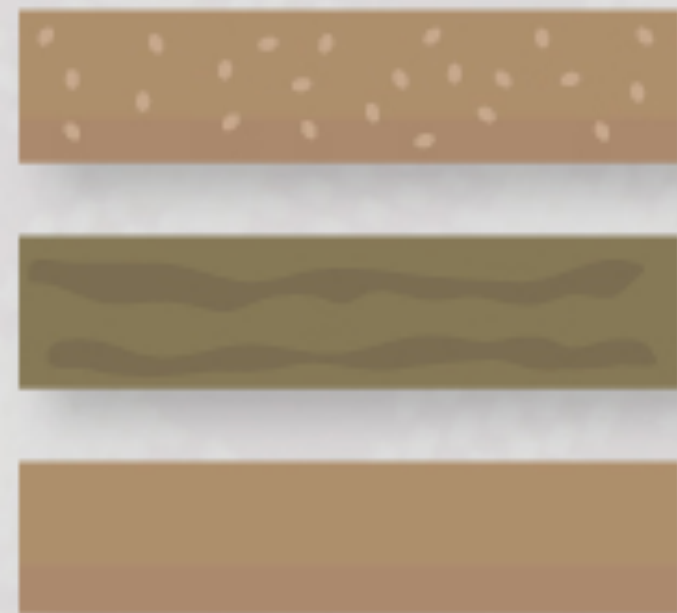
CHEESEBURGER



**BACON
CHEESEBURGER**



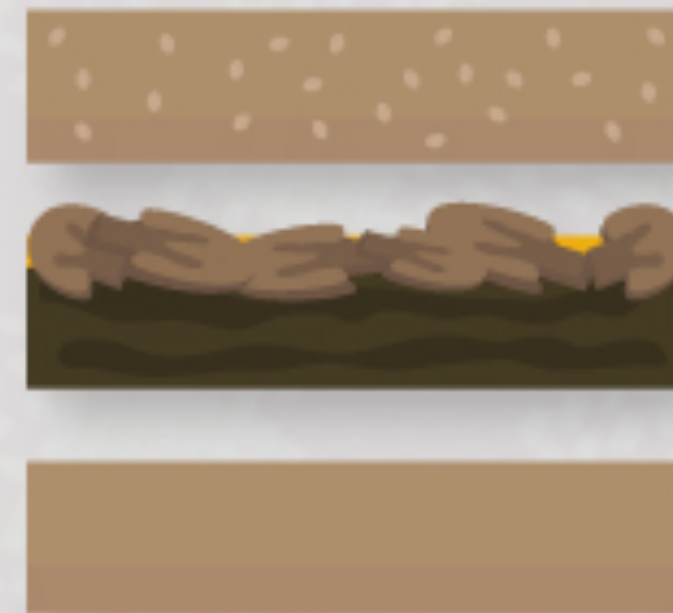
**GRILLED
CHEESE**



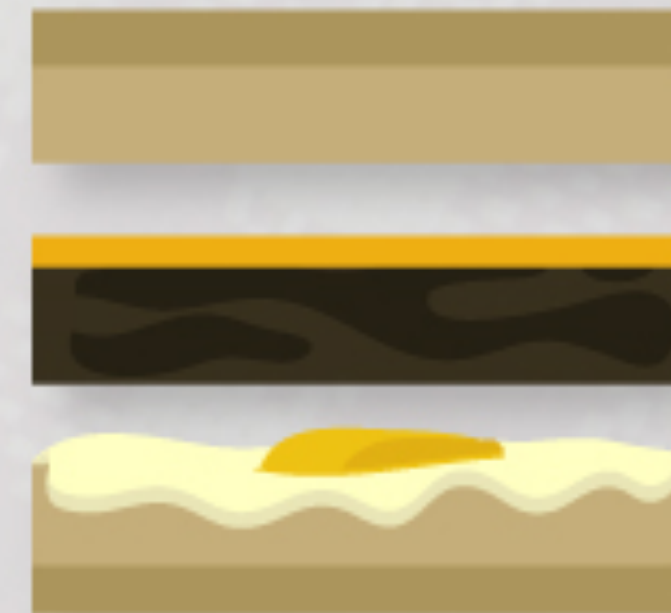
**TURKEY
BURGER**



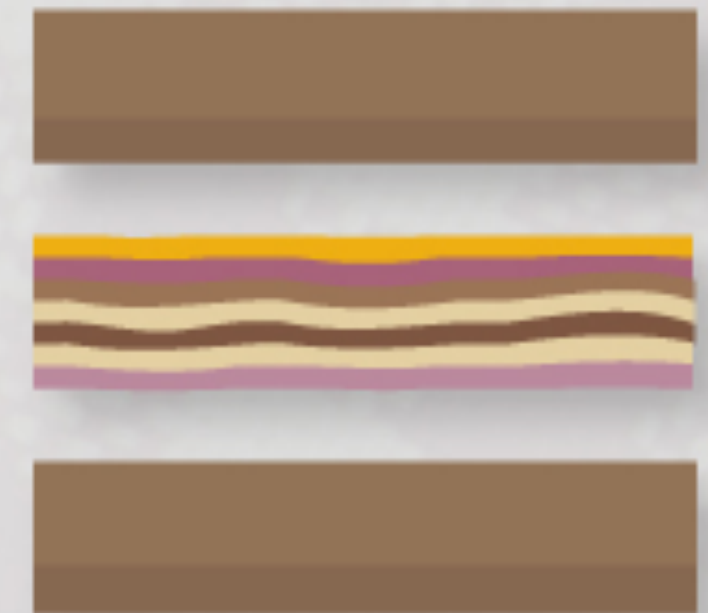
**THE
PITTSBURGHER**



PORTABELLA



**SAUSAGE/EGG
N' CHEESE**

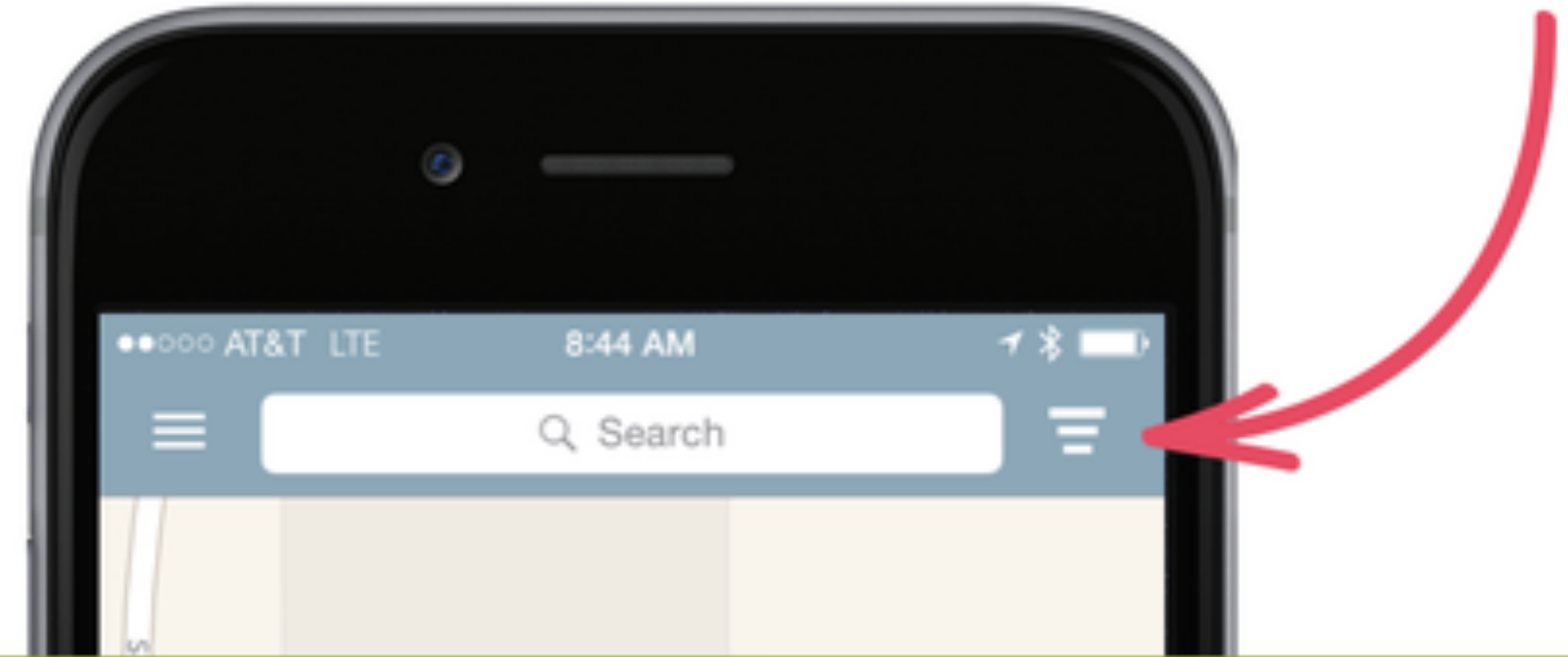
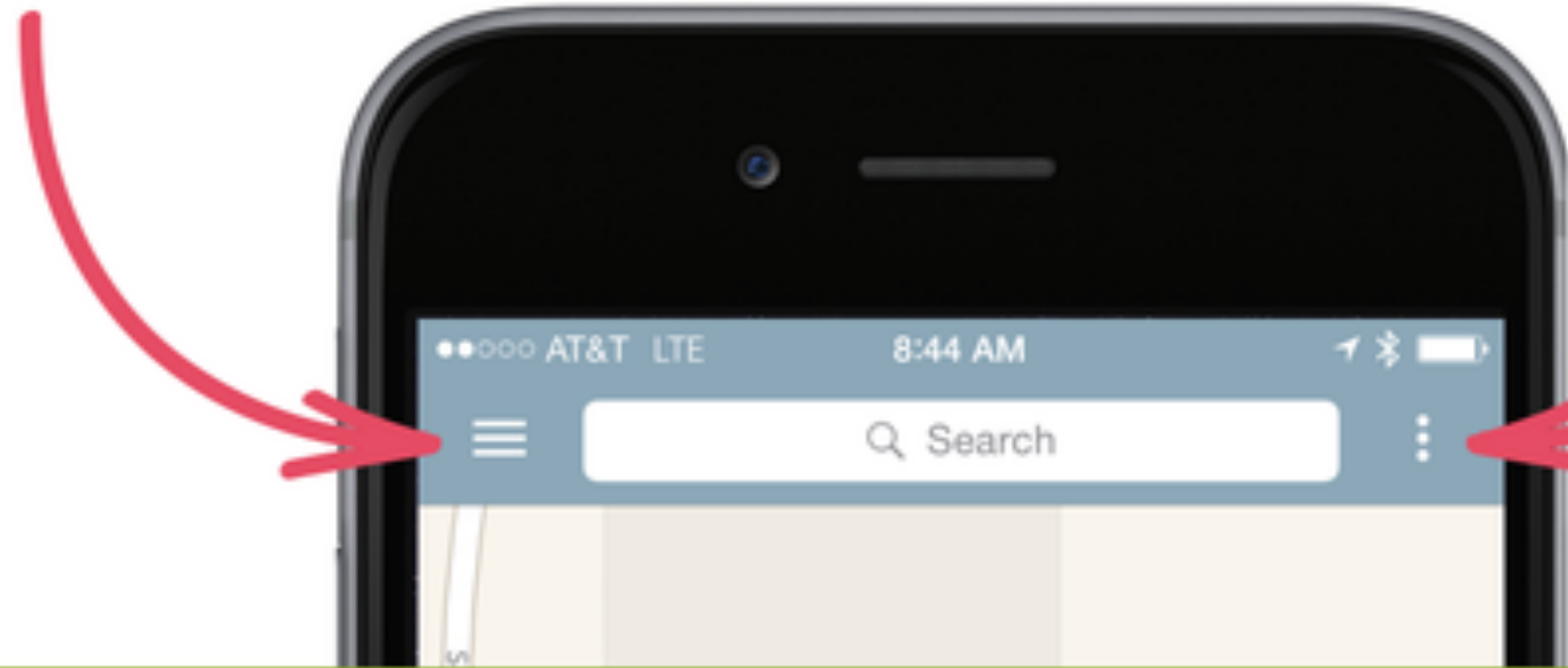


THE CLUB

Hamburger Menu

Kebab Menu

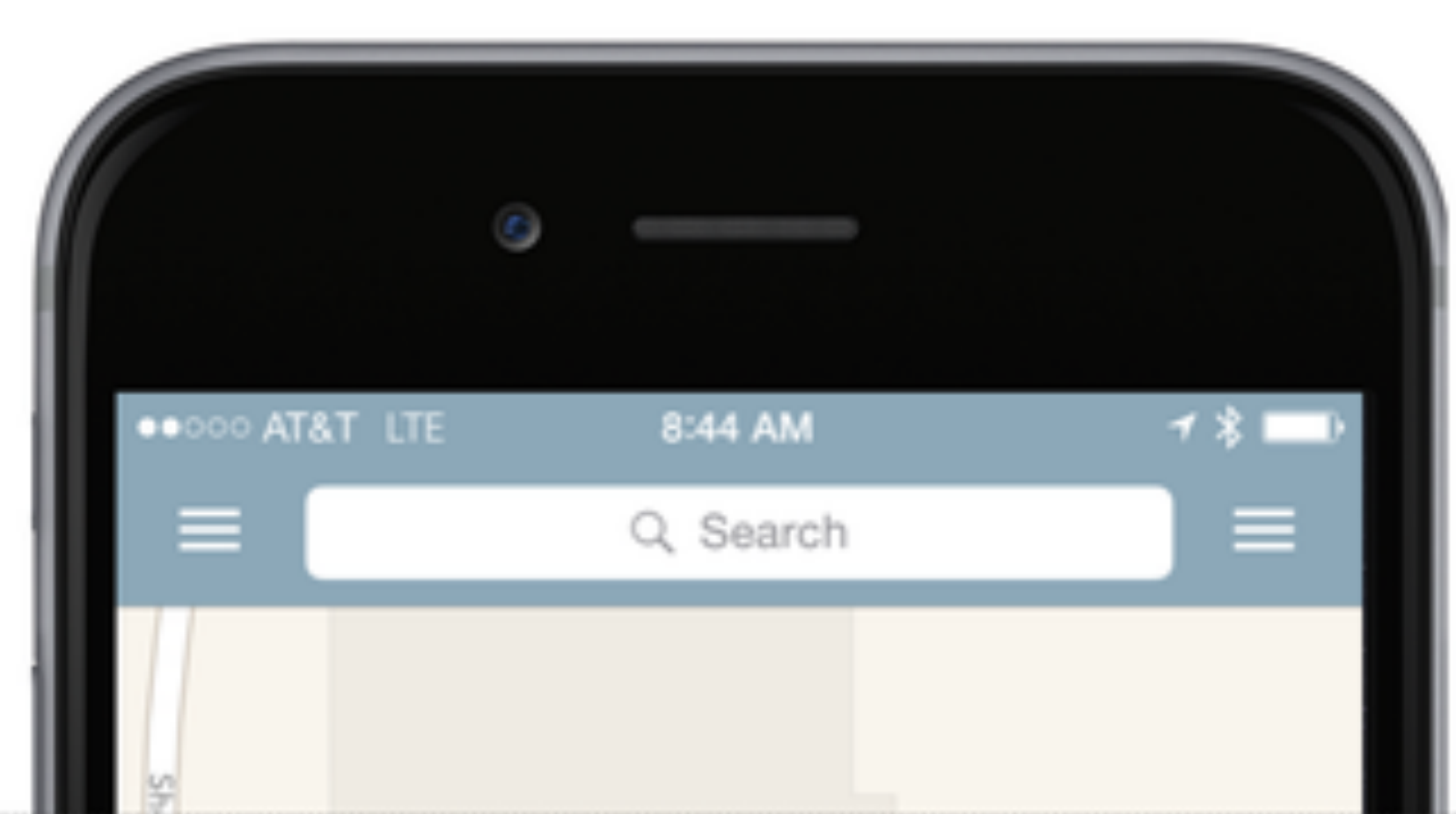
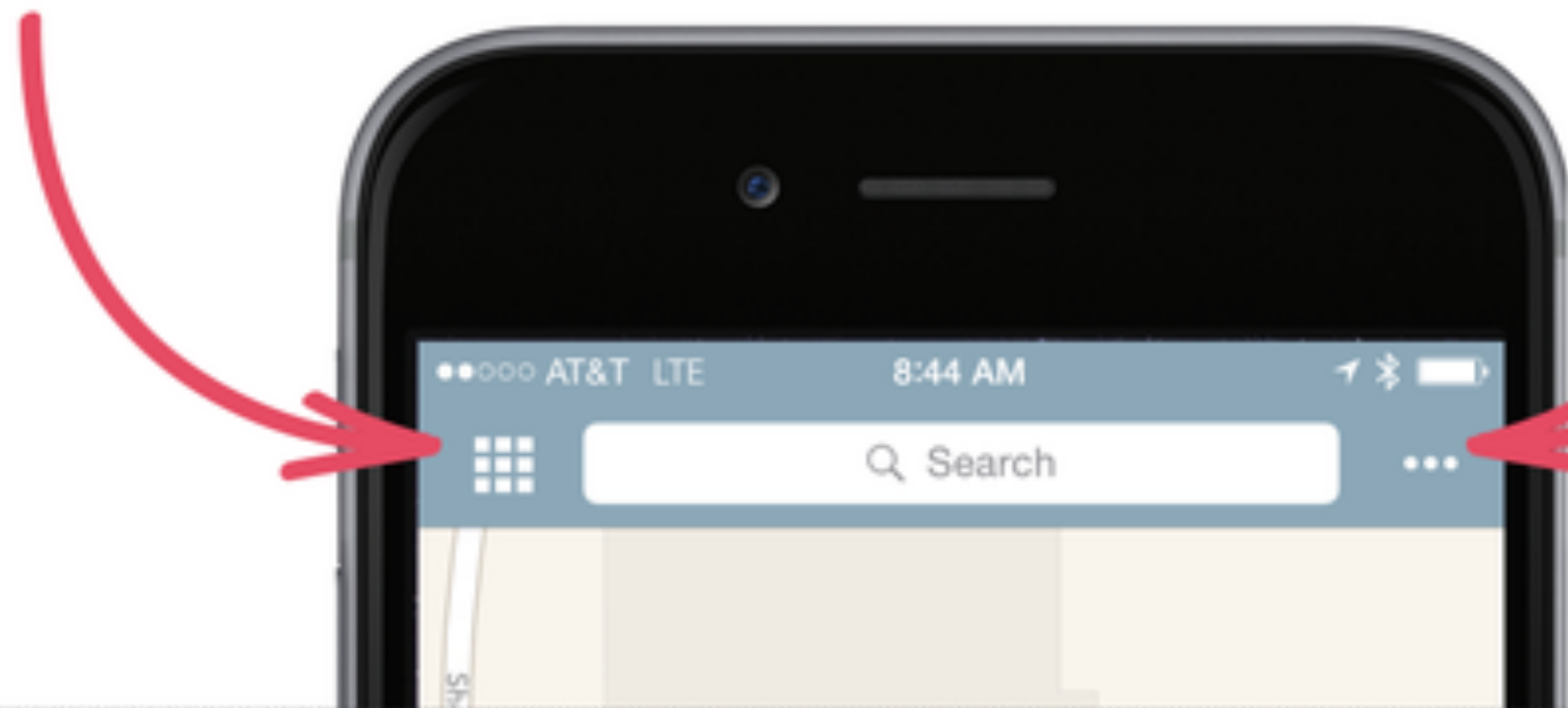
Döner Menu



