



# THIẾT KẾ GIAO DIỆN NGƯỜI DÙNG

1

# CHƯƠNG 3:

# KỸ THUẬT THIẾT KẾ

# GIAO DIỆN

2

# NỘI DUNG

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**3.1 Navigation.**

3.2 Text.

3.3 Color.

3.4 Home screen.

3.5 Bố cục.

3.6 Một số kỹ thuật khác.

# 3.1 NAVIGATION

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Thiết kế “Navigation” là thiết kế luồng xử lý của các chức năng trong phần mềm, trong đó đề cập đến từng giao diện cụ thể.

# 3.1 NAVIGATION

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Trên Internet, sự cạnh tranh chỉ là “01 cú click chuột”, nếu làm rối rắm User, họ sẽ rời bỏ Website / App của chúng ta.

# NỘI DUNG

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3.1 Navigation.

**3.2 Text.**

3.3 Color.

3.4 Home screen.

3.5 Bố cục.

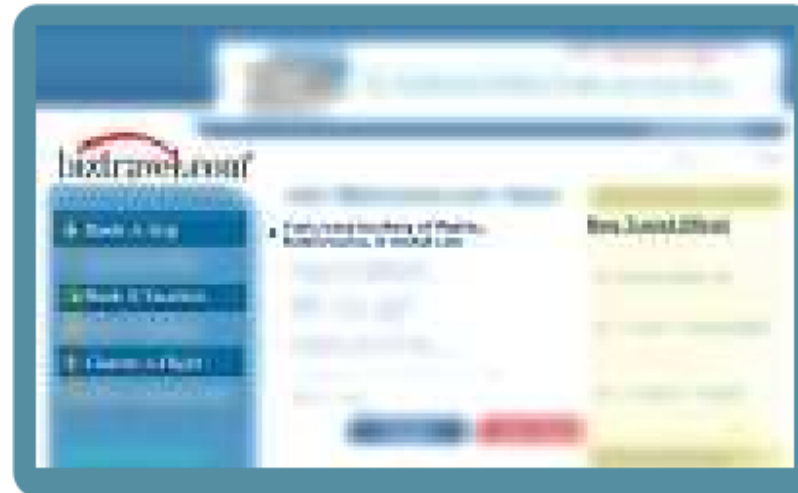
3.6 Một số kỹ thuật khác.

# 3.2 TEXT

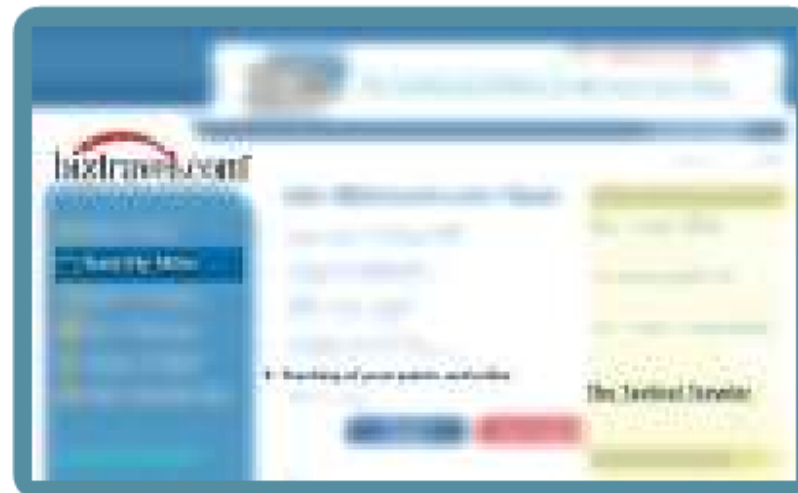
## WHAT DESIGNERS BUILD...



## WHAT USERS SEE...



I want to  
buy a  
ticket.



How do I  
check my  
frequent  
flyer miles?

## 3.2 TEXT

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Những Keyword hay được User chú ý?



# 3.2 TEXT



Roll over image to zoom in

## Amazon Echo - Black

by Amazon



44,626 customer reviews | 1000+ answered questions

**#1 Best Seller** in Home Audio Speakers

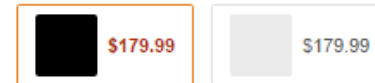
Price: **\$179.99**

**In Stock.**

This item does not ship to **Ho Chi Minh, Vietnam**. Please check other sellers who may ship internationally. [Learn more](#)

Ships from and sold by Amazon Digital Services LLC. Gift-wrap available.

Color: **Black**



- Plays all your music from Amazon Music, Spotify, Pandora, iHeartRadio, TuneIn, and more using just your voice
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- Allows hands-free convenience with voice-control
- Hears you from across the room with far-field voice recognition, even while music is playing
- Answers questions, reads audiobooks and the news, reports traffic and weather, gives info on local businesses, provides sports scores and schedules, and more using the Alexa Voice Service
- Controls lights, switches, and thermostats with compatible WeMo, Philips Hue, Samsung SmartThings, Wink, Insteon, Nest, and ecobee smart home devices
- Always getting smarter and adding new features, plus thousands of skills like Uber, Domino's, and more

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- ☐ Insteon Connected Home Starter Kit ~~\$119.99~~ \$103.28
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**Used & new (7) from \$151.46 & FREE shipping.** [Details](#)

# NỘI DUNG

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3.1 Navigation.

