

How to create user-friendly drop-down menus

1. Category names are short and easy to understand.

2. Main categories are arranged in order of how relevant they are to the user.

3. There is a visual cue (such as a small arrow) next to the menu name to indicate that the menu drops down.

4. The drop-down menu opens within 0.1 to 0.5 seconds when the user hovers over it in the navigation bar.

5. The drop-down menu opens in full from the start. Customers don't have to click on a category to see its subcategories.

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6. Visual cues, such as icons and different text colours, are used to make the expanded drop-down menu easier to navigate.

7. The menu does not close if the user moves their cursor away from the navigation bar and into the expanded drop-down menu.

8. Drop-down menus are all the same size, regardless of how many subcategories they contain.

9. There are no interactive functions (like newsletter registration) inside the drop-down menus.

10. The expanded drop-down menu does not cover up the search field or other important contents.

11. Secondary functions are listed in separate menus (for example, in the footer).