Bento Menu

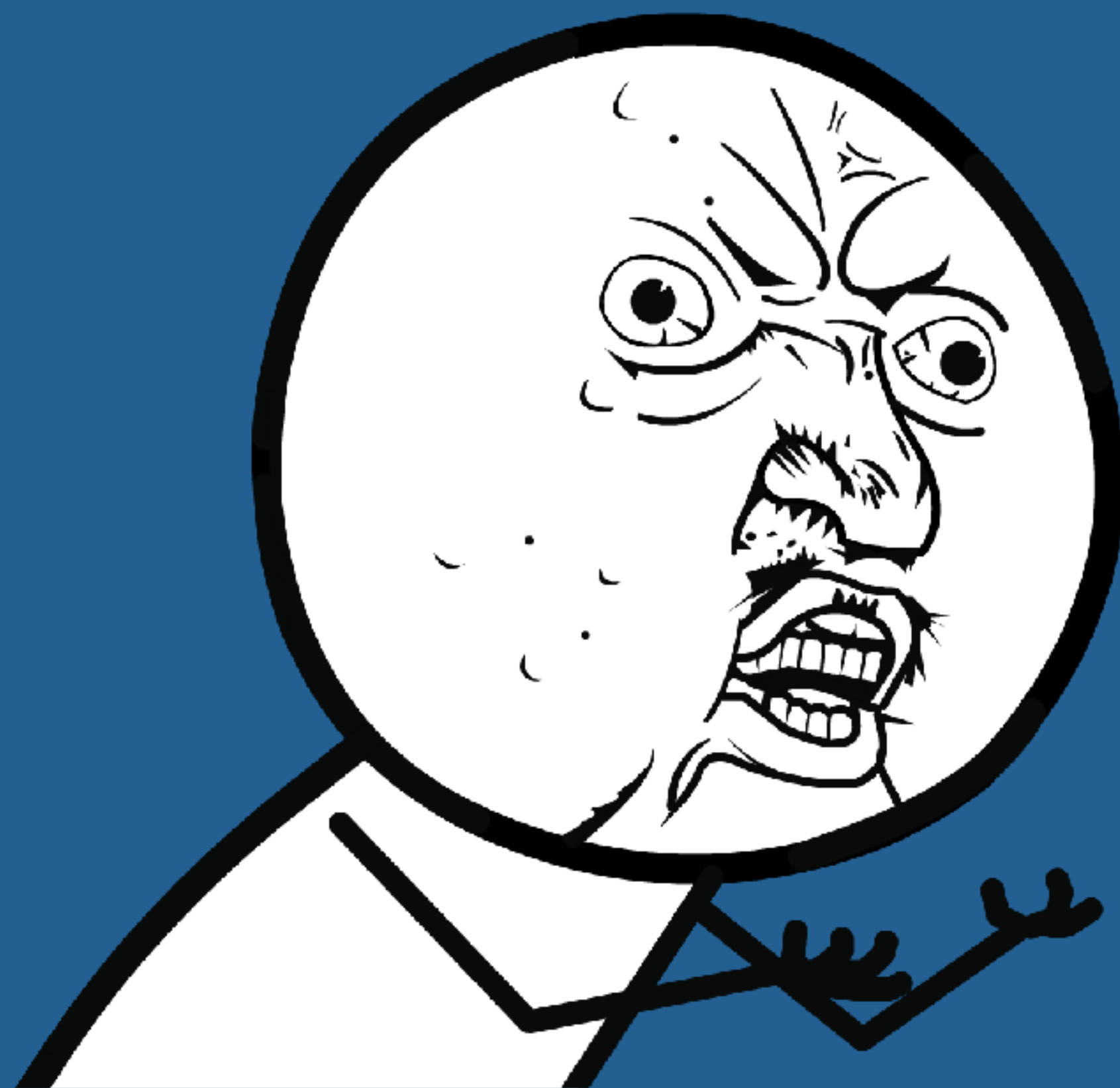
Meatballs Menu

Double Hamburger Menu



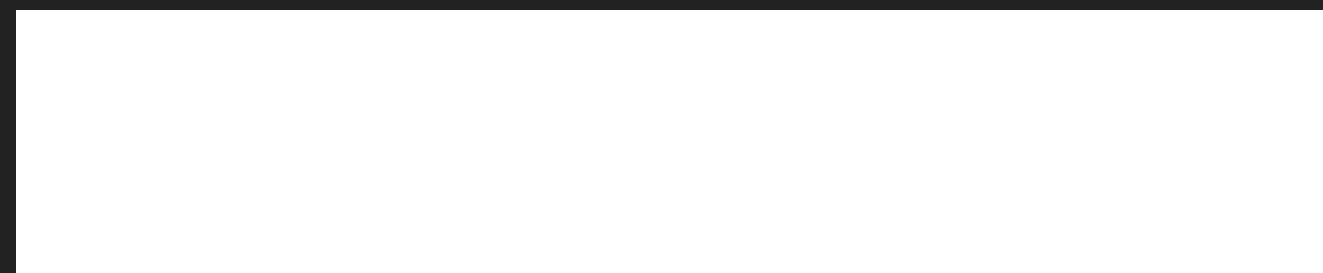
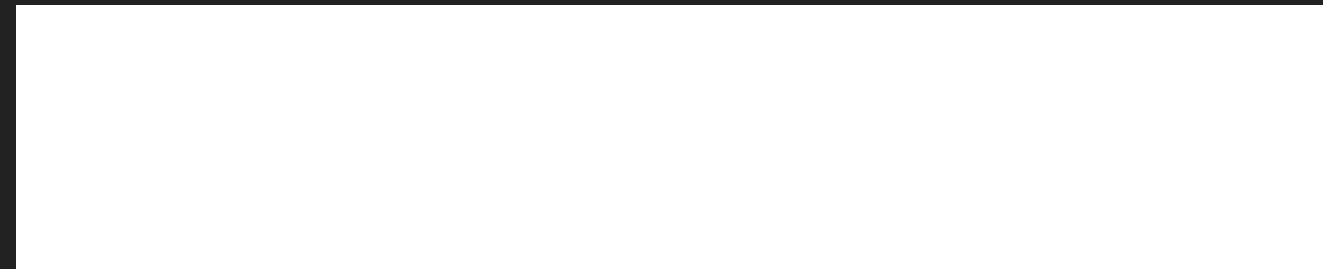


FAMOUS APP



Y U NO HAVE MENU?

HAMBURGER ?



**WOHER KOMMT
ER EIGENTLICH?**

The hamburger icon is a classic. Even if you don't know it by that name, its three black bars are as familiar as your mouse's cursor – a constant companion on your cyber journey since the day you got your first computer

Gizmodo

GEOFF ALDAY

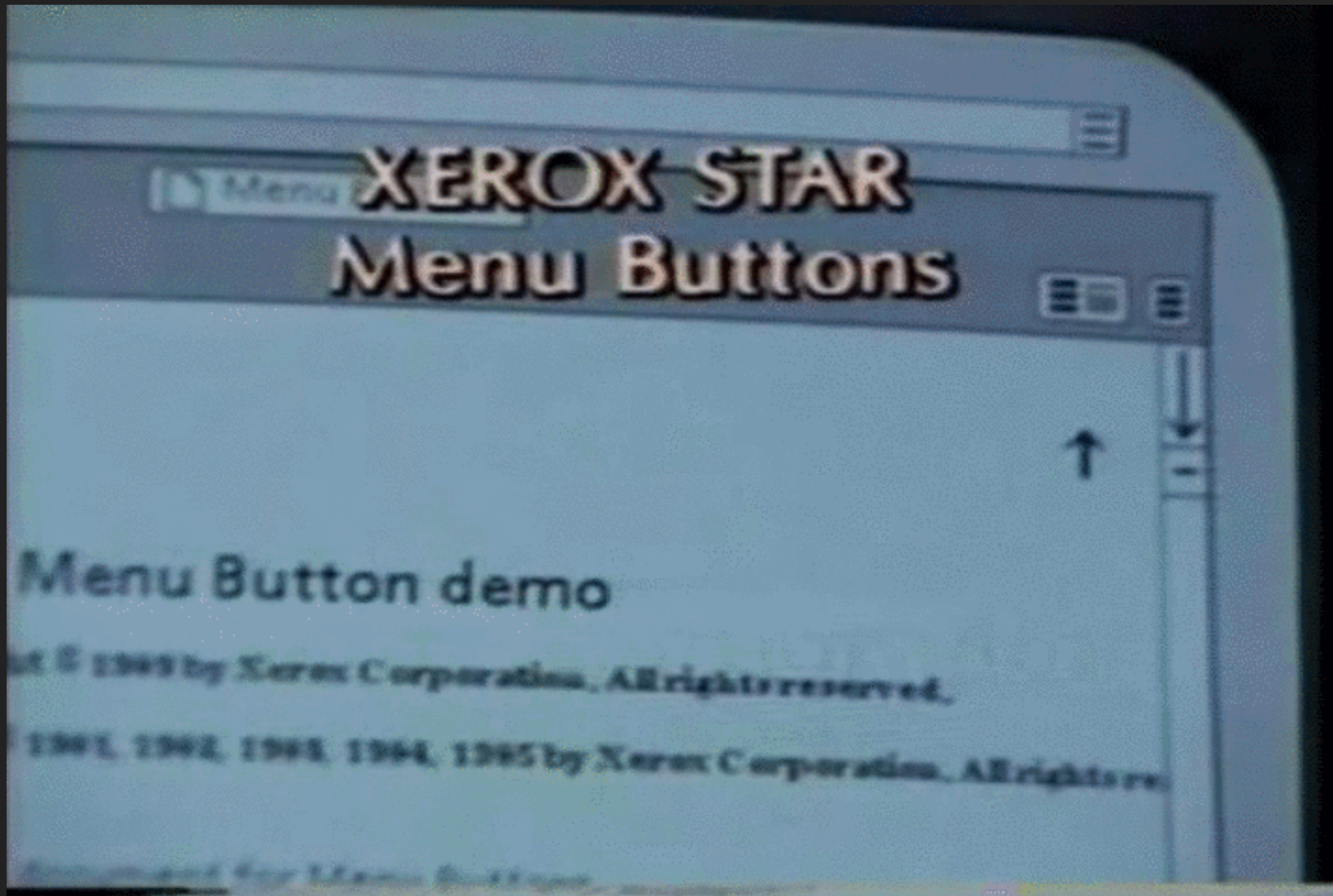


NORM COX

Er war's, er war's

- ▶ 1981 Xerox "Star" Workstation
- ▶ System Interface & Icons
- ▶ "Container for contextual menu choices"
- ▶ 16x16 (or 13x13) pixels
- ▶ Trivia: "Lüftungsschacht" um die Fenster zu kühlen

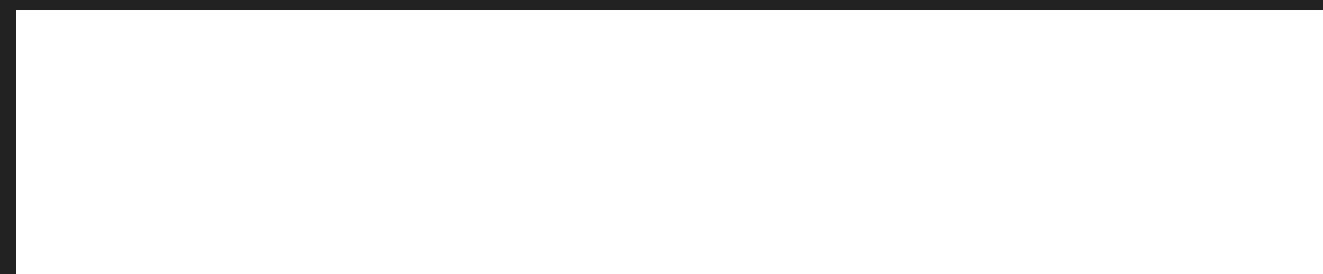
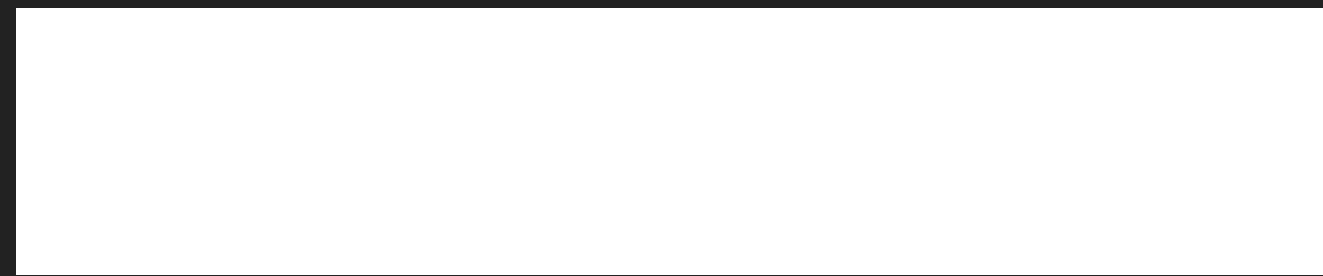
DER URSPRUNG



DER URSPRUNG



- ▶ Voice Memos auf iOS
- ▶ 17. Juni 2009
- ▶ iPhone 3GS



WAS IST DRAN?

**Gutes Design macht ein
Produkt verständlich.**

Dieter Rams

But I will say that their value is greatly over-stated, and they have huge usability downsides too.

Mike Stern

Remember, the two key things about an intuitive navigation system is that they tell you where you are, and they show you where else you can go.

Mike Stern

Remember, the two key things about an intuitive **navigation** system is that they tell you where you are, and they show you where else you can go.

Mike Stern

Remember, the two key things about an intuitive **navigation** system is that they tell you **where you are**, and they show you where else you can go.

Mike Stern

Remember, the two key things about an intuitive **navigation** system is that they tell you **where you are**, and they show you **where else you can go**.

Mike Stern

That people who use their app don't switch to different sections very frequently when they use this menu.

Mike Stern

[...] the people who use your app
may not realize the full potential of
your app.