3.2 Text.

**3.3 Color.**

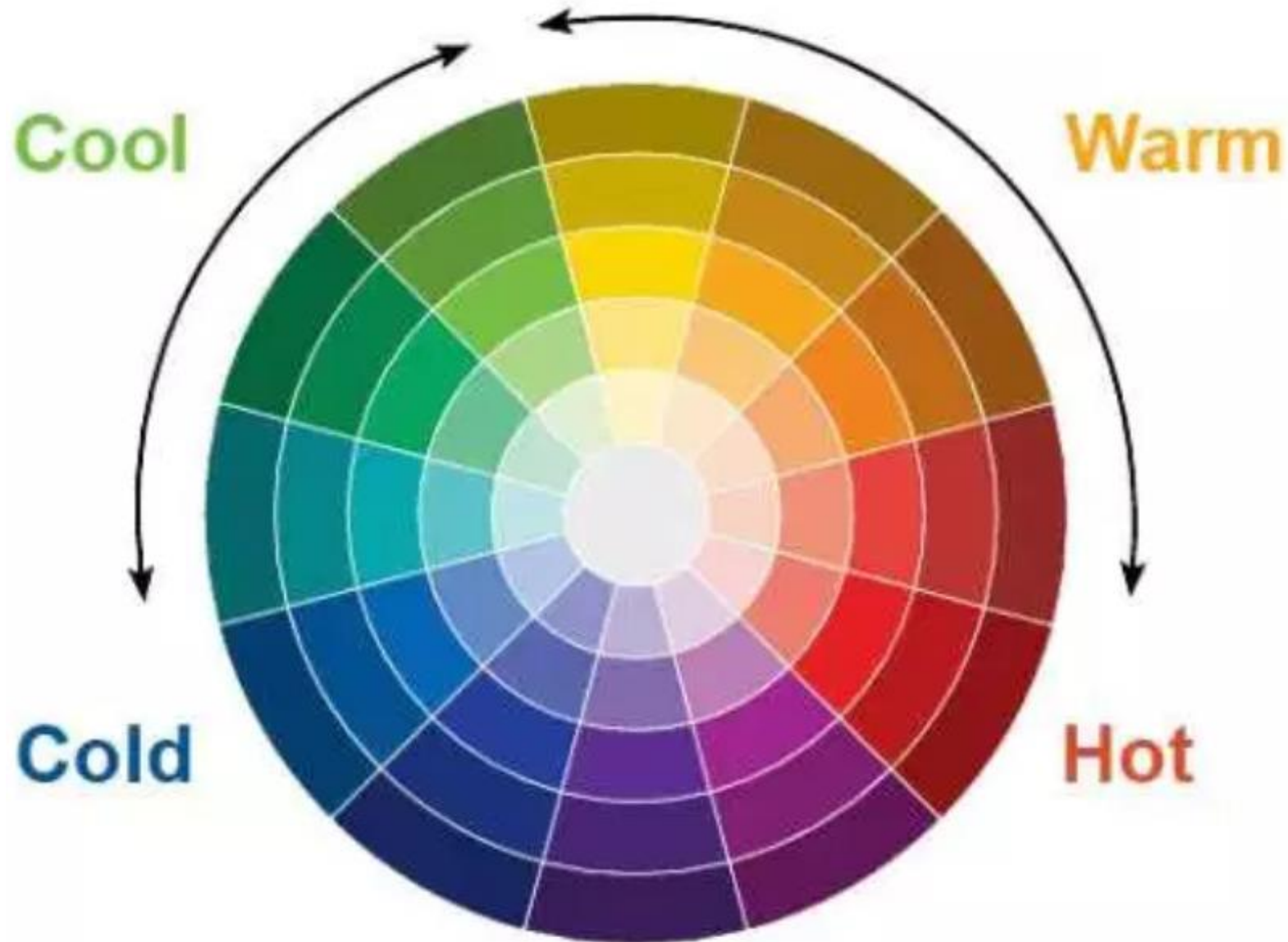
3.4 Home screen.