Mike Stern

DAS PROBLEM IST NICHT DER HAMBURGER

SONDERN DIE VERSTECKTE NAVIGATION

**WHAT'S OUT OF SIGHT,
IS OUT OF MIND.**

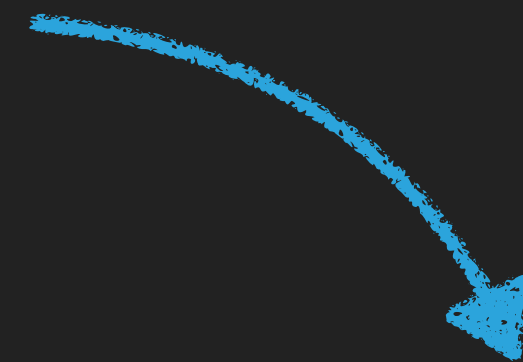
ANWENDER WOLLEN

SCHNELL ZUM ZIEL

INFORMATION SCENT



**SIEHT DAS AUS, WIE DAS,
WONACH ICH SUCHE?**



5 Sekunden Regel

UNTER DER LUPE

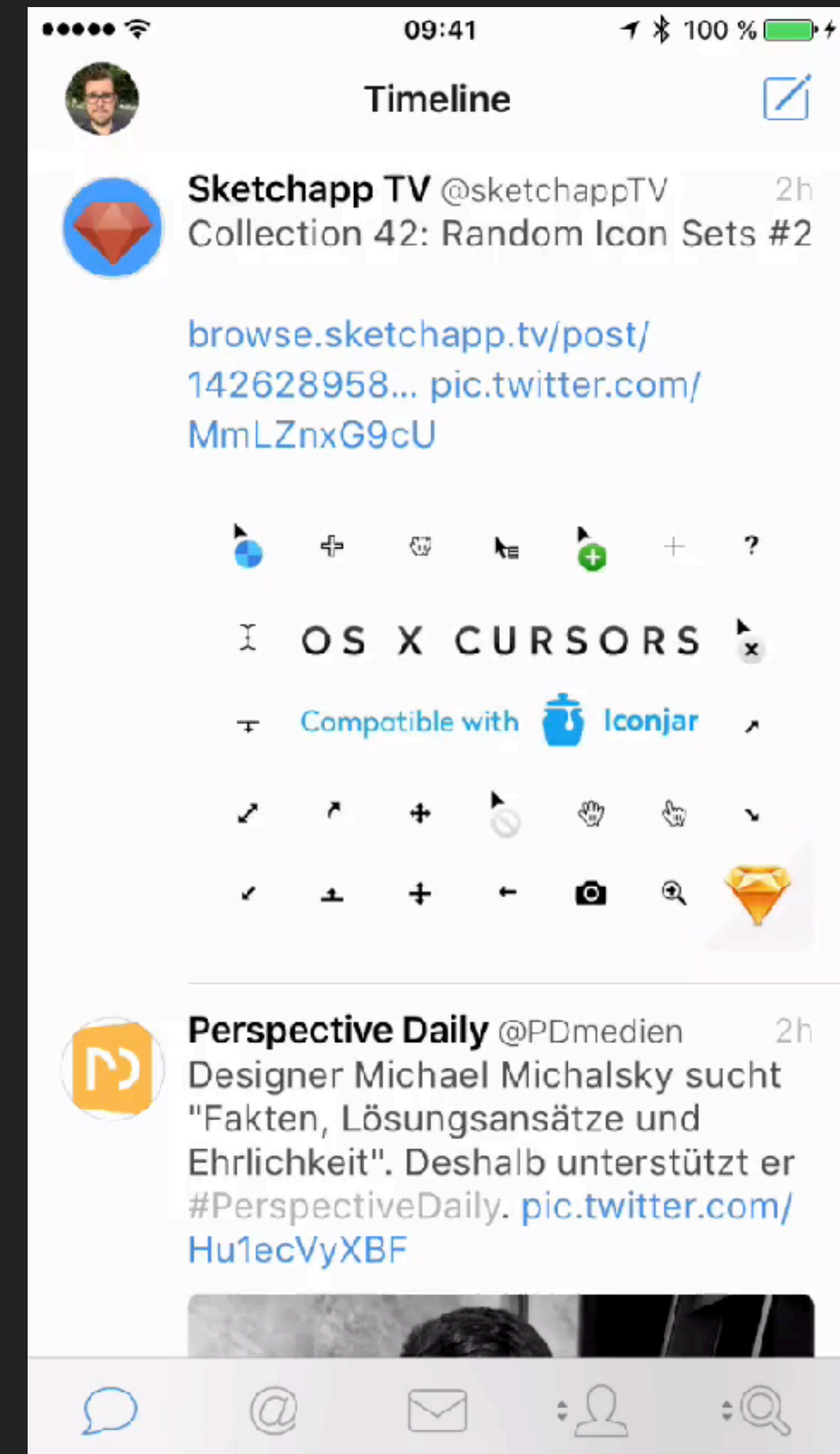
HAMBURGER VS TABS

TABS

- ▶ Auf den Button tippen
- ▶ FERTIG!

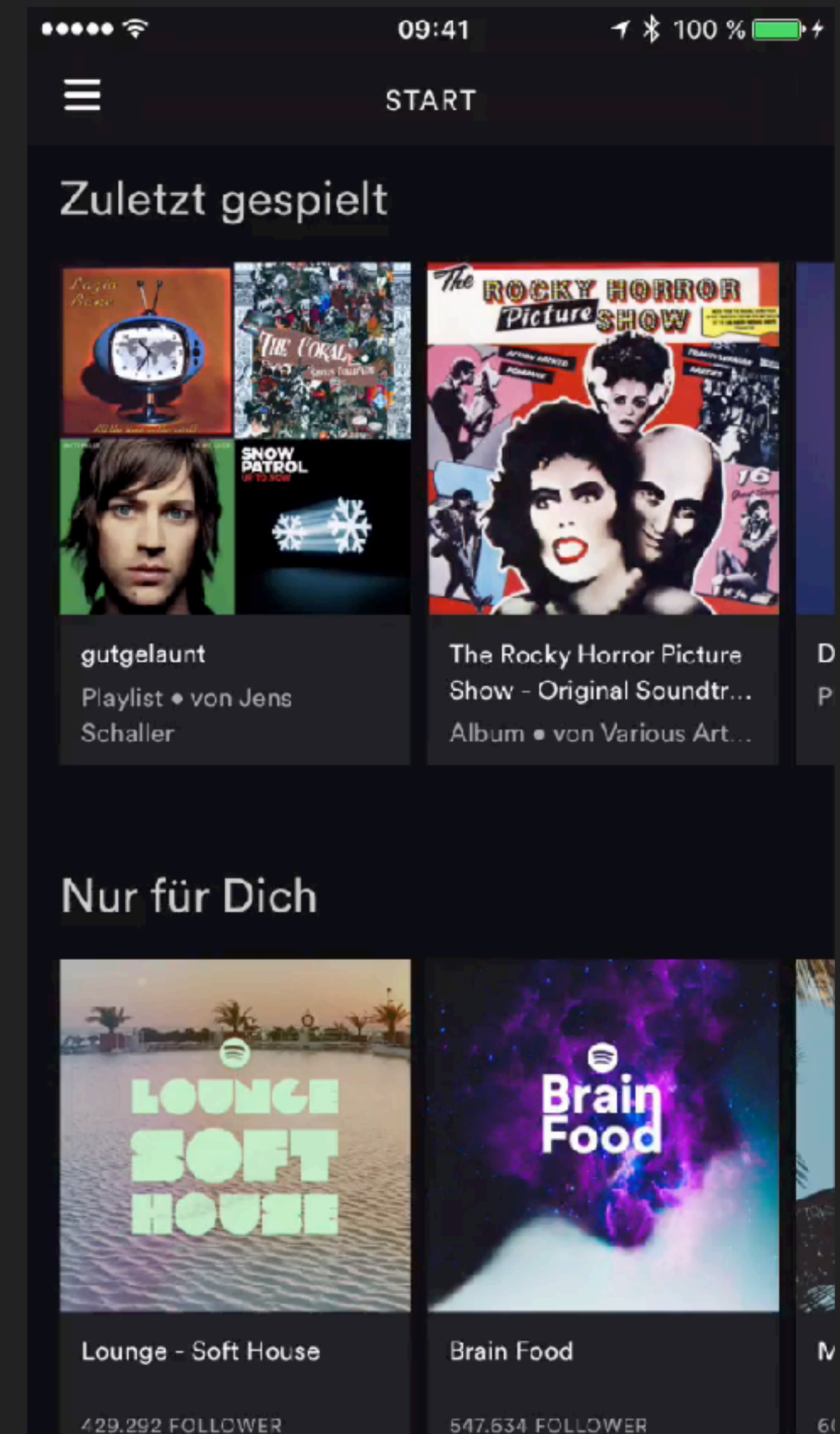
Relativ großer, vertikaler Platzanspruch

Durch größere (höhere) Screens weniger ein Problem



HAMBURGER

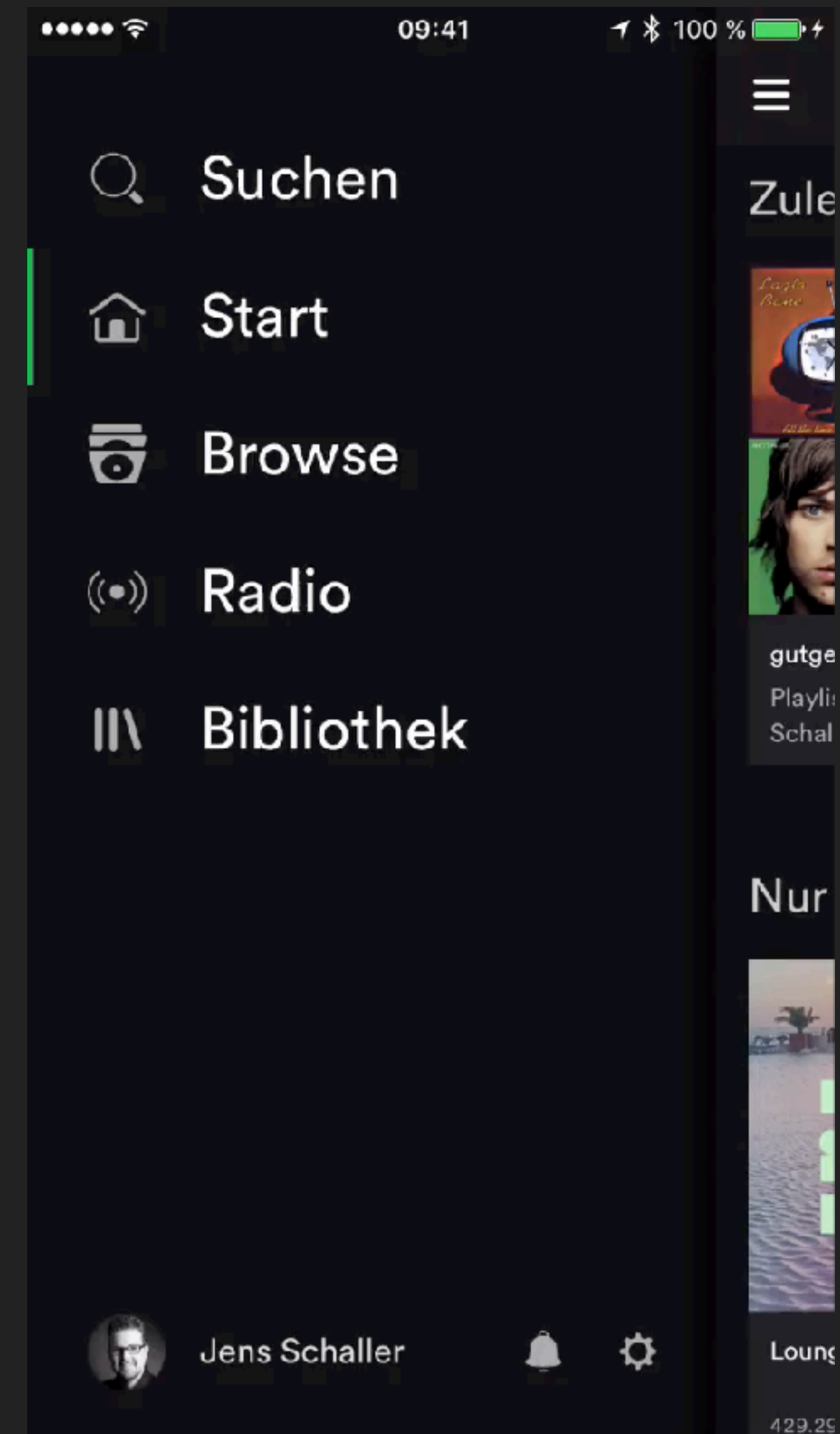
- ▶ Hamburger Button antippen
- ▶ Warten, bis die Animation durchgelaufen ist
- ▶ Neuorientierung
- ▶ Option finden, die mich interessiert
- ▶ Option antippen
- ▶ Warten, bis die Animation durchgelaufen ist
- ▶ Daran erinnern, was ich machen wollte



PROBLEM: ANDERE NAVIGATION

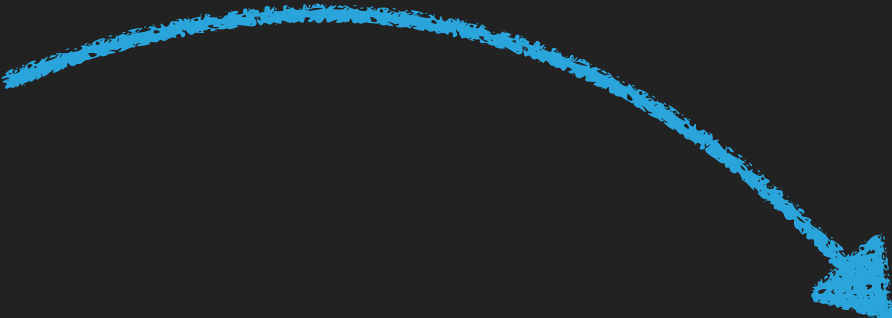
- ▶ Überlagerung mit Back-Button
 - ▶ Teilweise zwei Aktionen nebeneinander
 - ▶ Back Pfeil zeigt auf den Hamburger
 - ▶ Alternative: Hamburger Button ausblenden, wenn Back aktiv
 - ▶ Dauert noch länger

Inzwischen mit Tabs 😊
(10.2016: auch auf Android)



PROBLEM: "MÜLLHALDE"

- ▶ Die Möglichkeit viele Optionen anzuzeigen, (ver)führt auch dazu viele Optionen anzuzeigen
- ▶ Versuchung ist groß, nicht über Navigation / Optionen nachzudenken



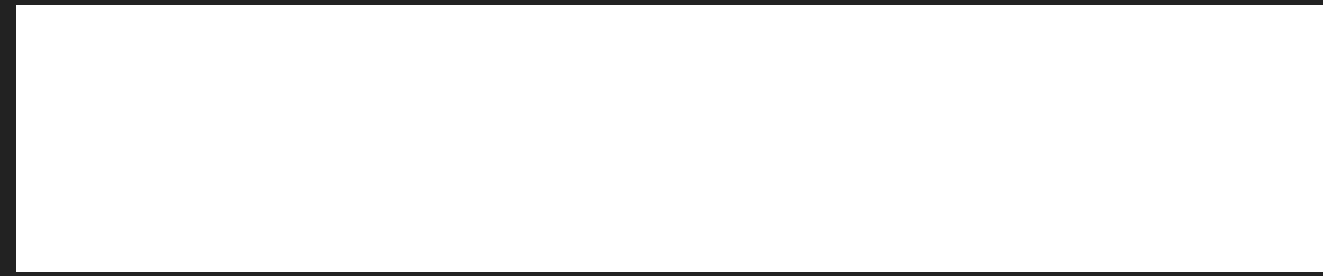
Schubladen haben die Tendenz, sich mit Gerümpel zu füllen

- ▶ Beispiele:

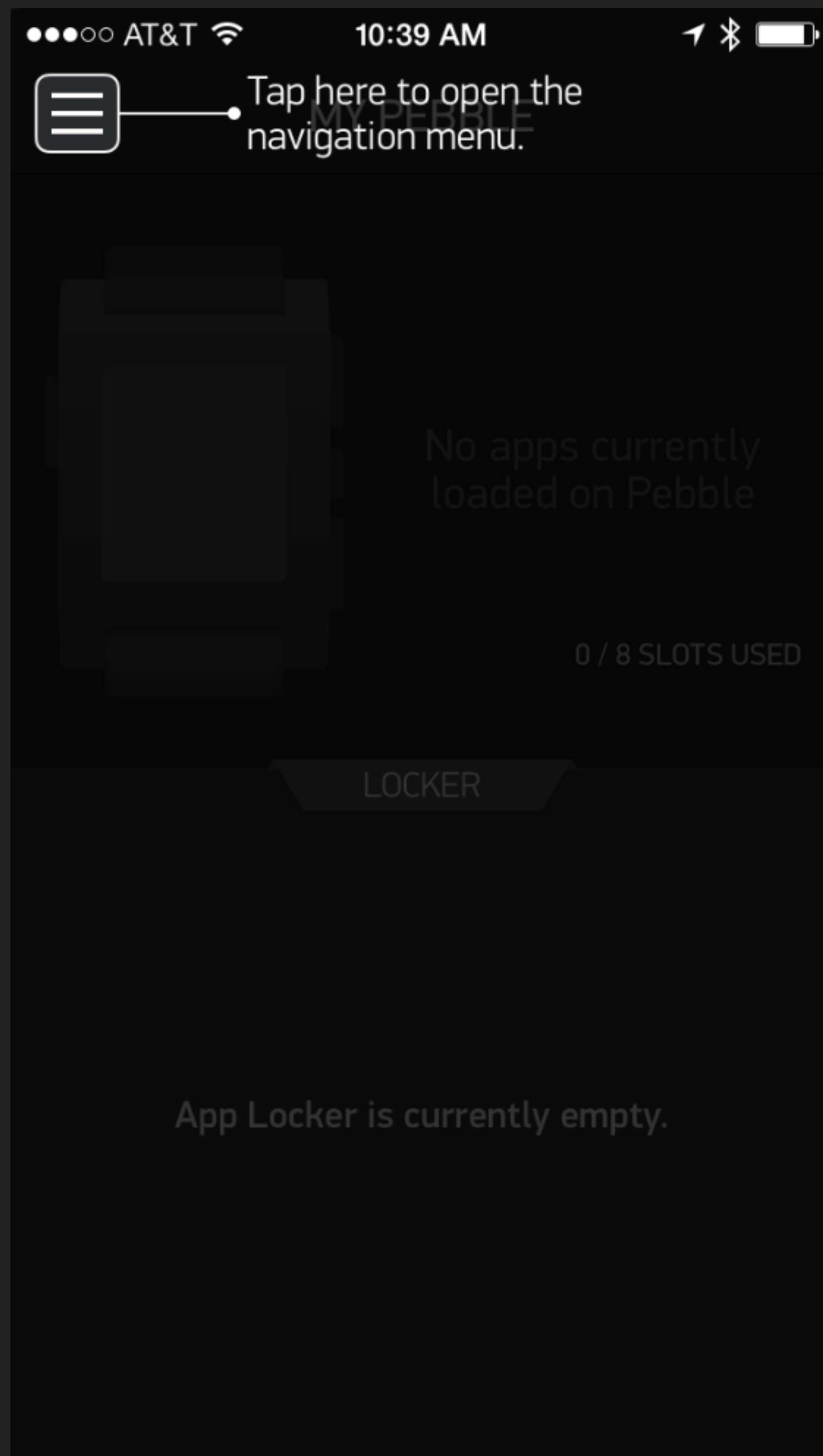
- ▶ Informationen über die App
- ▶ Versionshistorie
- ▶ Credits



Interessiert
niemanden
(außer
Anwälte)



WIE SCHLIMM IST ES?



Luke Wroblewski @lukew · 6 Feb 2014

Seriously, I need a tutorial for this?



64



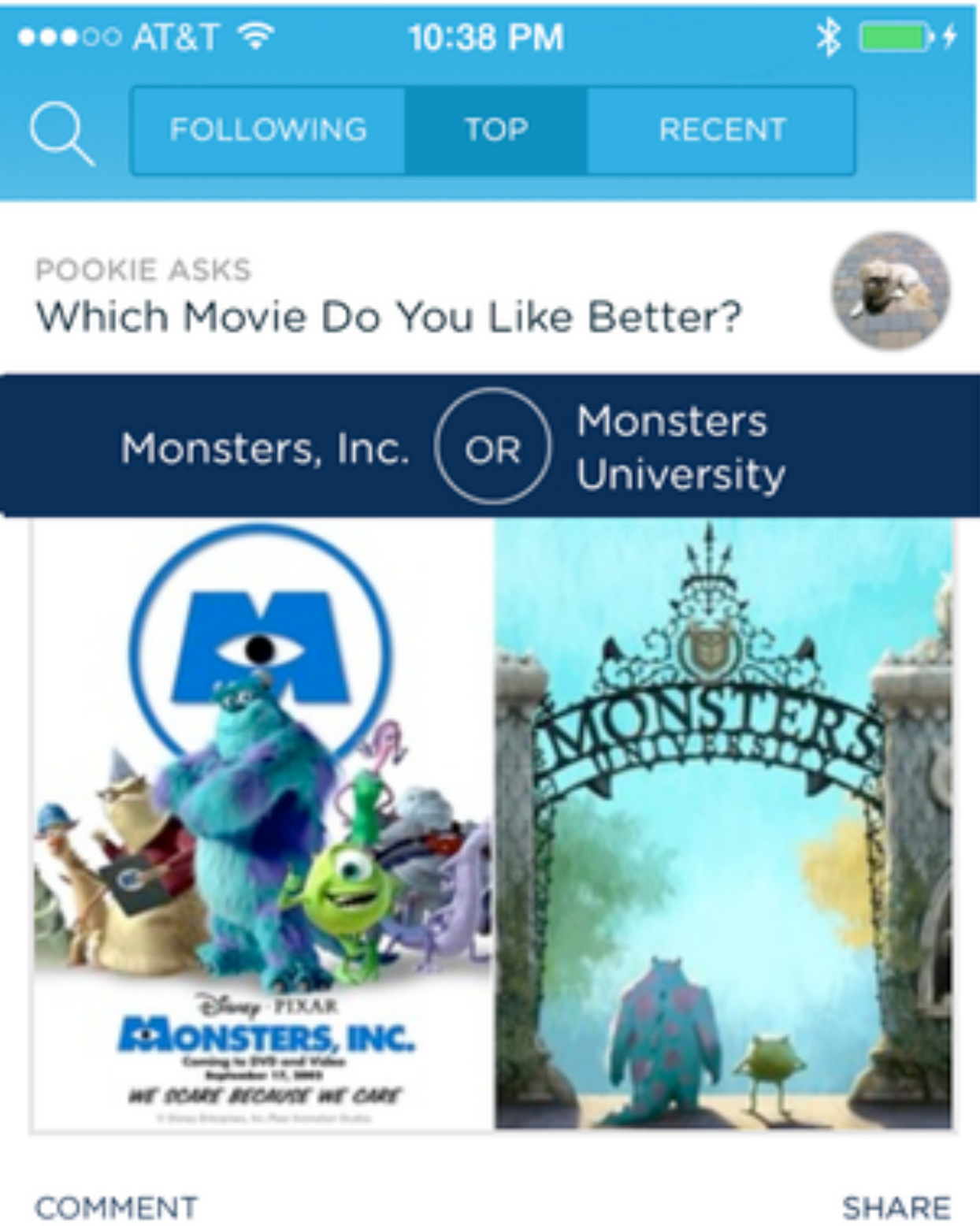
66



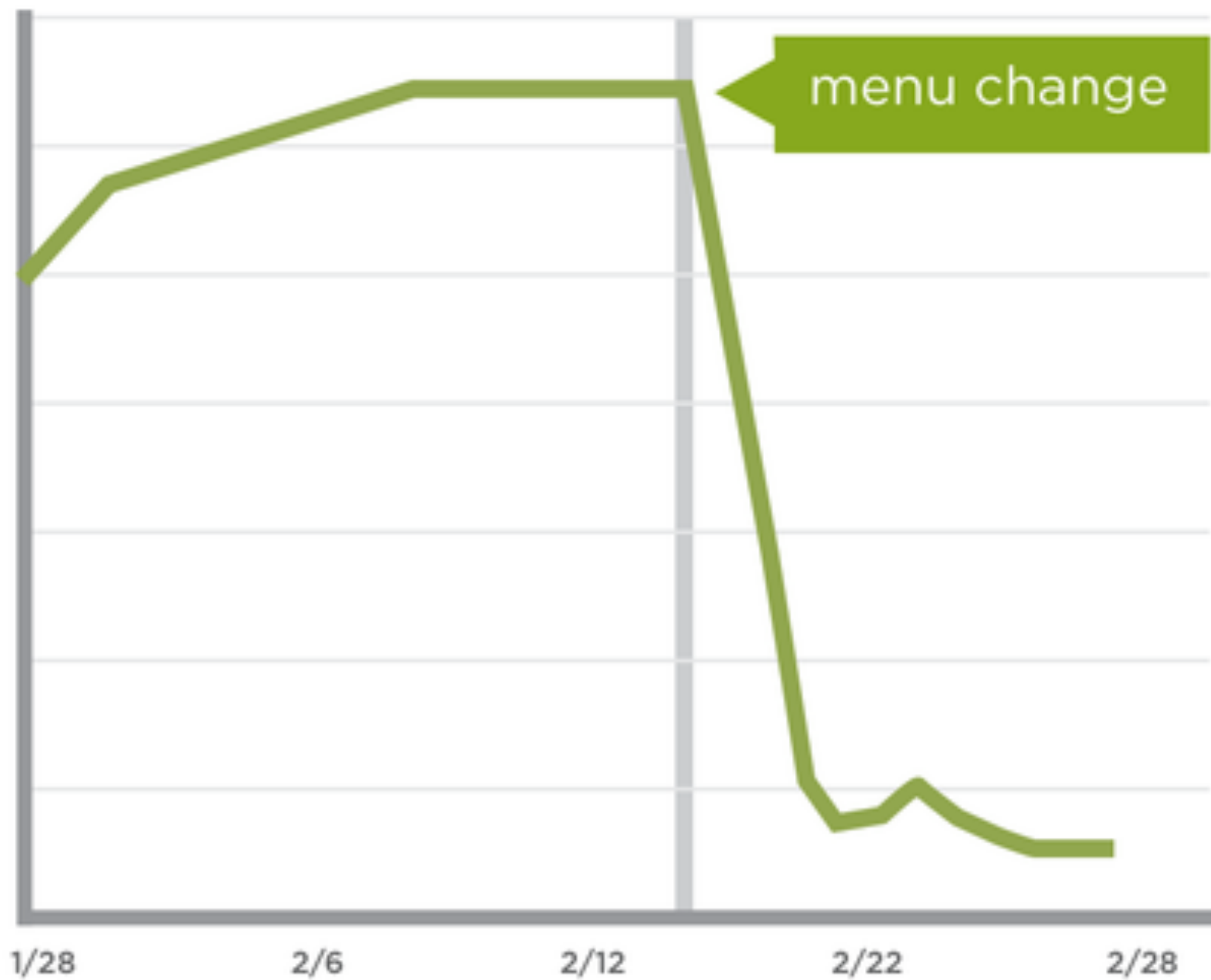
**A user interface is like a joke.
If you have to explain it,
it's not that good.**

HIDDEN NAVIGATION - WIE SCHLIMM IST ES?

Segmented Control



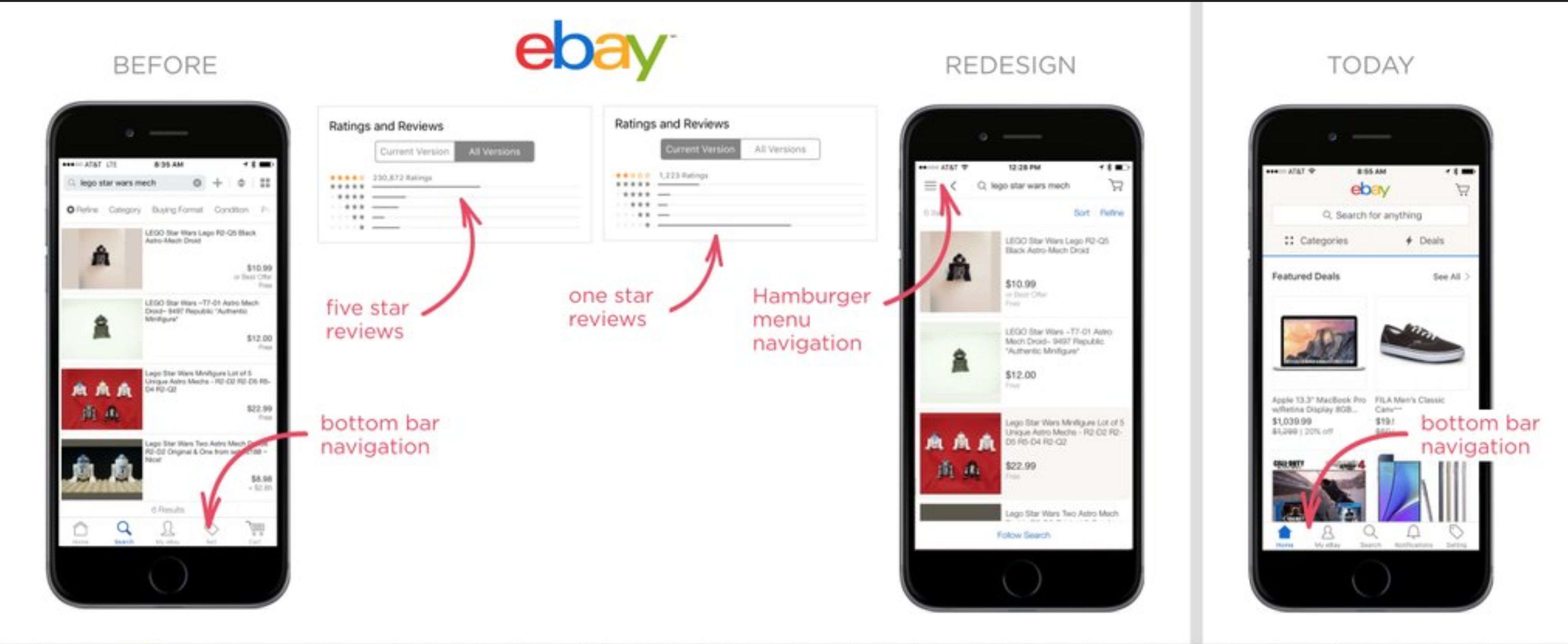
DAILY ENGAGEMENT



Toggle Menu



HIDDEN NAVIGATION - WIE SCHLIMM IST ES?



LUKEW
IDEATION • DESIGN



Luke Wroblewski @lukew · May 10
hamburger comes... hamburger goes...



322



327



HIDDEN NAVIGATION - WIE SCHLIMM IST ES?

Tab row



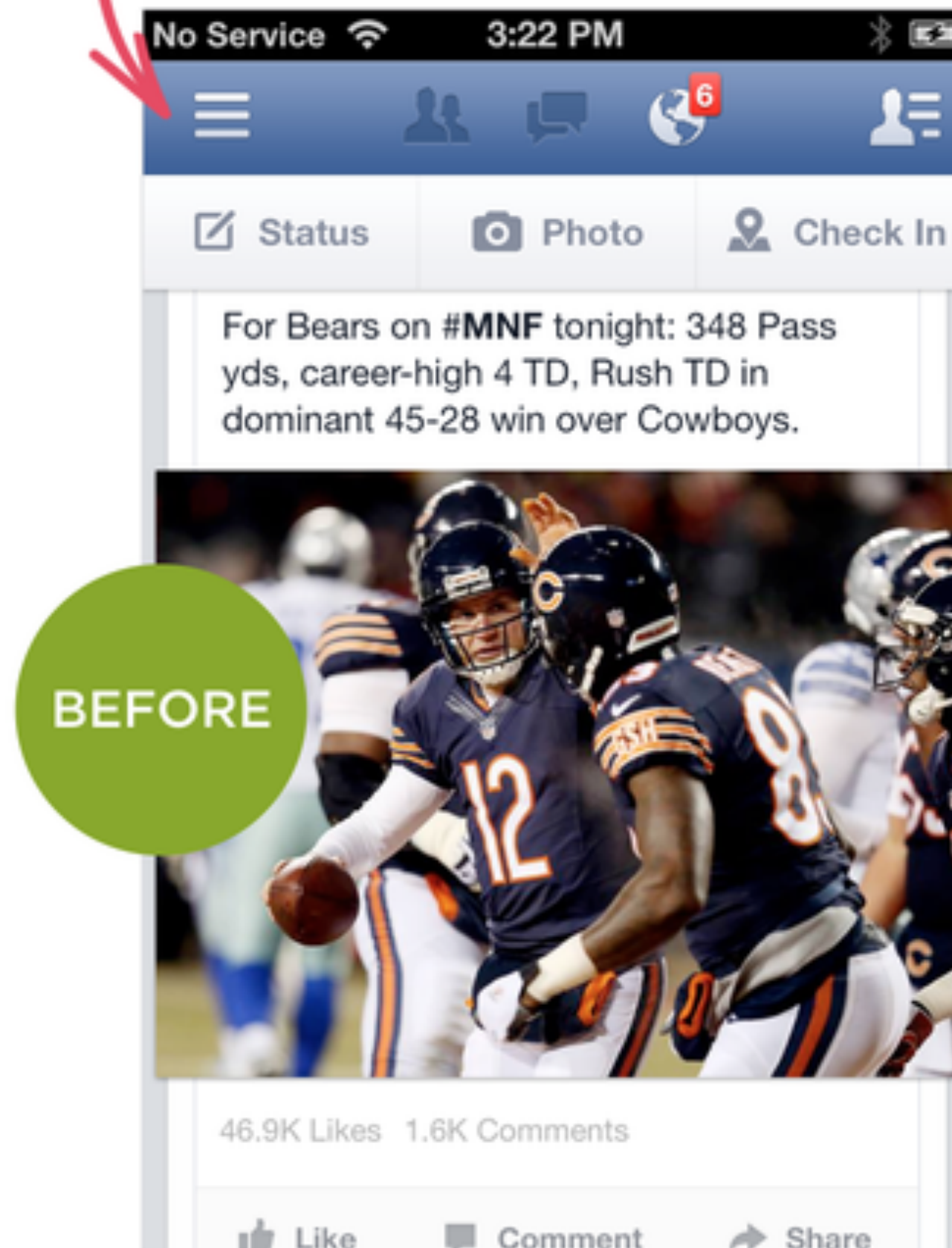
Navigation drawer



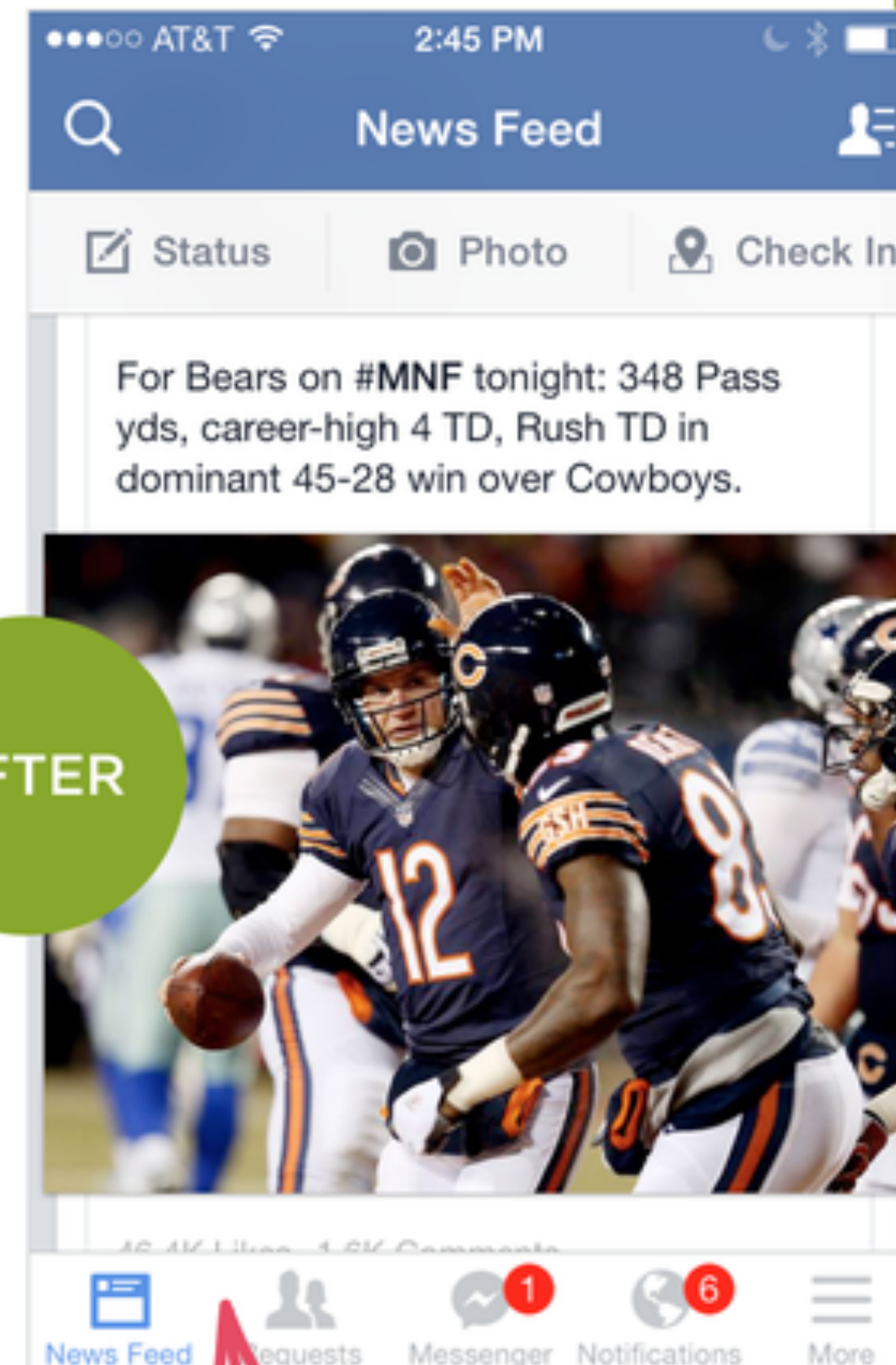
engagement time
halved: weekly
frequency & daily
frequency down;
time spent in app
down.