3.5 Bố cục.

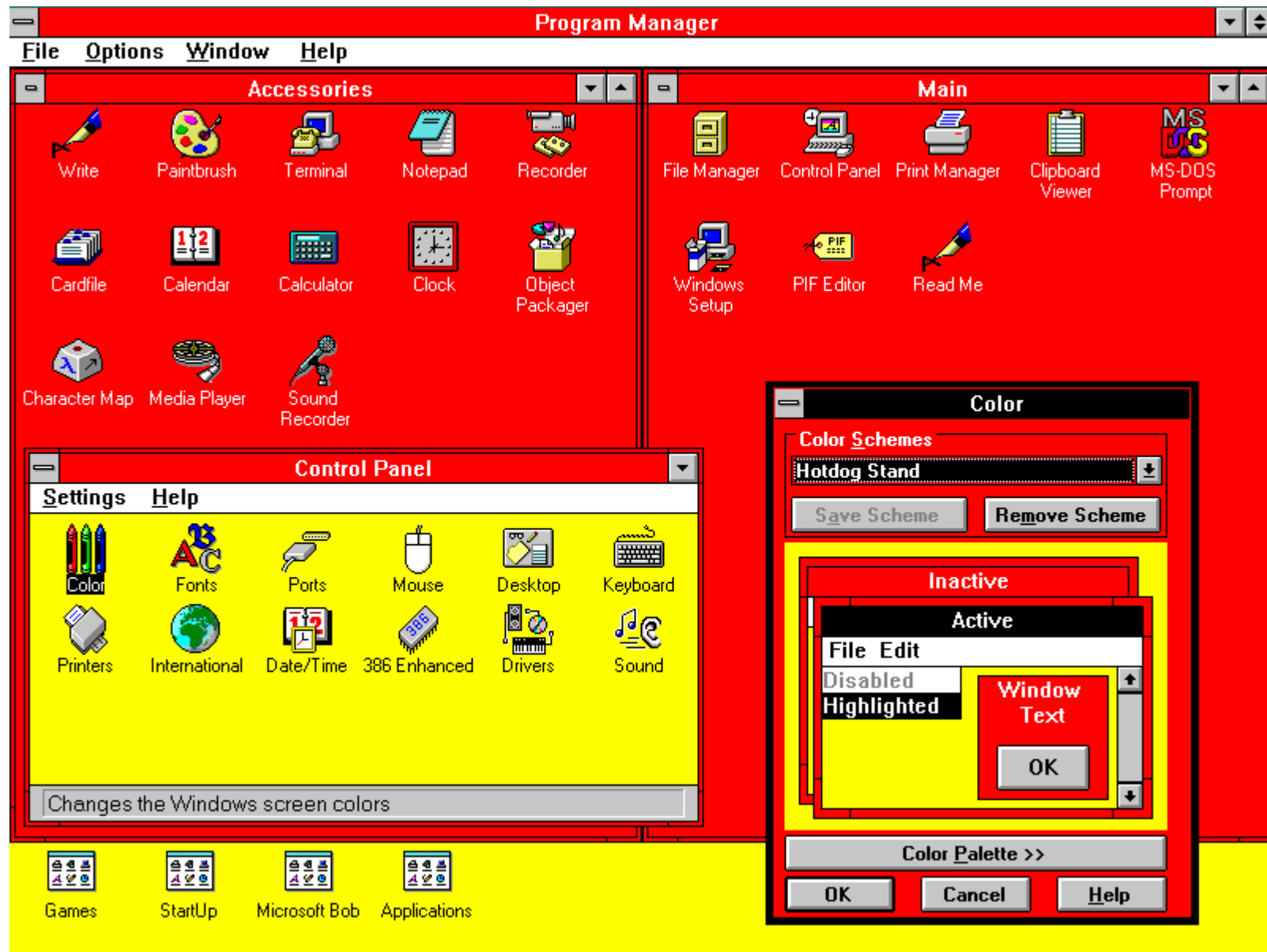
3.6 Một số kỹ thuật khác.

# 3.3 COLOR

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# 3.3 COLOR



# 3.3 COLOR

[MY FAVORITE LINKS](#)  
[RECENT LEGAL LOSSES](#)  
[FEES](#)  
[BANKRUPTCY](#)  
[OUR SOFTBALL TEAM](#)  
[SITEMAP](#)  
[MAILING LIST](#)  
[CLIENTS](#)  
[info@buystockswithus.com](mailto:info@buystockswithus.com)



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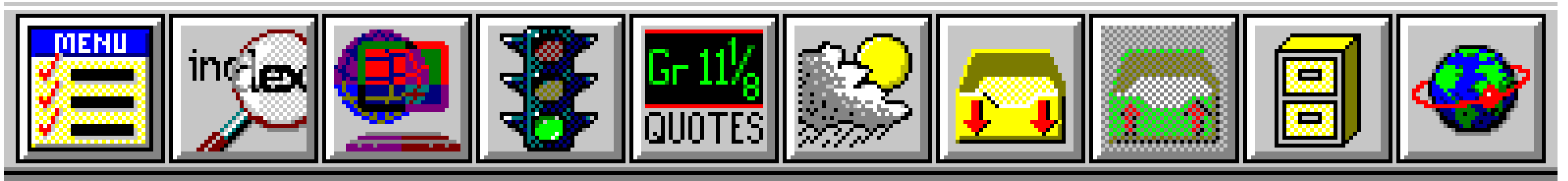
(716)555-1234 or [buystockswithus.com](http://buystockswithus.com)

18493

# 3.3 COLOR

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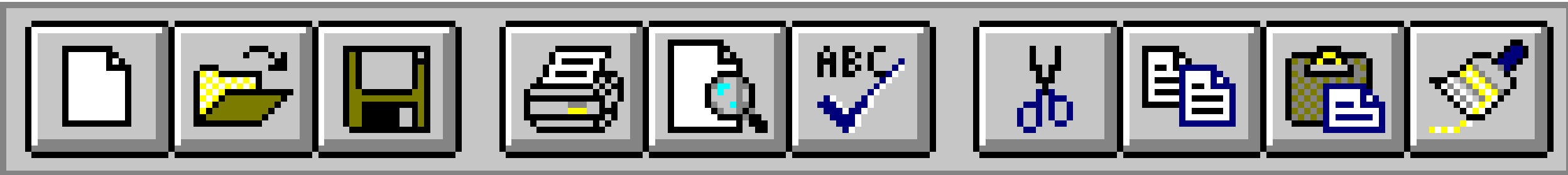
Nhận xét?



# 3.3 COLOR

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Nhận xét?



# 3.3 COLOR

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Nhận xét?





# 3.3 COLOR

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Nhận xét?

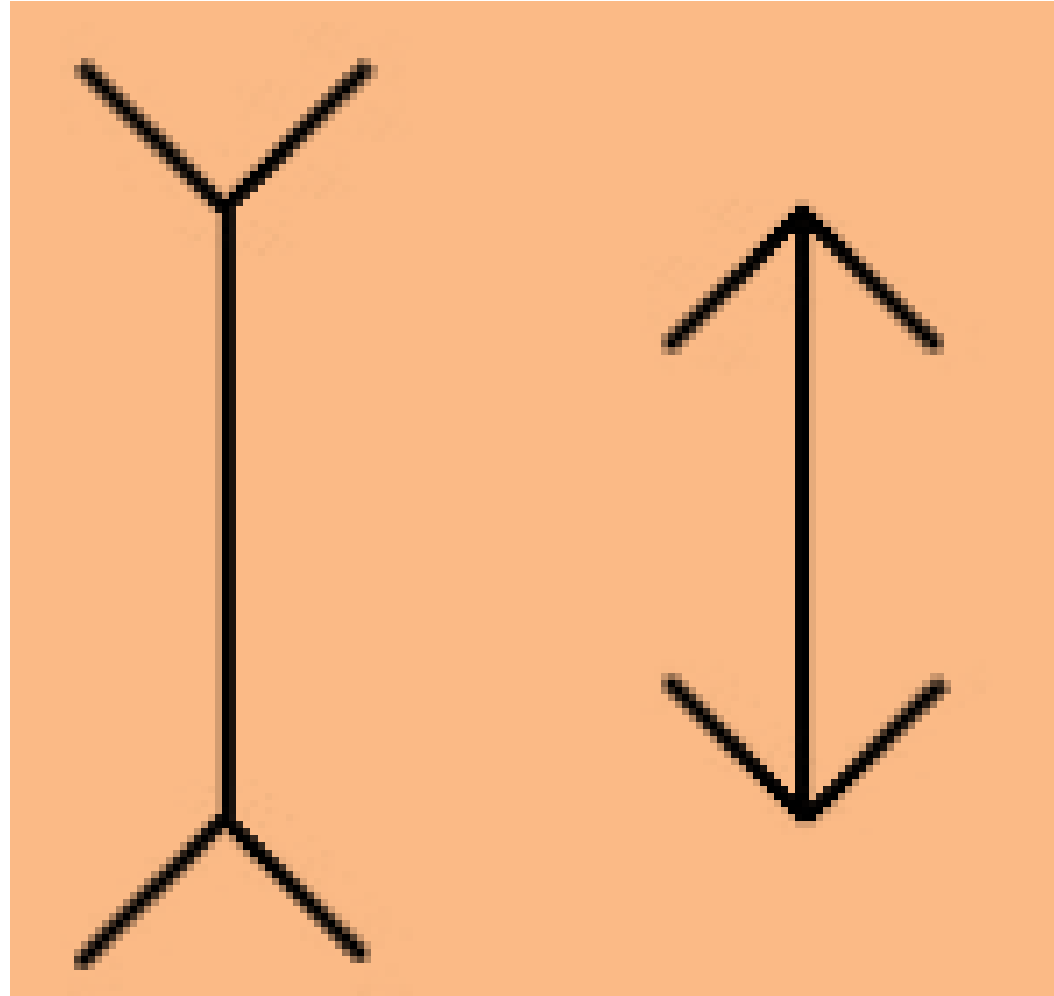
<b>STOP</b>	<b>WAR</b>
<b>PEACE</b>	<b>NOW</b>

<b>STOP</b>	<b>WAR</b>
<b>PEACE</b>	<b>NOW</b>

# 3.3 COLOR

---

Nhận xét?



# 3.3 COLOR

---

Ví dụ?



# 3.3 COLOR

---

Ví dụ?



# 3.3 COLOR

---

Nhận xét?



# 3.3 COLOR

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Ví dụ:



## 3.3 COLOR

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Nếu xoay ngược lại thì sao?




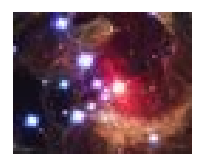
# 3.3 COLOR


## Background Color?

**GROUPS**

**Sad**  
Sad dark colors now have a place to go. Post your saddest colors, palettes, and patterns. (spiralstairs)  
[9 Lovers](#) [2 Conversations](#) [15 Palettes](#) [4 Colors](#)

**Bust a Rhyme!**  
Think you can create a palette or pattern where all of the names of the colors rhyme with eachother? Give it a Try!  
[26 Lovers](#) [4 Conversations](#) [59 Palettes](#) [2 Colors](#)