HIDDEN NAVIGATION - WIE SCHLIMM IST ES?

Hamburger menu



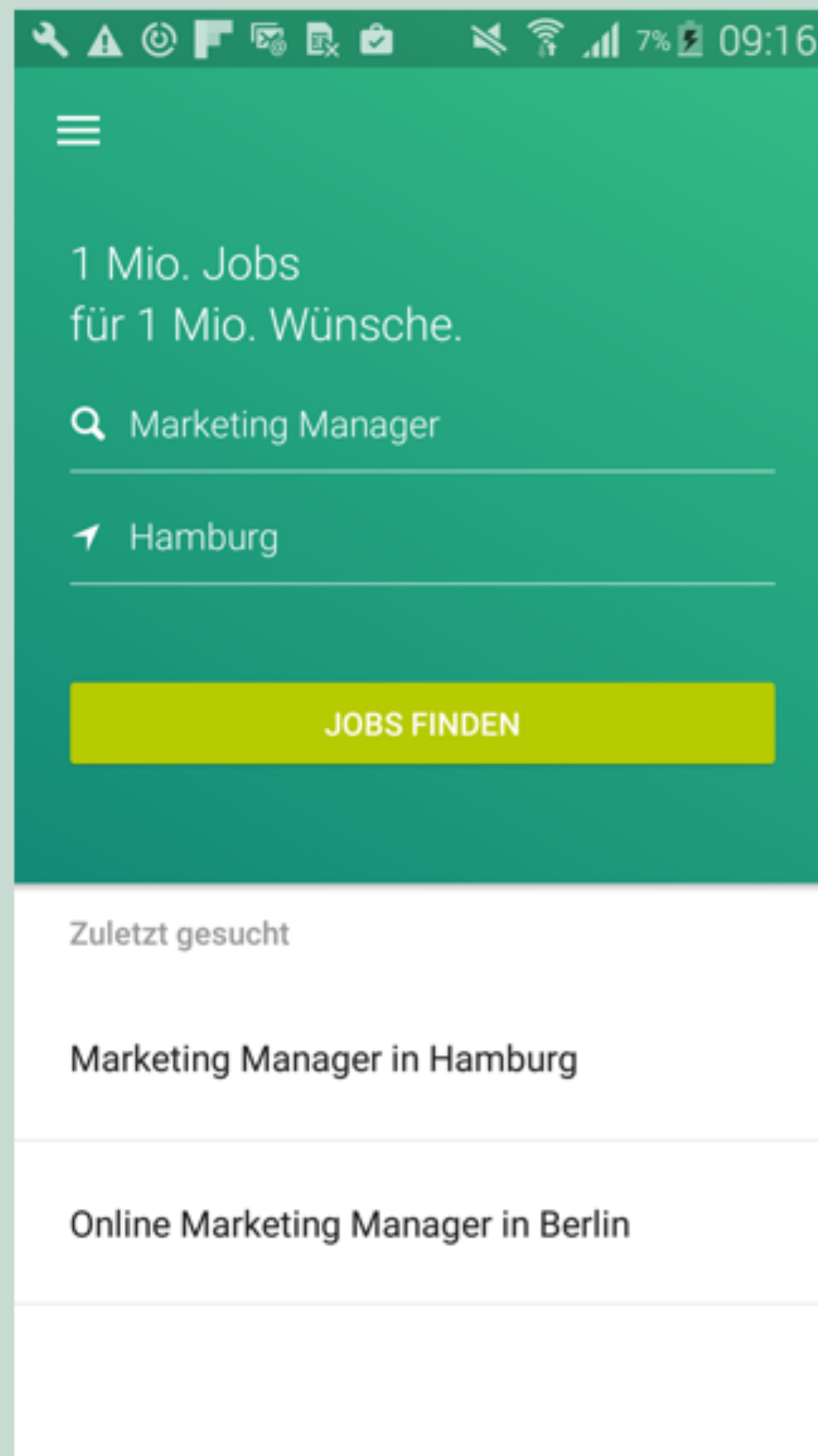
AFTER



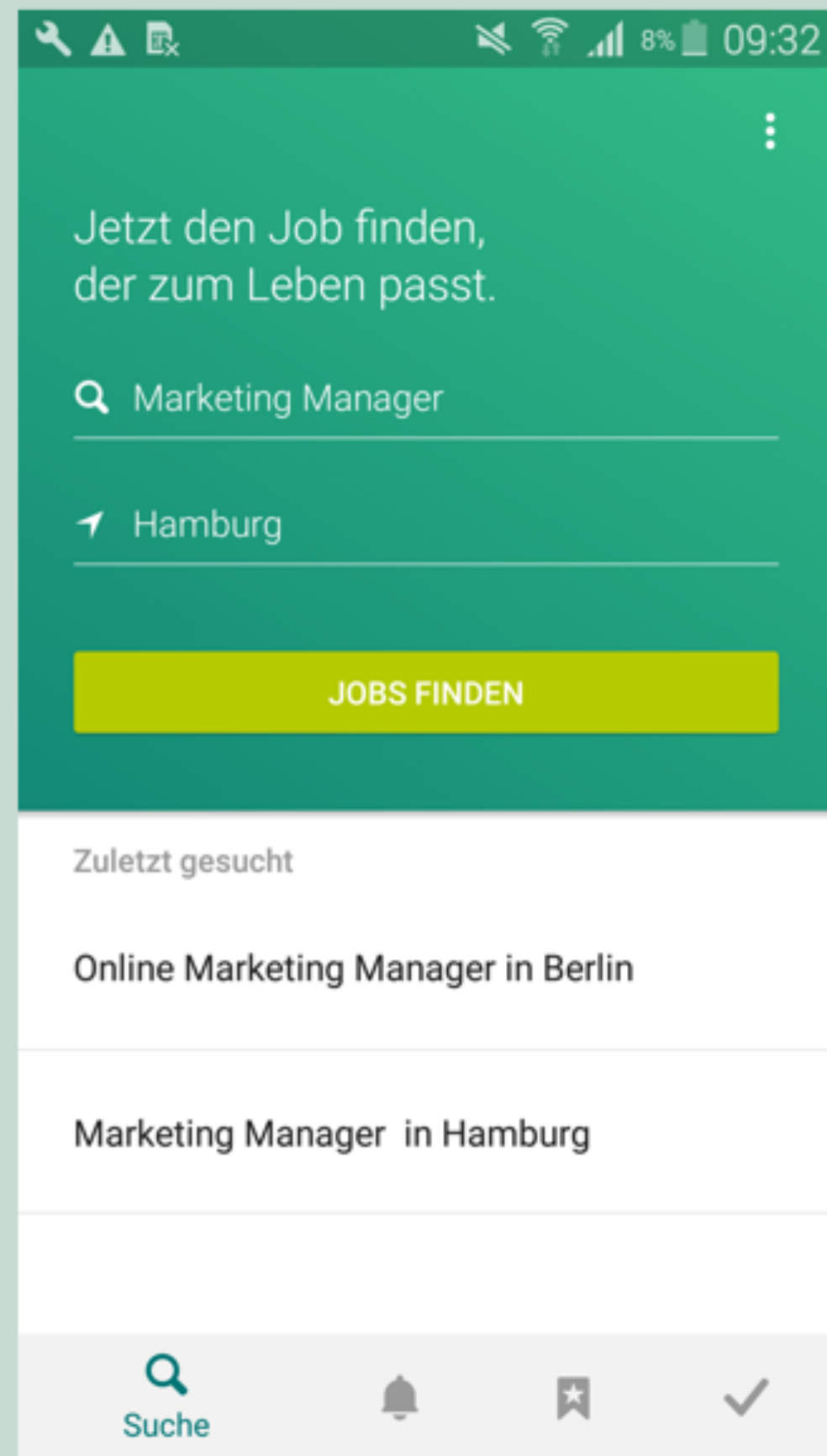
Tab bar

better on:
engagement,
satisfaction,
revenue, speed &
perception of speed
metrics.

BEISPIEL – XING



OLD



NEW

- ▶ Erhöhtes Engagement der Nutzer
 - ▶ Zweistelliges Wachstum der monatlich aktiven Nutzer
- ▶ Erhöhte Besuche von Unterbereichen durch bessere Sichtbarkeit
 - ▶ Zwei- bis dreistelliges Wachstum
- ▶ Kein negatives Anwenderfeedback

HIDDEN NAVIGATION - WIE SCHLIMM IST ES?

NBC NEWS NAVIGATION

HIDDEN NAVIGATION - WIE SCHLIMM IST ES? - NBC NEWS

menu

NBC NEWS

HOME

LATEST

SEARCH

UKRAINE CRISIS

4 hours

YURI KADOBNOV / AFP - GETTY IMAGES, FILE

Psychology of Putin: What Will Russia's Leader Do Next?

DEEP FREEZE

4 hours

ERIC MILLER / REUTERS FILE

Lake Superior Almost Completely Covered in Ice

TRAVEL

an hour

NATIONAL PARK SERVICE

National Parks Contribute Billions to Economy, Report Finds

MORE TOP STORIES

U.S. Suspends Military Relations With Russia

Measles Uptick in U.S. Tied to Philippines

U.S. Condemns Ultimatum Given to Syrian Christians

PHOTO

3 hours

HIDDEN NAVIGATION - WIE SCHLIMM IST ES? - NBC NEWS



HIDDEN NAVIGATION - WIE SCHLIMM IST ES? - NBC NEWS



HIDDEN NAVIGATION - WIE SCHLIMM IST ES? - NBC NEWS



HOME TOP VIDEOS DECISION 2016

ONGOING: SCOTLAND INDEPENDENCE ... MISSING JET

U.S. WORLD LOCAL POLITICS HEALTH TECH SCIENCE POP CULTURE BUSINESS INVESTIGATIONS SPORTS

MORE

NIGHTLY NEWS TODAY MEET THE PRESS DATELINE

TOP STORIES



Should You Pay for Your Child's College Education?

COLLEGE GAME PLAN

David Goldman / AP



Clinton Campaign: Sanders Rejected N.Y. Debate Dates

2016 ELECTION



Trump: 'It Was a Mistake' to Retweet Attack on Cruz's Wife

2016 ELECTION



Plane Crashes Onto Car on

Friday, Killing 4, Wounding 5

LATEST

Winds Sock Midwest, Spring Snow Ahead for Northeast

WEATHER

Fans Thrown From Escalator After Flyers Game

U.S. NEWS

Trump Camp Alleges Theft as Tenn. GOP Picks Delegates

2016 ELECTION

Missing MH370: Debris Looks Like 'Inside' of a Plane

MISSING JET

Scotland Ponders Solo Future Again as U.K. 'Brexit' Looms

SCOTLAND INDEPENDENCE VOTE

The Politics of Sports Run Deeper in Afghanistan

WORLD

Scotland Ponders Solo Future Again as U.K. 'Brexit' Looms

15 minutes

SCOTLAND INDEPENDENCE VOTE

Big Earthquake Strikes Off Coast of Vanuatu

25 minutes

WORLD

Clinton Campaign: Sanders Rejected N.Y. Debate Dates

an hour

2016 ELECTION

Should You Pay for Your Child's College Education?

an hour

COLLEGE GAME PLAN

Get your morning update with FIRST READ delivered to your inbox every weekday.

Enter your email

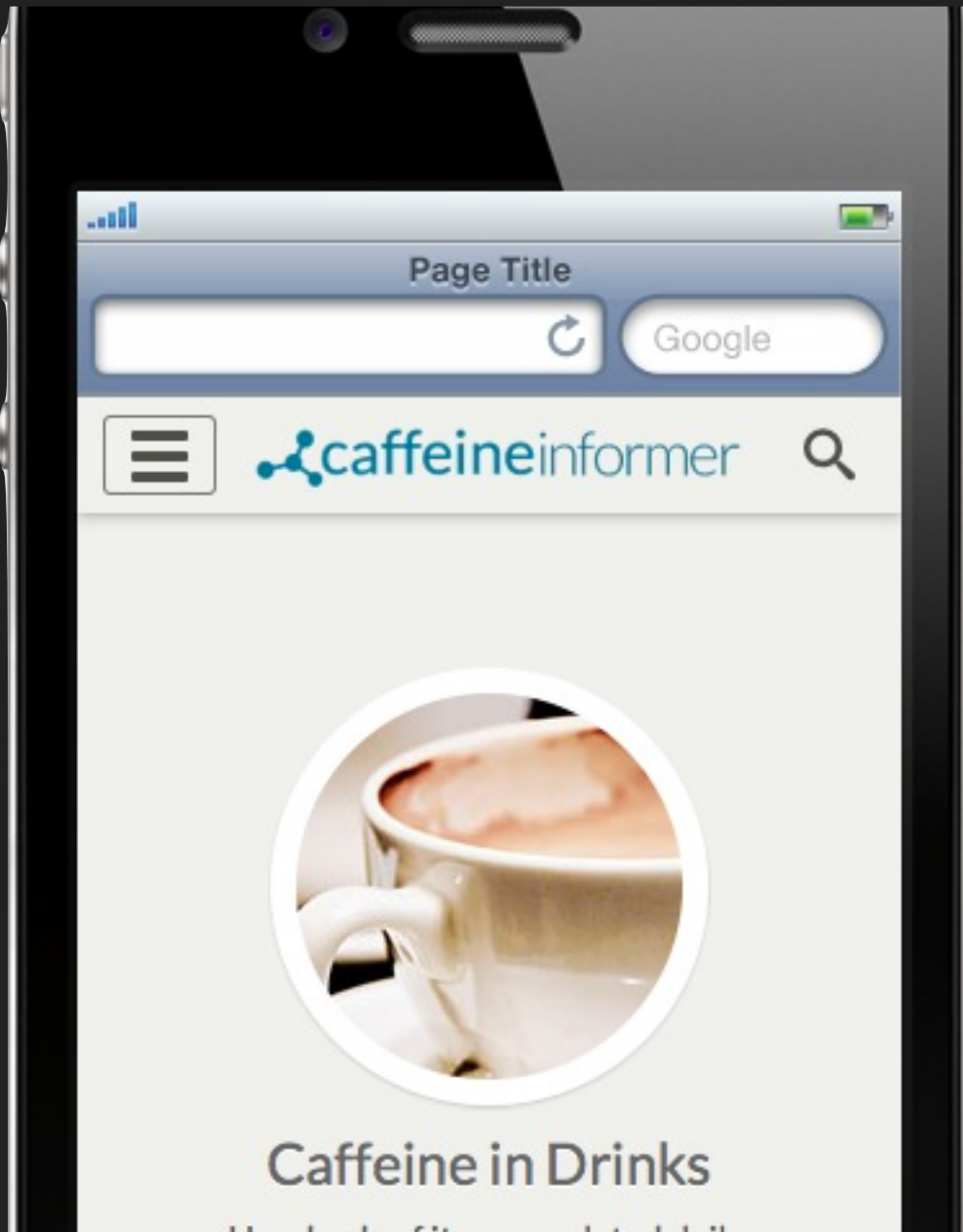
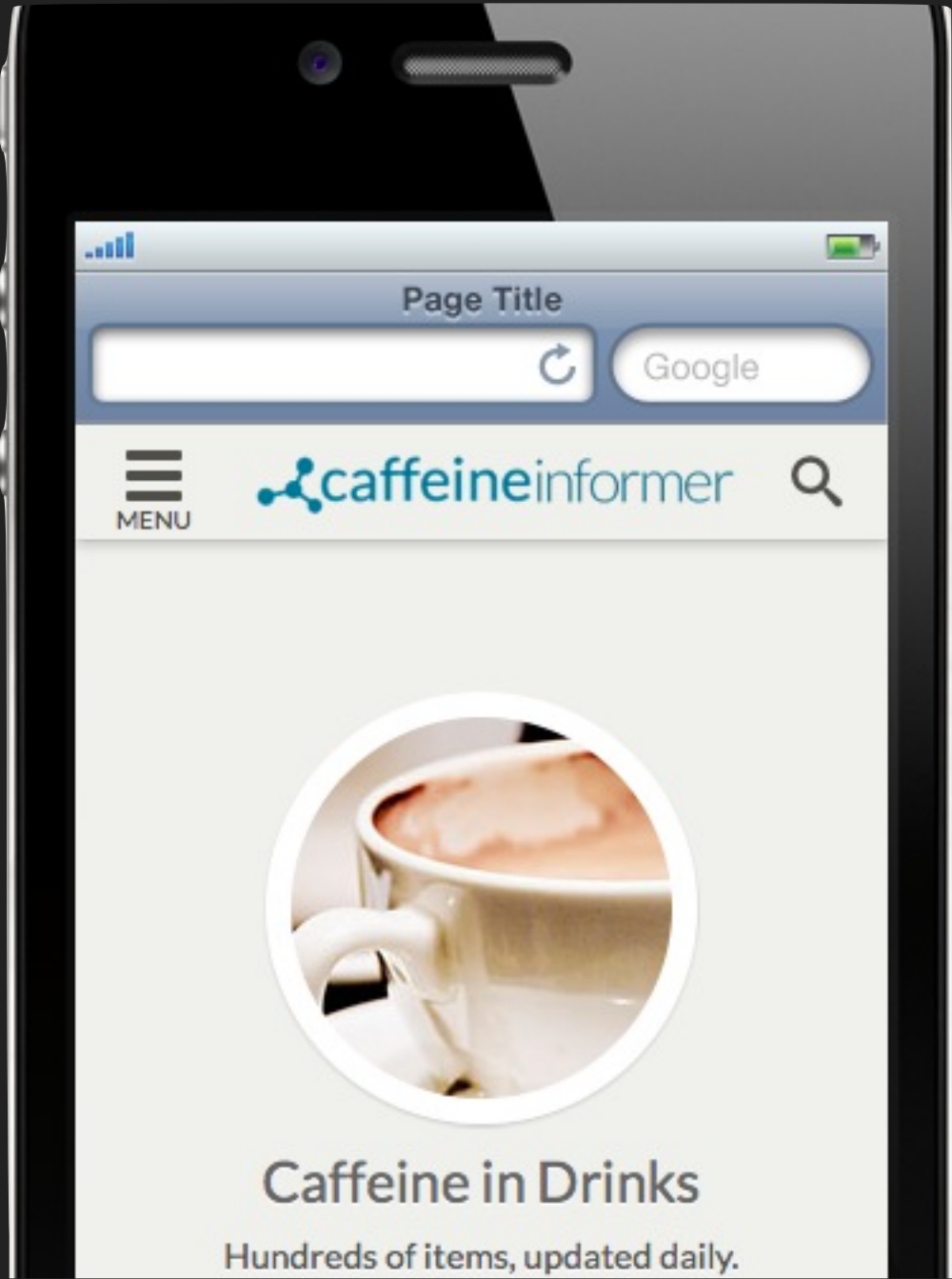
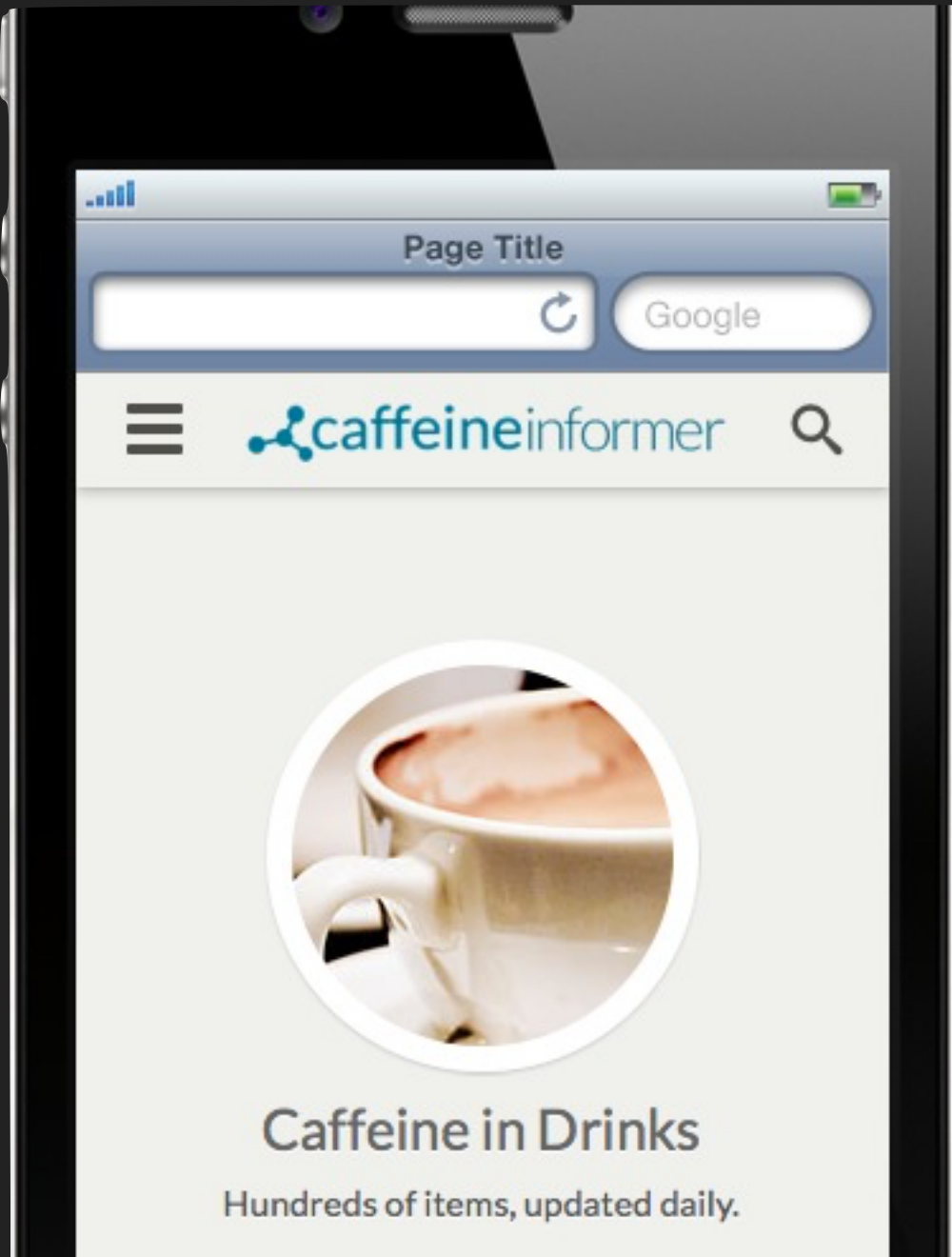
SIGN UP

[privacy policy](#)

HIDDEN NAVIGATION - WIE SCHLIMM IST ES?

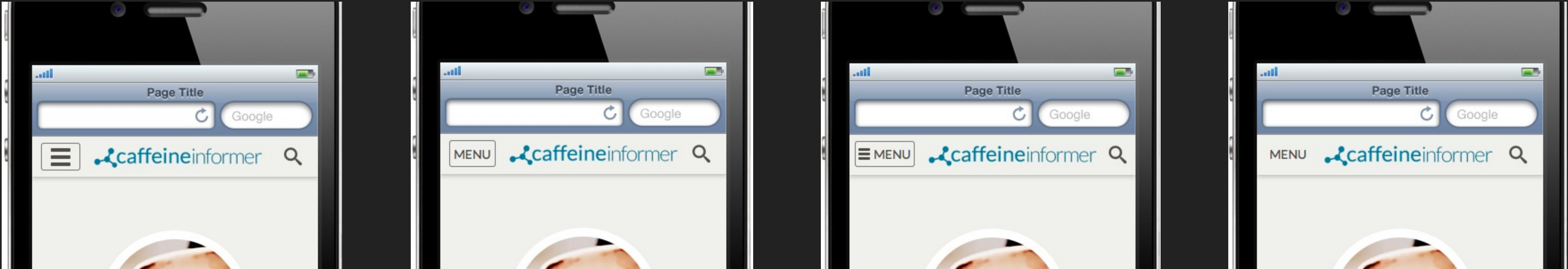
A/B TESTS

HIDDEN NAVIGATION - WIE SCHLIMM IST ES? - A/B-TESTS



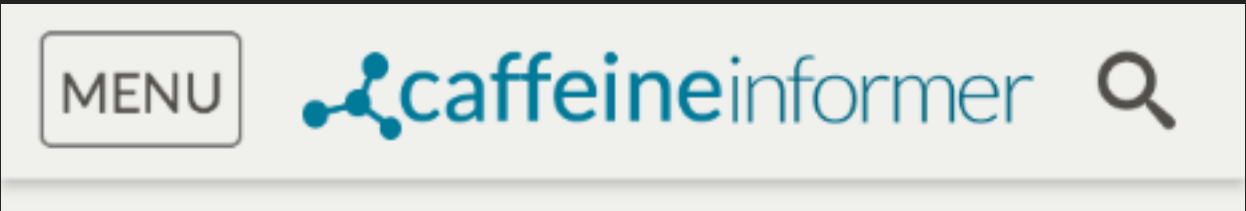
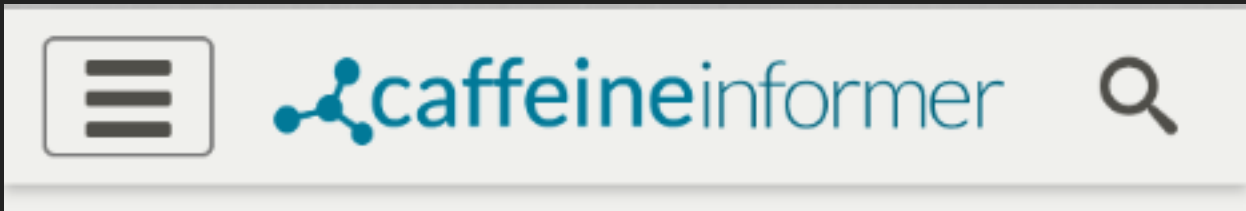
VARIATIONS	VISITORS	CONVERSIONS	CONVERSION RATE	IMPROVEMENT	CHANCE TO BEAT BASELINE ?
Navicon plus border	6,512	157	2.4% (±0.37%)	+22.4%	95.8%
Navicon plus MENU	6,579	139	2.1% (±0.35%)	+7.2%	71.9%
Original BASELINE	6,649	131	2.0% (±0.33%)	---	---

HIDDEN NAVIGATION - WIE SCHLIMM IST ES? - A/B-TESTS



VARIATIONS	VISITORS	CONVERSIONS	CONVERSION RATE	IMPROVEMENT
MENU + Border	12,660	347	2.7% (±0.28%)	+12.9%
MENU + Hamburger + Border	12,900	331	2.6% (±0.27%)	+5.7%
Original BASELINE	12,684	308	2.4% (±0.27%)	---
MENU Without Border	13,017	246	1.9% (±0.23%)	-22.2%

HIDDEN NAVIGATION - WIE SCHLIMM IST ES? - A/B-TESTS



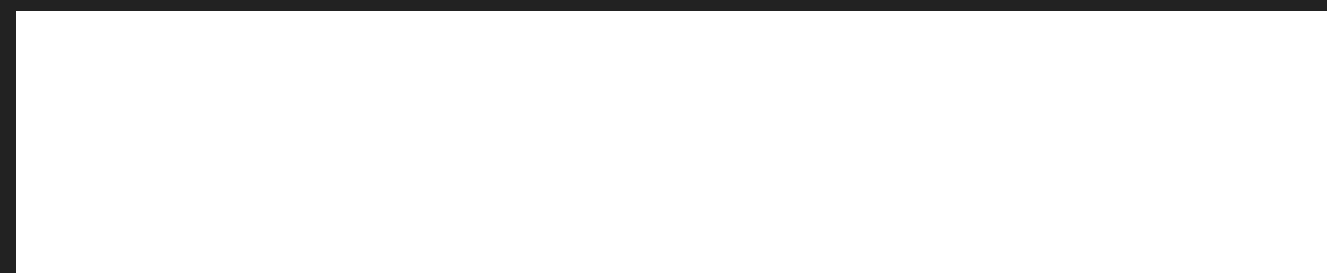
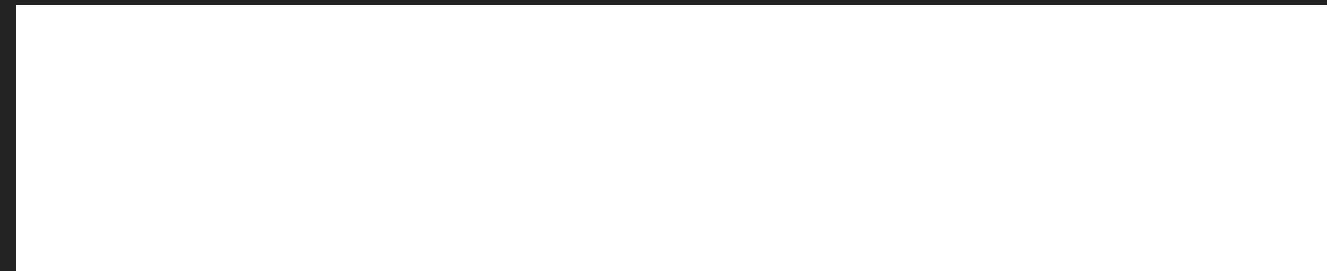
240,000 unique mobile visitors were served the A/B test.

Variation	Unique Visitors	Unique Clicks
Hamburger	120543	1211
Menu	121152	1455

The MENU button was clicked by 20% more unique visitors than the HAMBURGER button.

FAZIT:

TESTEN, TESTEN, TESTEN

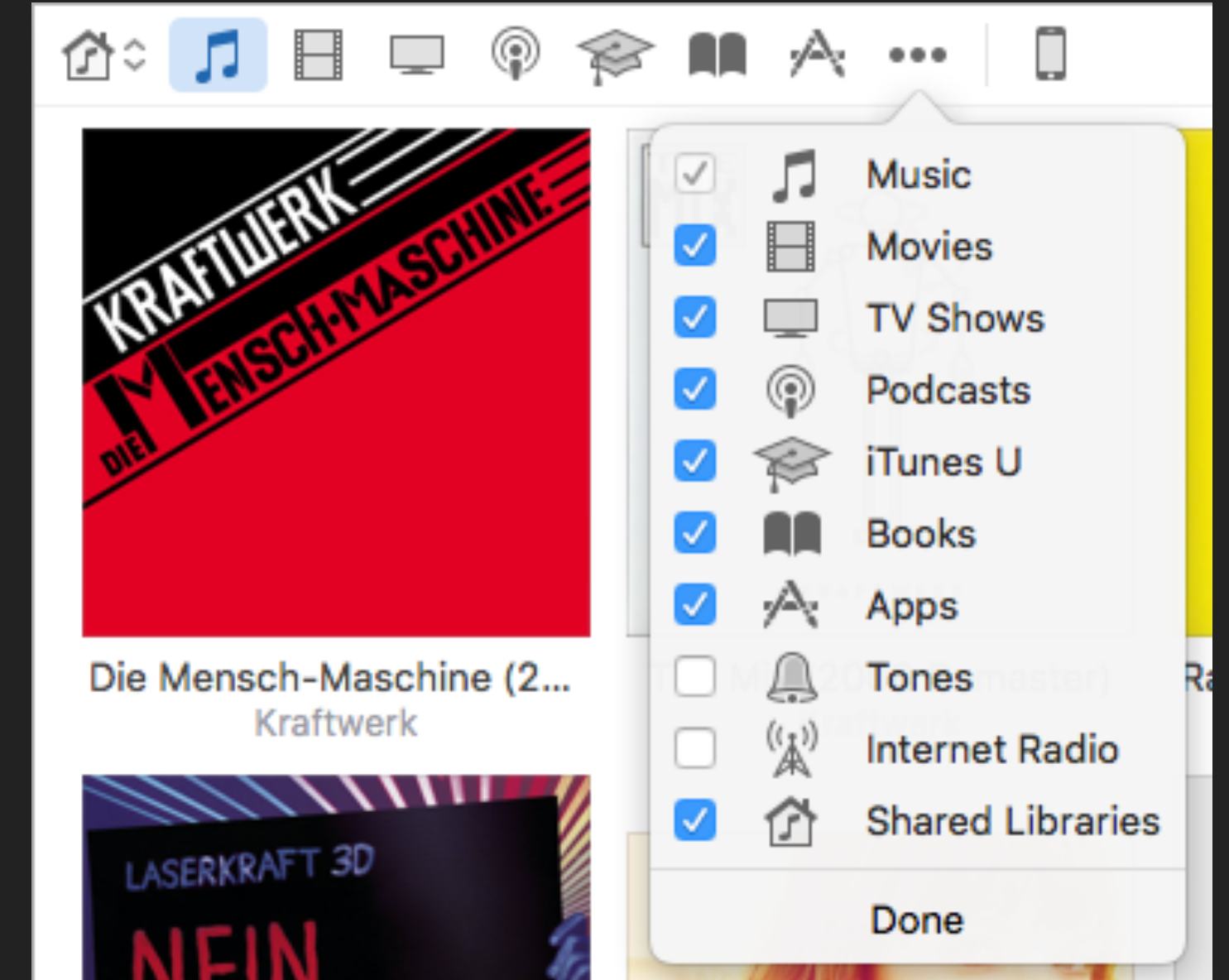
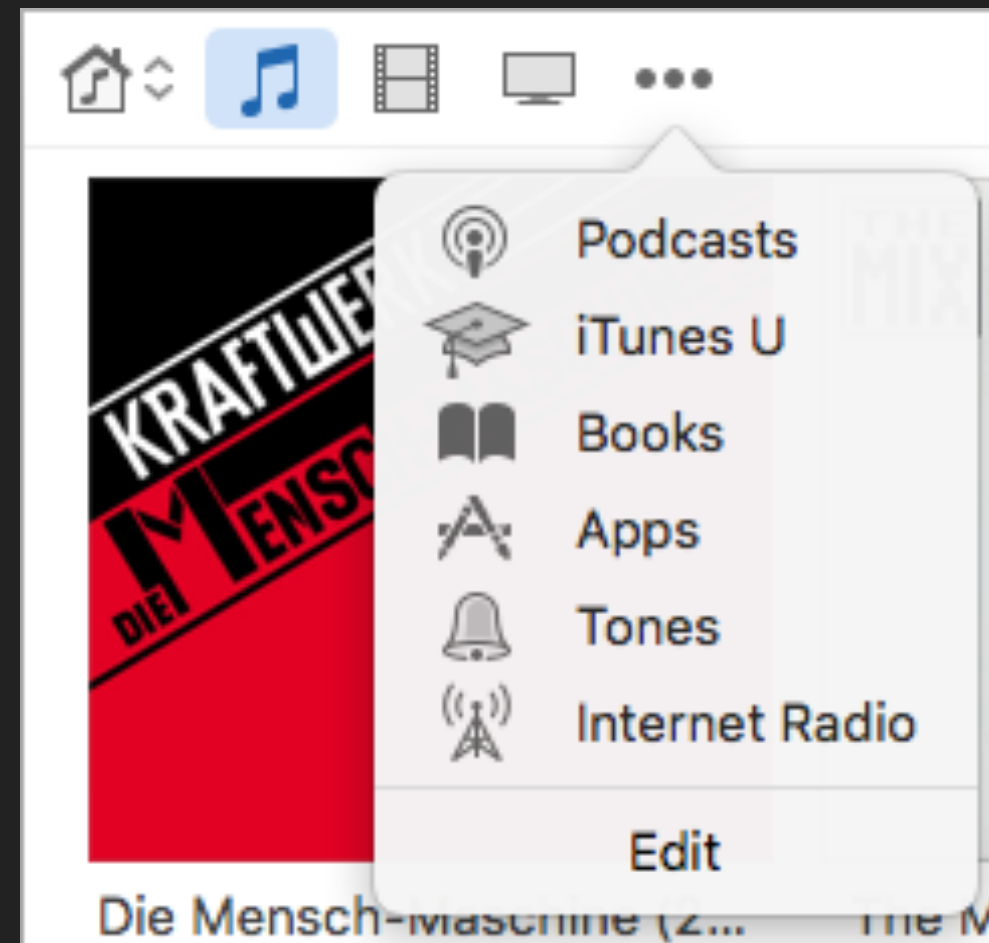
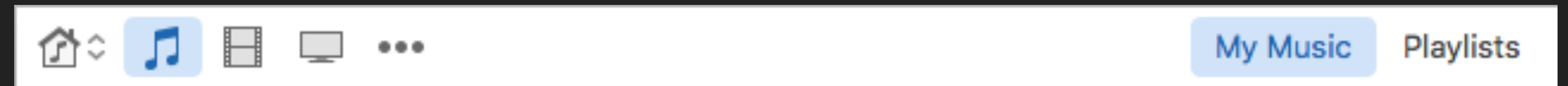


ALTERNATIVEN

OVERFLOW / ELLIPSES ICON ●●●

- ▶ Steigt in der Popularität
- ▶ Zeigt, das es mehr Funktionen gibt
- ▶ Kann gut funktionieren
- ▶ (Negativ) Beispiel: iTunes 12

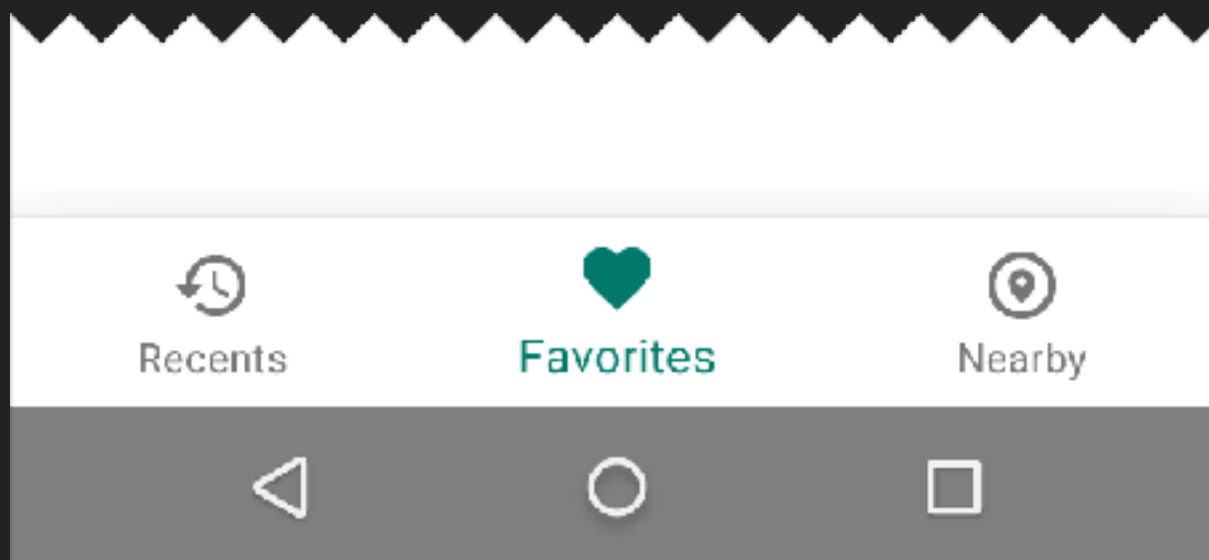
Inzwischen wieder
mit sidebar 😊



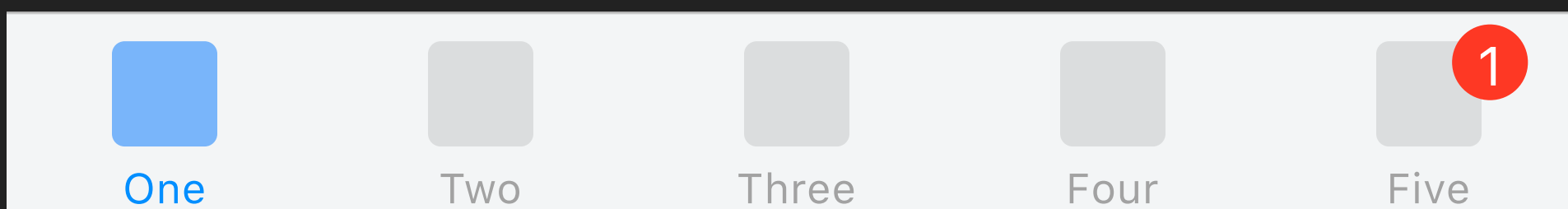
TABS

- ▶ Selbst Google geht auf Tabs (Material Design; Frühjahr 2016)

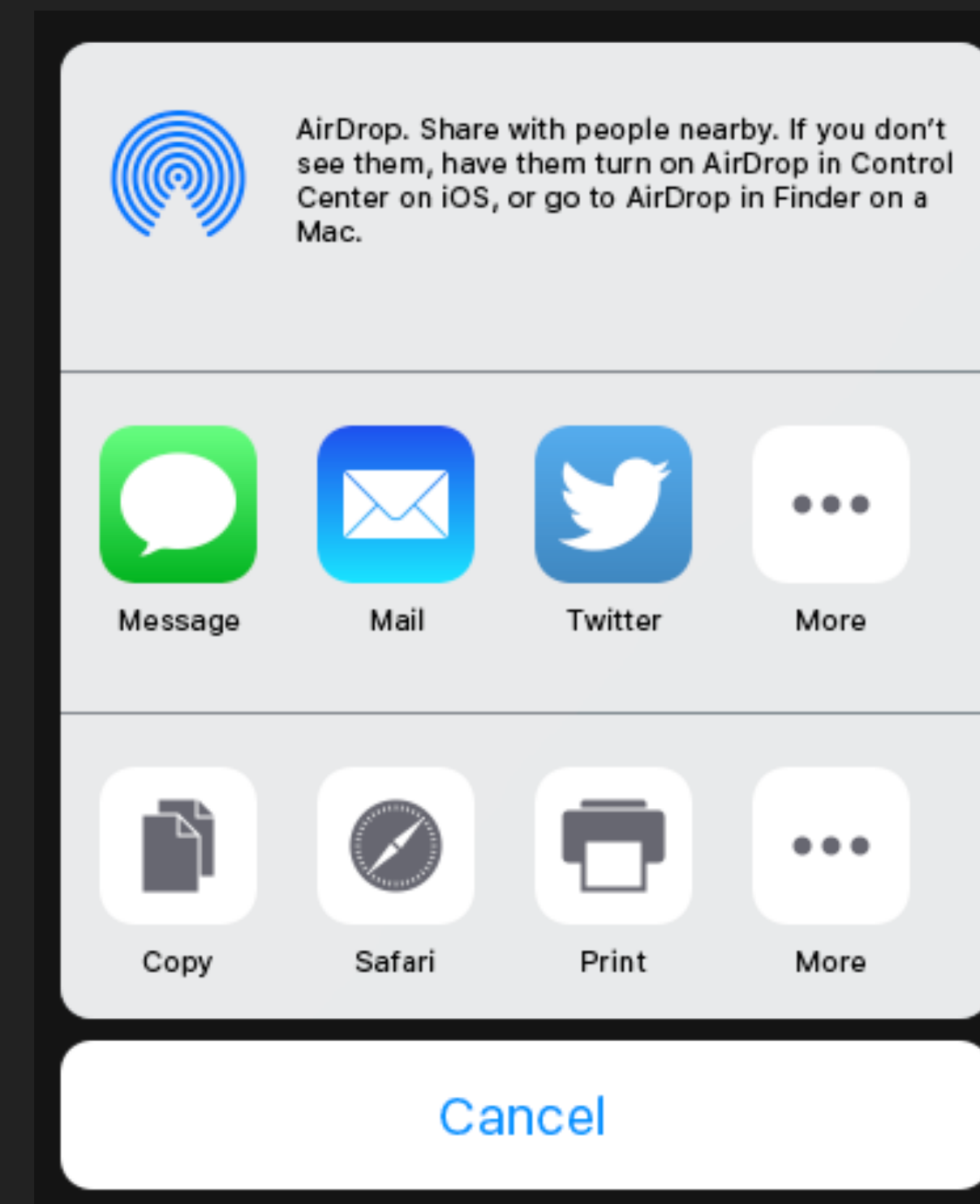
- ▶ 3 - 5 Top-Level Navigationsziele



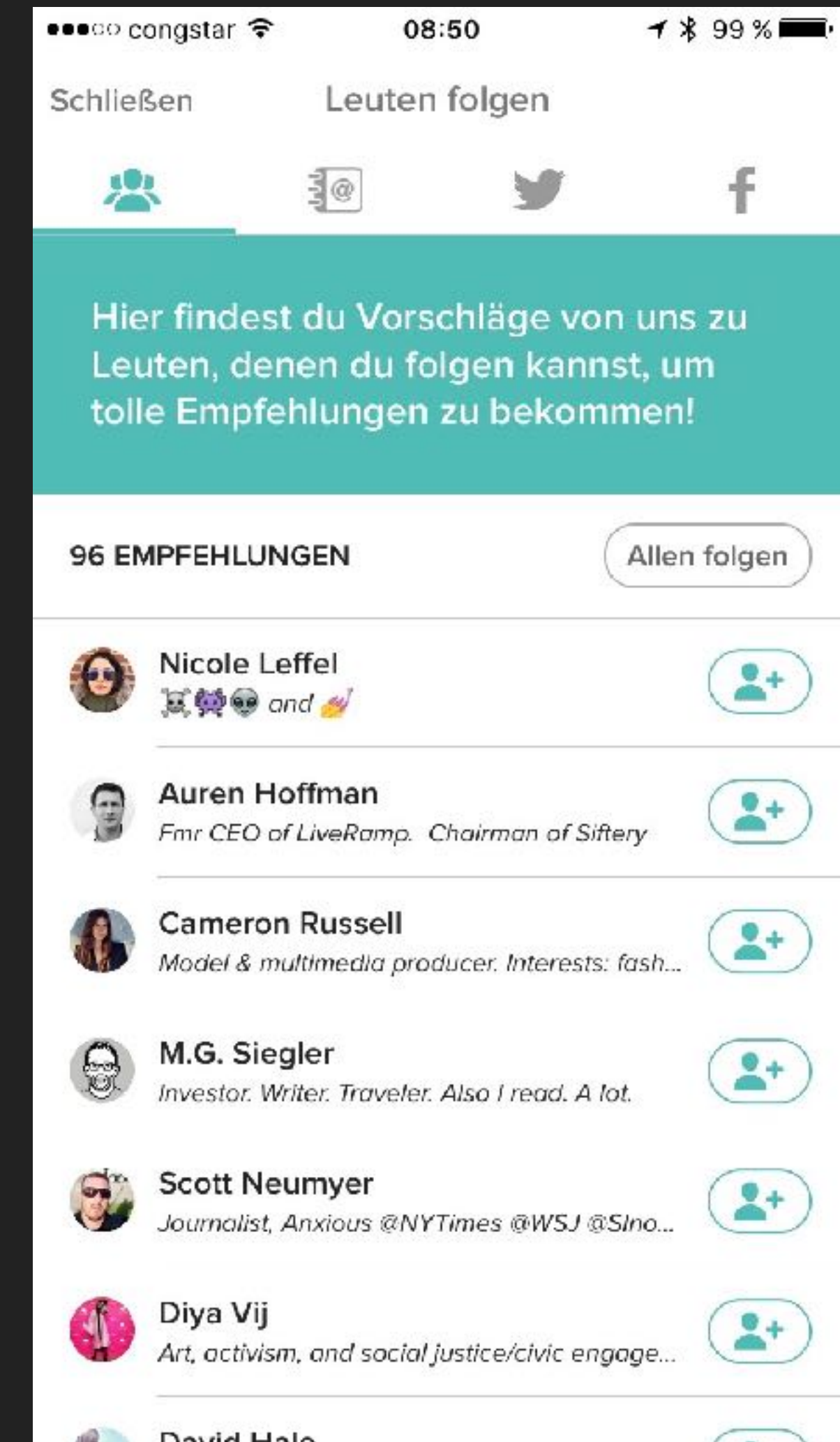
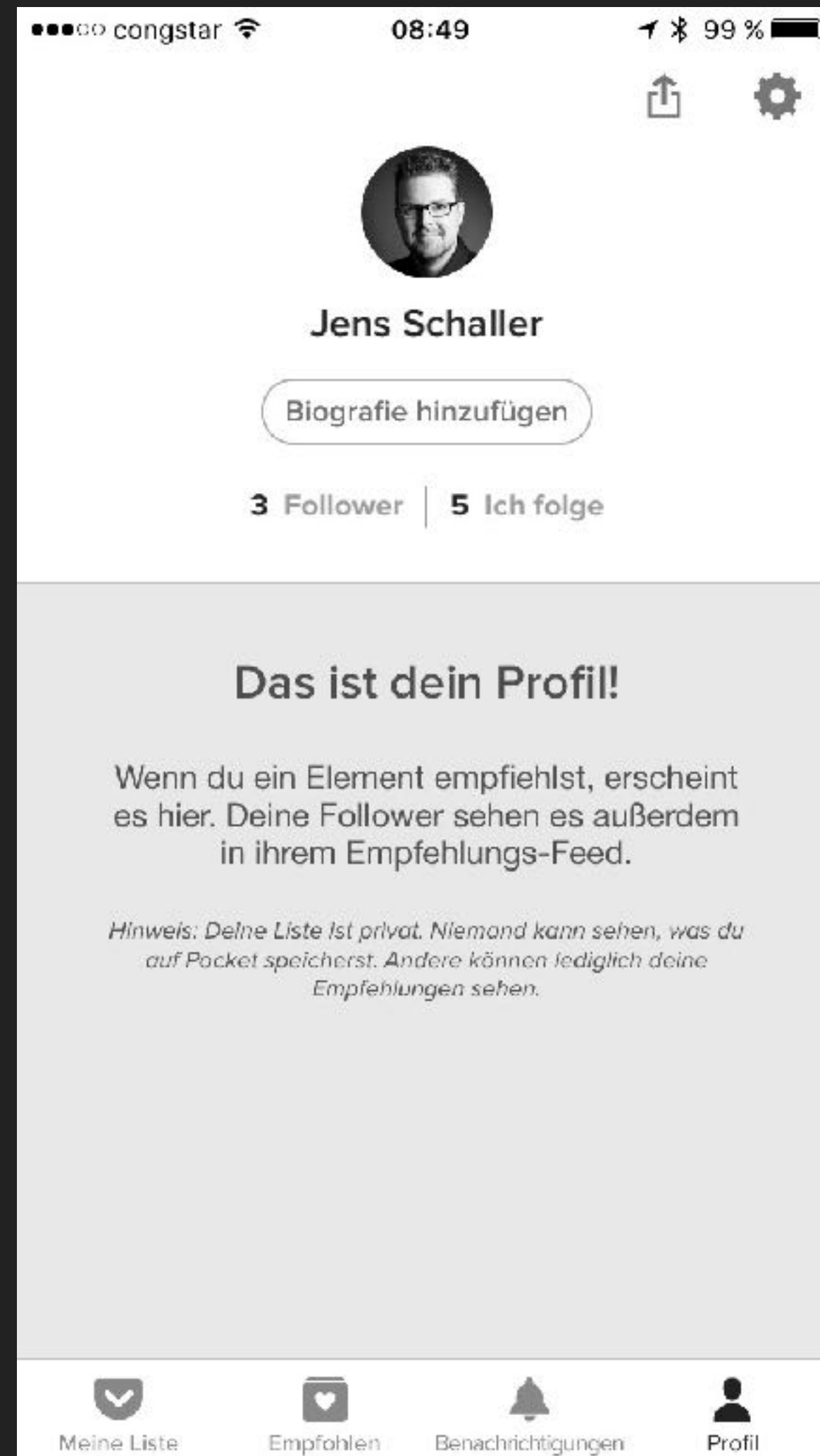
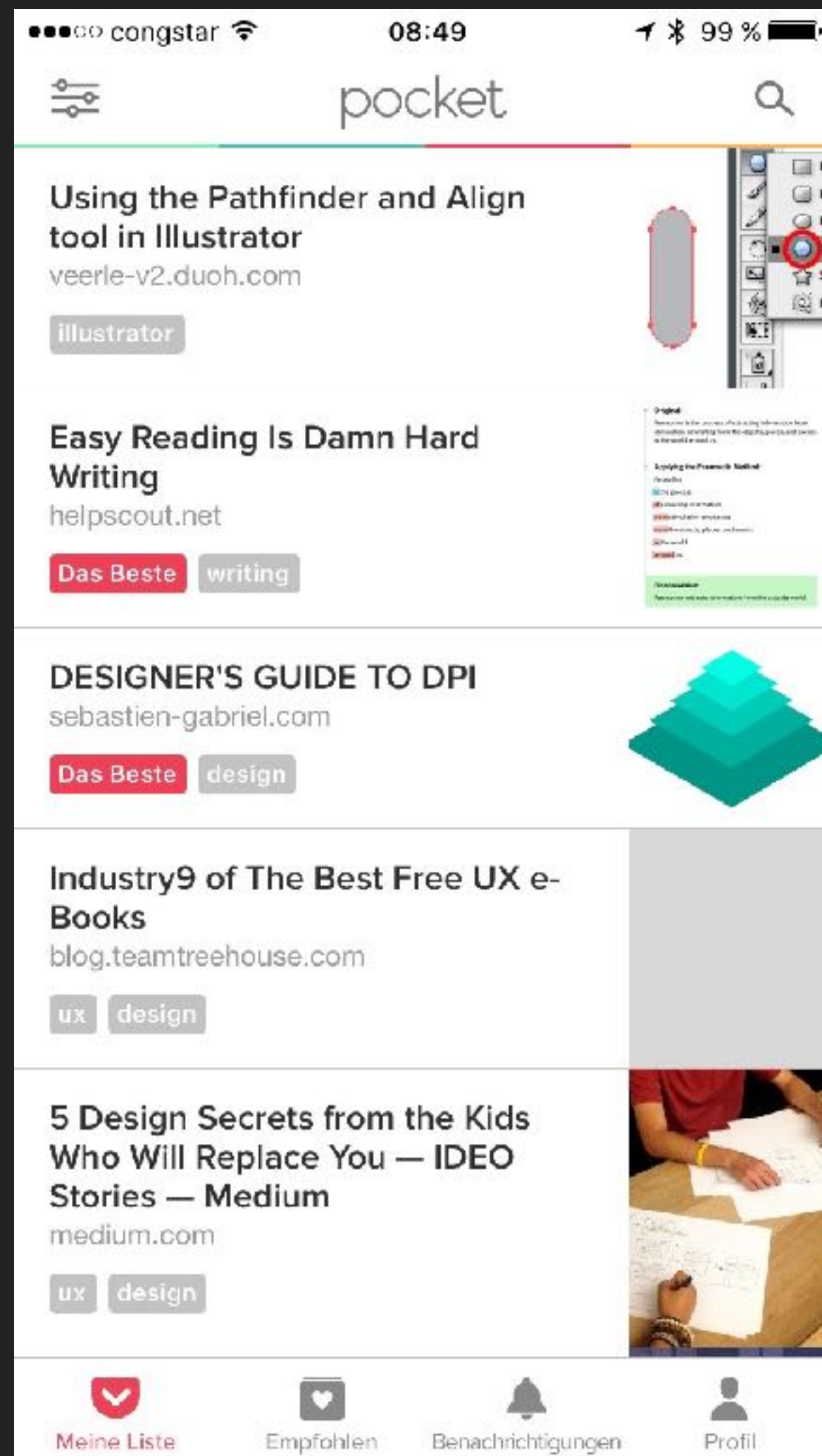
- ▶ "Glanceable"