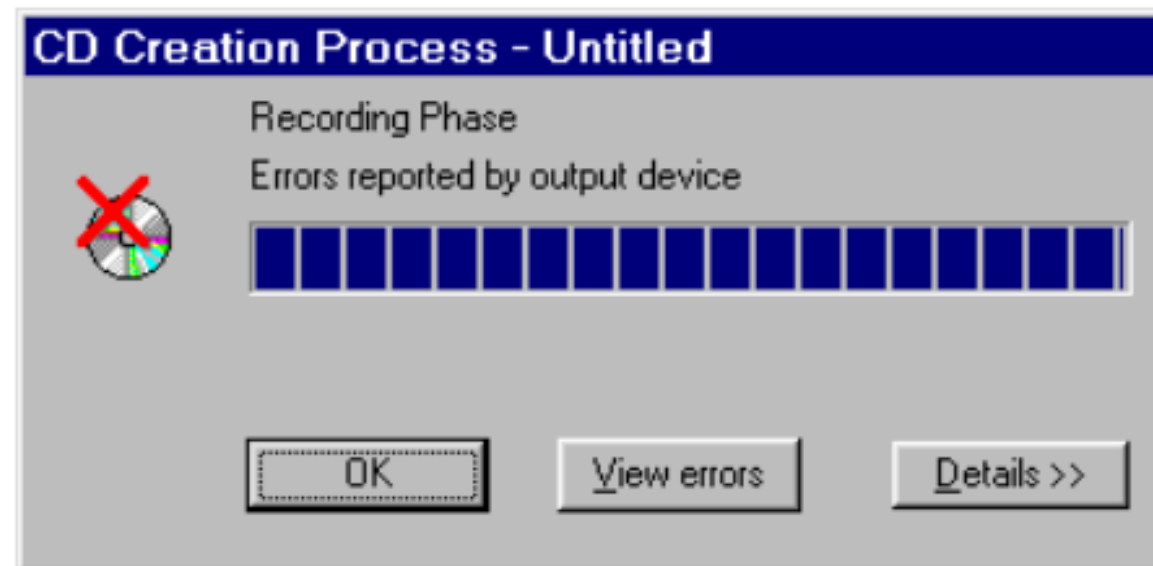
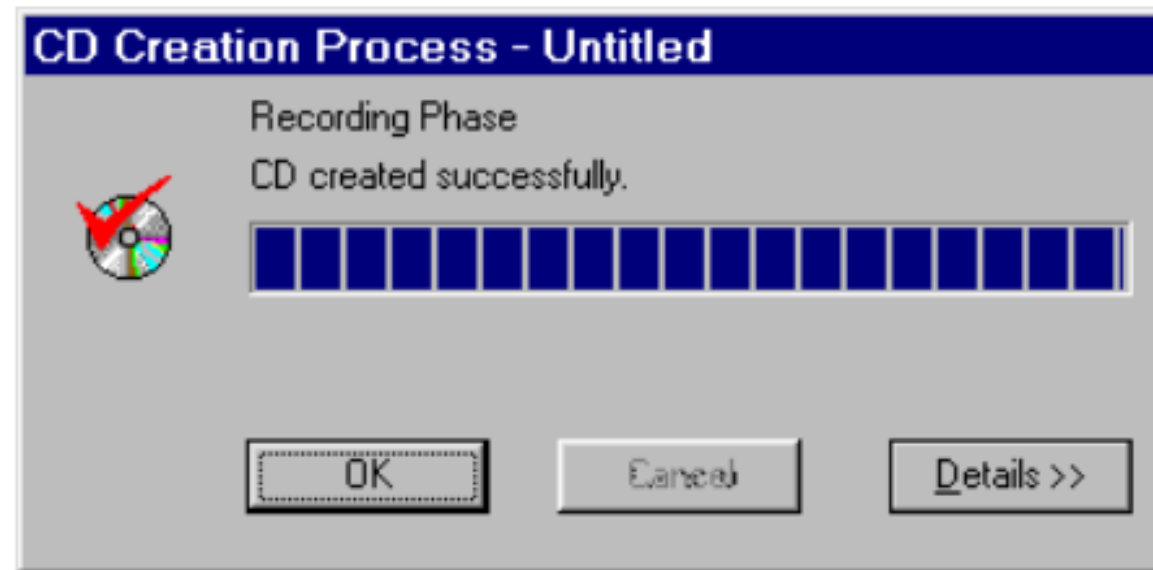
**SPACE**  
Colours and Palettes inspired by the final frontier—Outer Space  
[38 Lovers](#) [3 Conversations](#) [105 Palettes](#) [68 Colors](#)

**Passionpsg**  
by impassioned for impassioned  
[1 Lover](#) [0 Conversations](#) [1 Palette](#) [0 Colors](#)



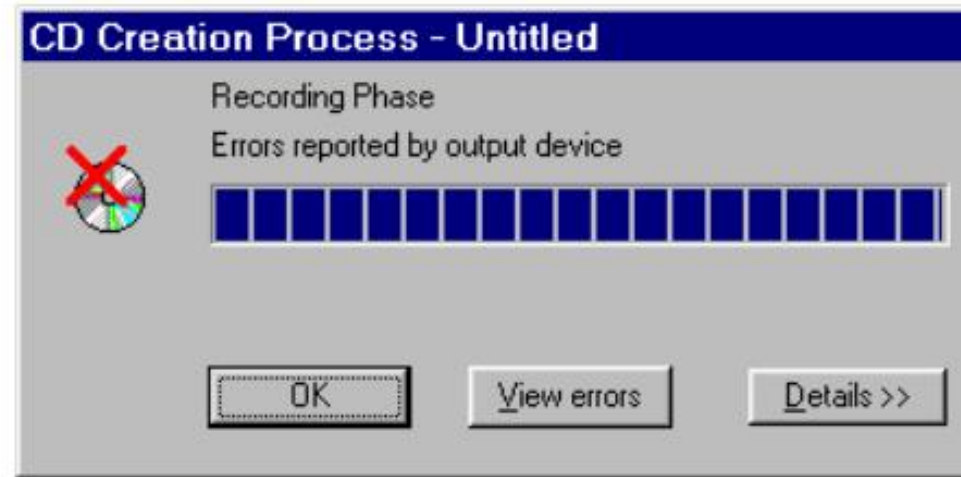
# 3.3 COLOR

Nhận xét?



# 3.3 COLOR

Thực tế với người mù màu xanh đỏ:



# 3.3 COLOR

Thực tế với người mù màu xanh đỏ:



# 3.3 COLOR

Thực tế với người mù màu xanh đỏ:

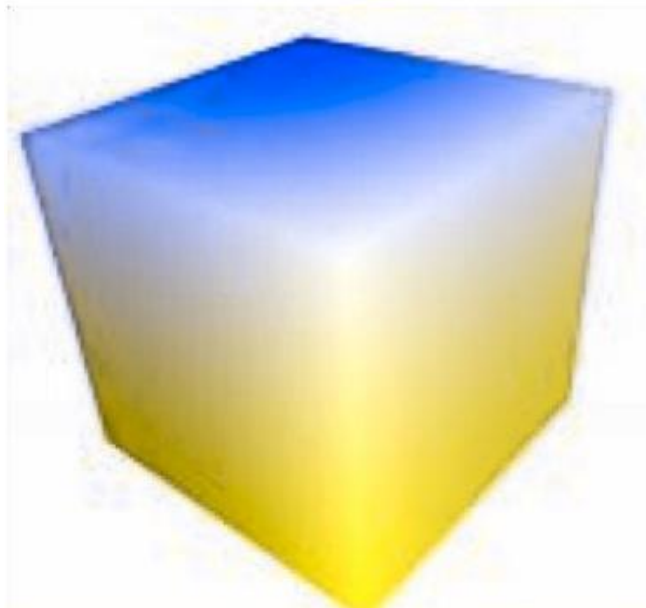




# 3.3 COLOR

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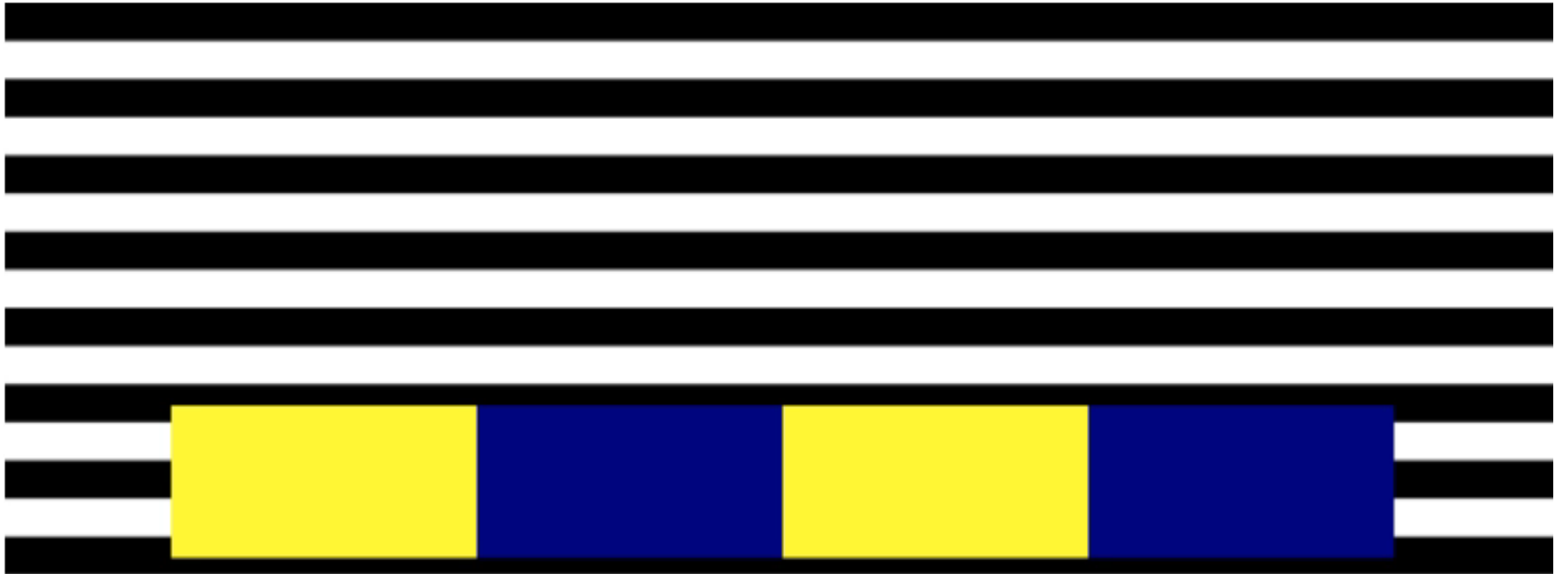
Thực tế  
với người  
mù màu  
xanh đỏ:



# 3.3 COLOR

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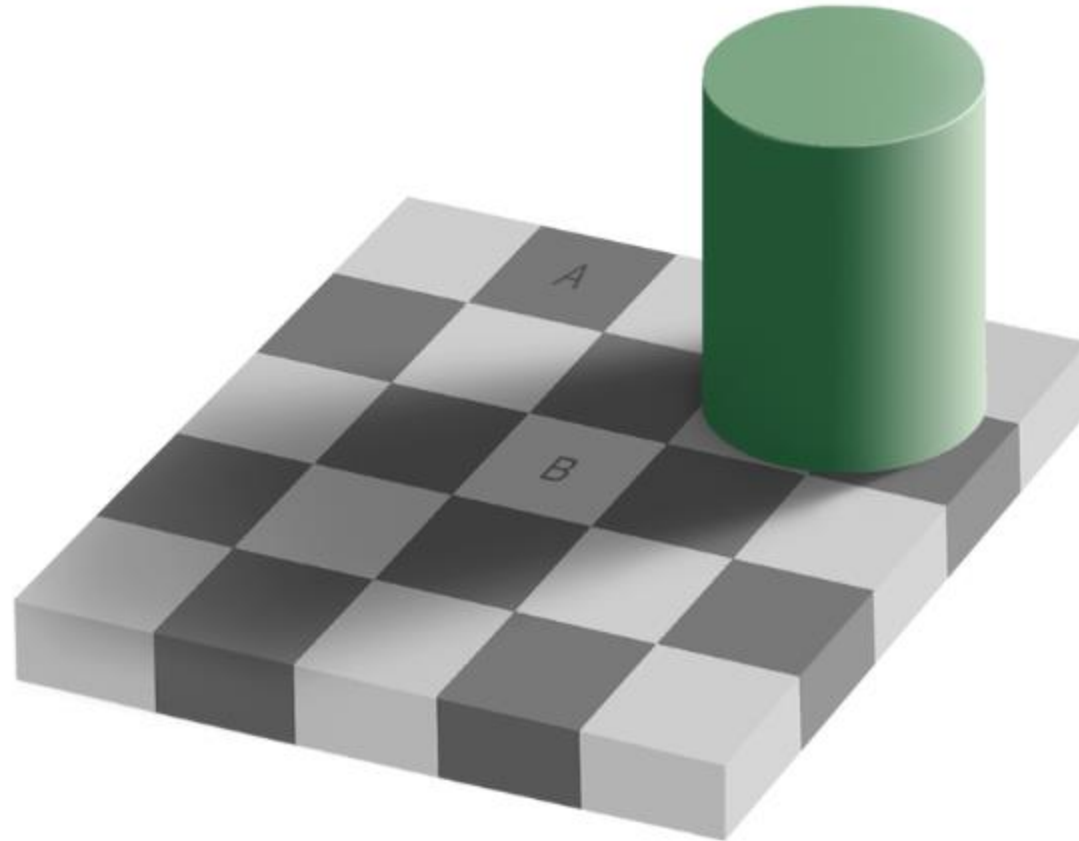
Ví dụ:



# 3.3 COLOR

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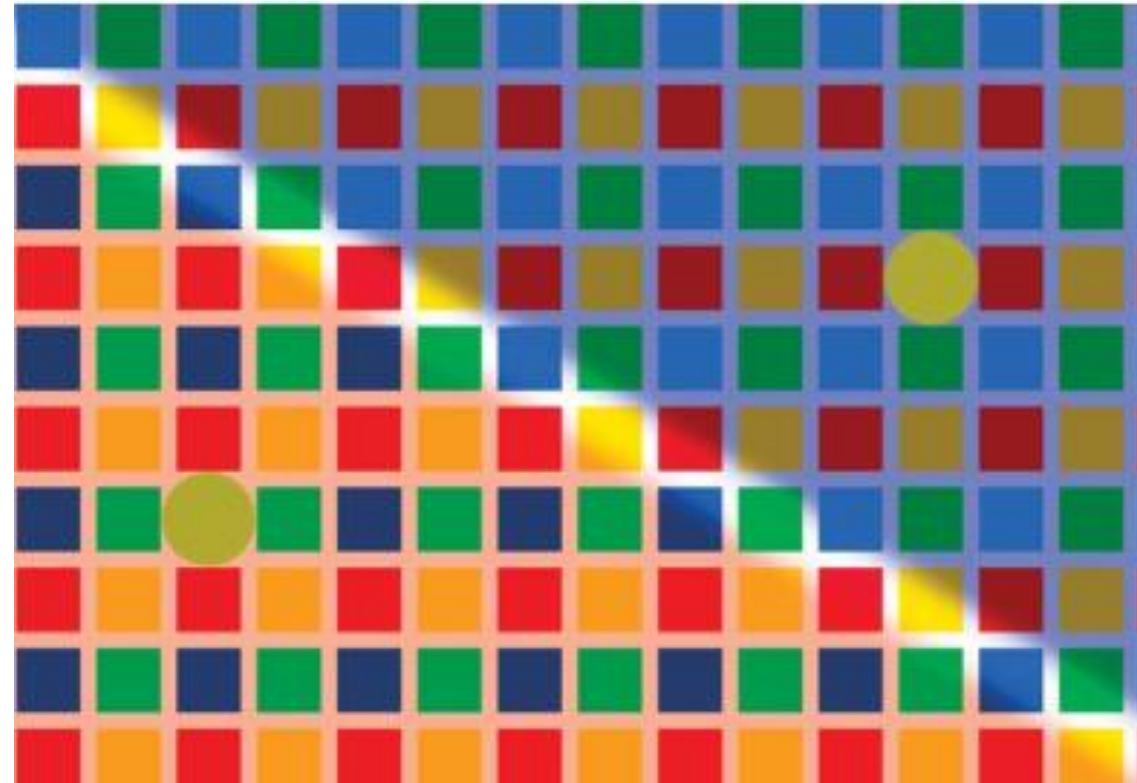
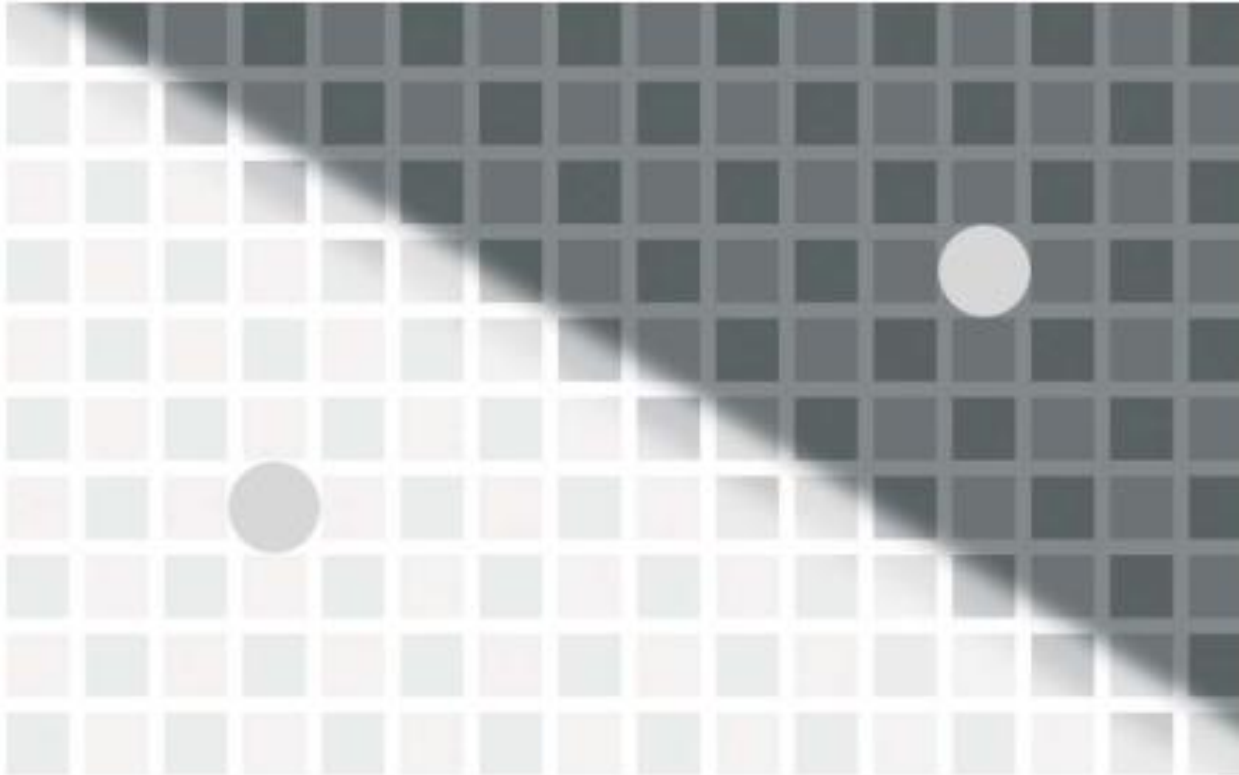
Nhận xét?