- ▶ Kombination mit Ellipses möglich



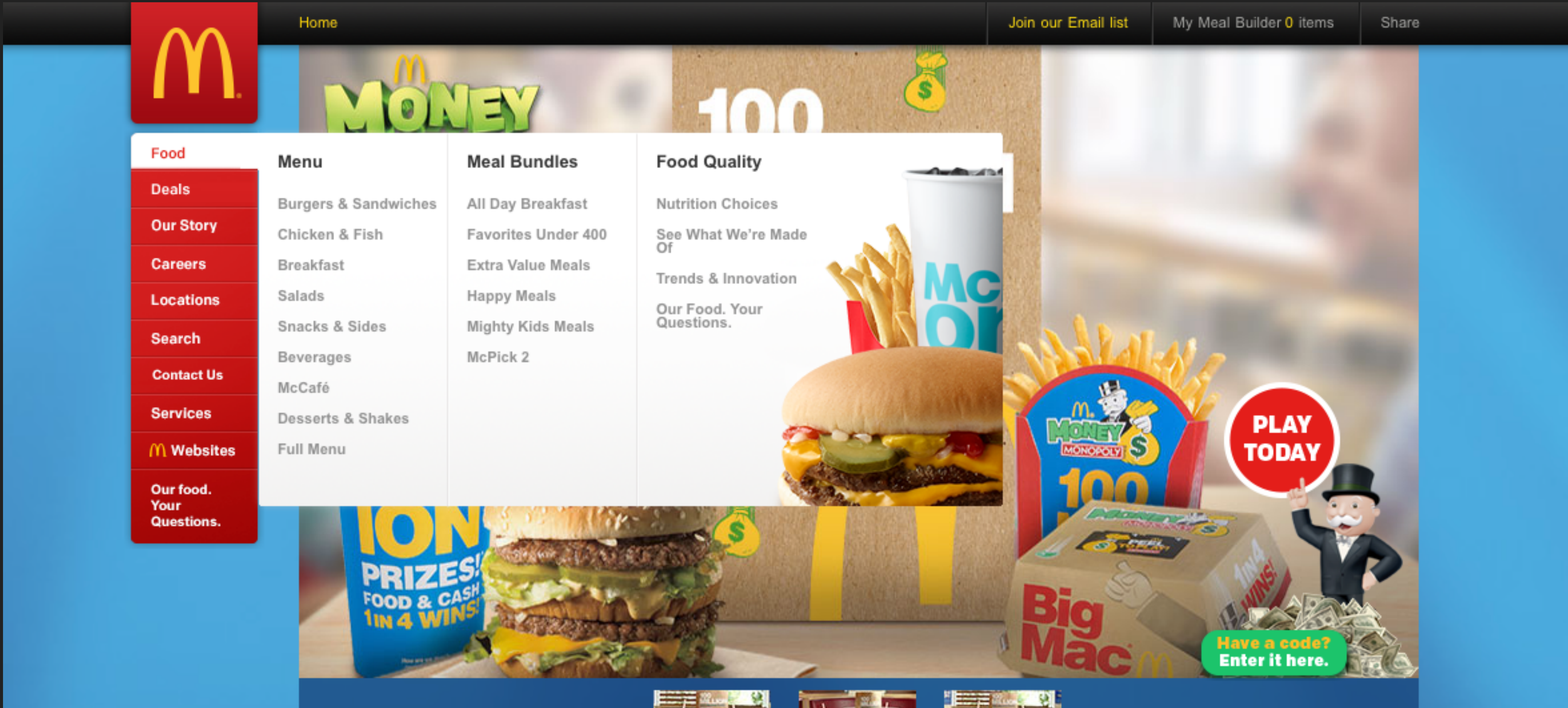
BEISPIEL - POCKET



BEISPIEL - TWEETBOT



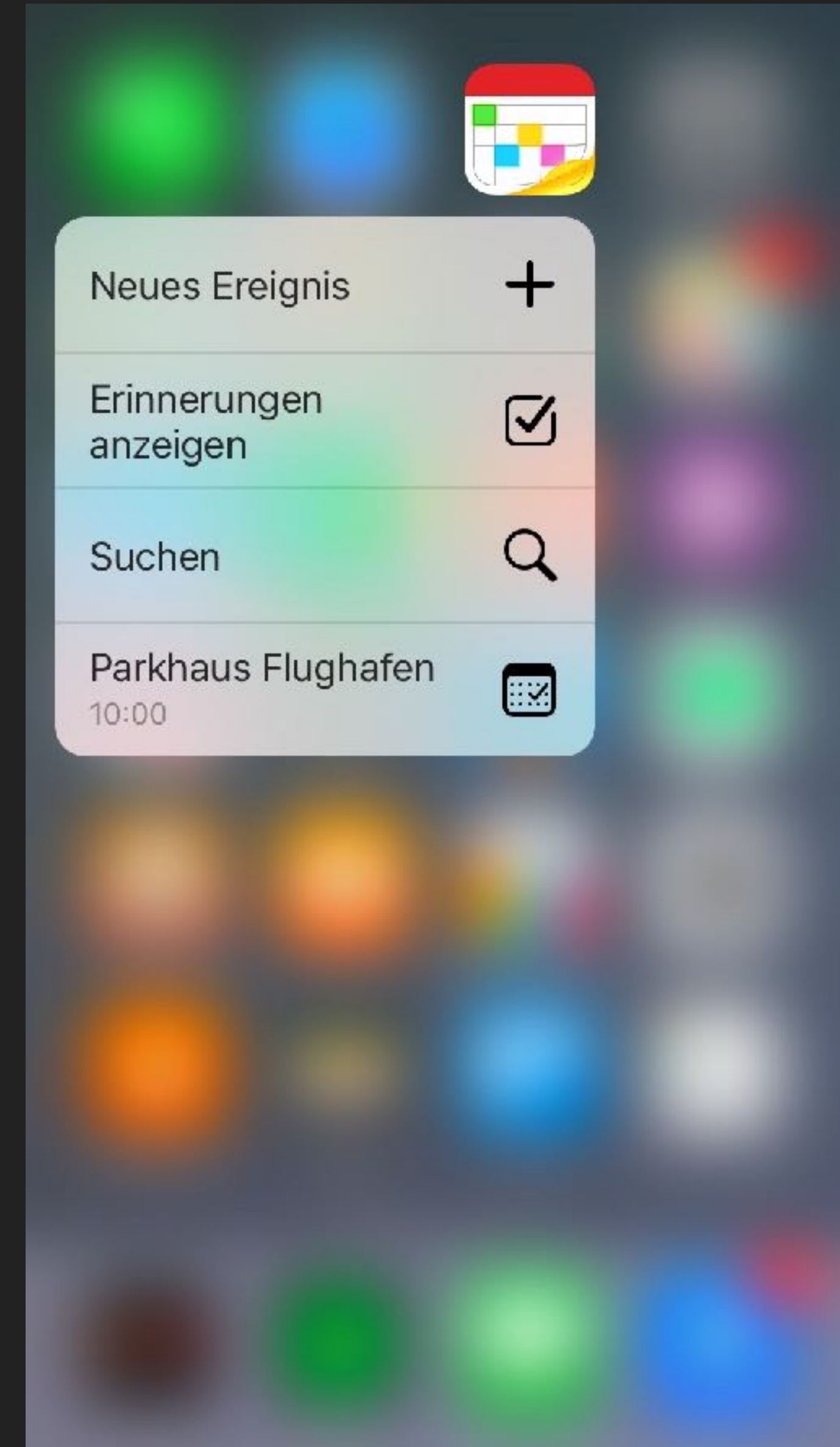
BEISPIEL – MCDONALDS

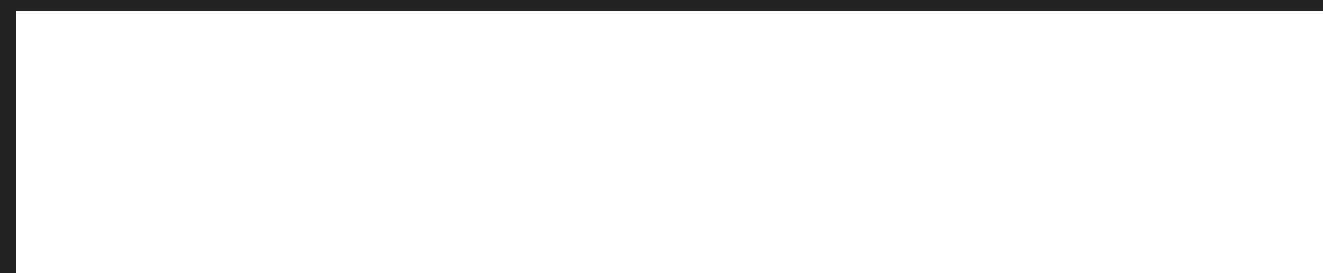
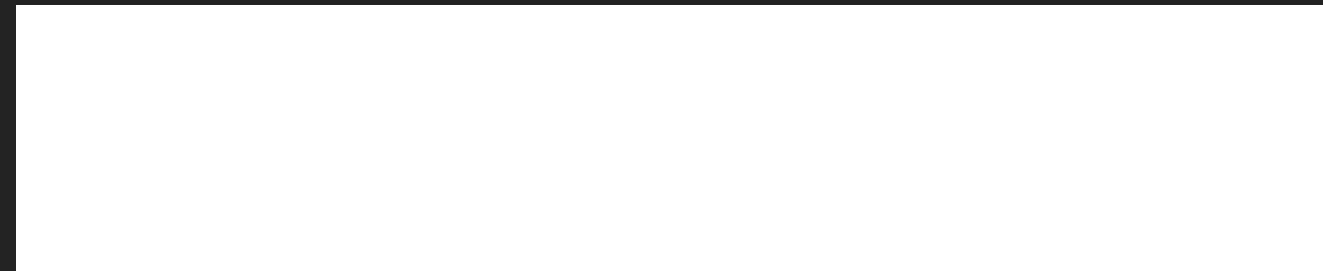


NUTZUNG VON 3D TOUCH

- ▶ Pattern: Kontextmenü
- ▶ Gerade auf Plattformen mit wenig Screen Space
- ▶ Nicht für Power User und nicht für Nerds
- ▶ Aktuell noch nicht so bekannt
- ▶ Auf Apple Watch ganz natürlich

Achtung:
Affordance





ZUSAMMENFASSUNG

JA, ES GEHT AUCH UM DESIGN.

VERSTECKEN DER NAVIGATION HINTER EINEM 
KANN ZU SAUBEREM UND SPARTANISCHEM
DESIGN BEITRAGEN

**JA, EIN STÄNDIG SICHTBARES
MENÜ BRAUCHT PLATZ.**

ABER:

Und der spannende Teil kommt
immer nach dem "Aber"

NAVIGATION AN DIE BEDÜRFNISSE DER NUTZER ANPASSEN

Nachdenken über
Informationsarchitektur

QUELLEN

- ▶ Who Designed the Hamburger Icon?
<http://gizmodo.com/who-designed-the-iconic-hamburger-icon-1555438787>
- ▶ A Brief History of the Hamburger Icon
<https://blog.placeit.net/history-of-the-hamburger-icon/>
- ▶ Designing Intuitive User Experiences
<https://developer.apple.com/videos/play/wwdc2014/211/>
- ▶ Obvious Always Wins
<http://www.lukew.com/ff/entry.asp?1945>
- ▶ Hamburger Buttons
<https://dribbble.com/shots/852180-Hamburger-Buttons>
- ▶ Information Scent
<https://www.nngroup.com/articles/wrong-information-scent-costs-sales/>
- ▶ A/B Tests
<http://exisweb.net/mobile-menu-icons>
<http://exisweb.net/mobile-menu-abtest>
<http://exisweb.net/hamburger-is-ok>
- ▶ Nielsen Norman Group - Icon Usability
<https://www.nngroup.com/articles/icon-usability/>
- ▶ Google - Material Design - Bottom Navigation
<https://www.google.com/design/spec/components/bottom-navigation.html#>
- ▶ Bye, Bye Burger!
<https://medium.com/startup-grind/bye-bye-burger-5bd963806015?ref=heydesigner-weekly#.g47dmfkup>
- ▶ Spotify verabschiedet sich vom „Hamburger“-Menü in der Android-Version
http://stadt-bremerhaven.de/spotify-verabschiedet-sich-vom-hamburger-menue-in-der-android-version/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+stadt-