# 3.3 COLOR

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Nhận xét?





# 3.3 COLOR

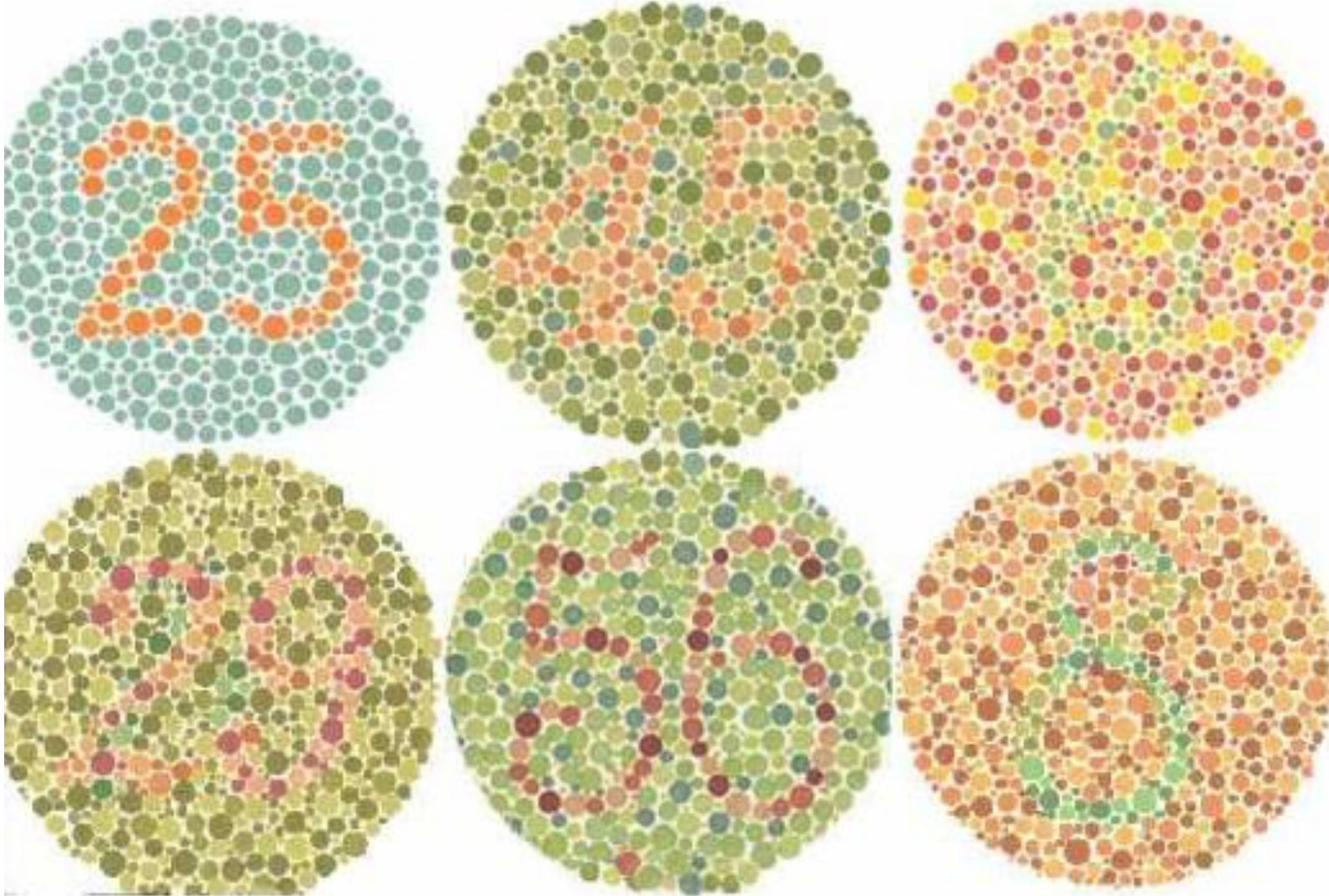
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Nhận xét?



# 3.3 COLOR

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Cảm ơn các bạn  
đã chú ý lắng nghe!

