



THIẾT KẾ GIAO DIỆN NGƯỜI DÙNG

1

CHƯƠNG 3:

KỸ THUẬT THIẾT KẾ

GIAO DIỆN

2

NỘI DUNG

3.1 Navigation.

3.2 Text.

3.3 Color.

3.4 Home screen.

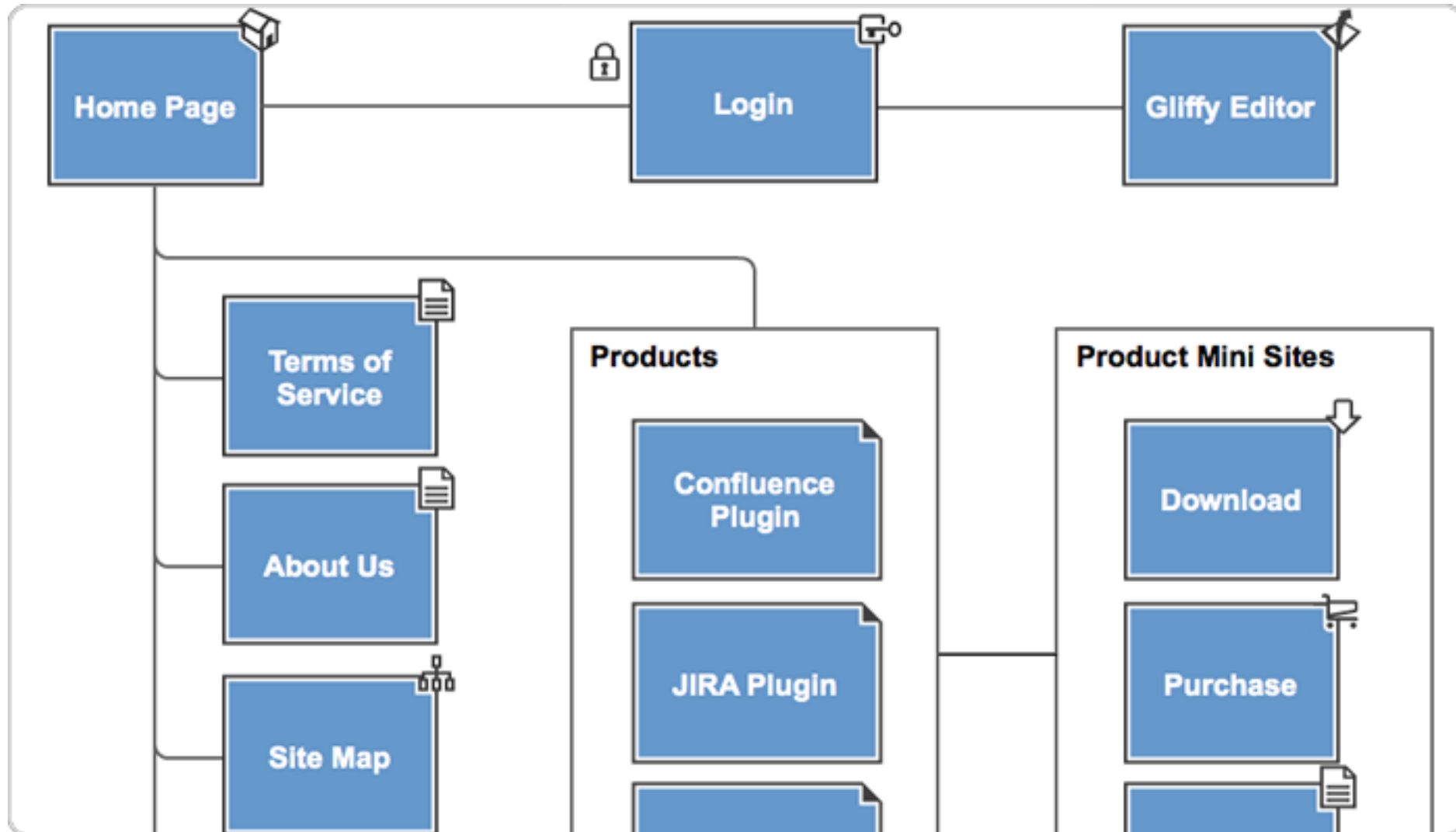
3.5 Bố cục.

3.6 Một số kỹ thuật khác.

3.1 NAVIGATION

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



3.1 NAVIGATION

Chiều T7 vào “Siêu thị” mua “kìm”, thấy 3 gian hàng:



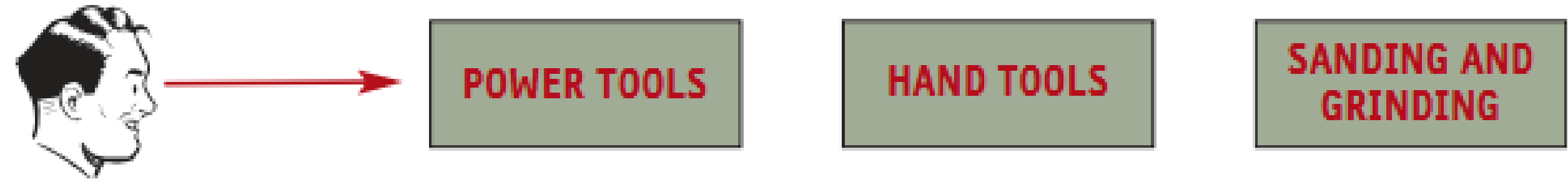
TOOLS

HOUSEWARES

LAWN AND GARDEN

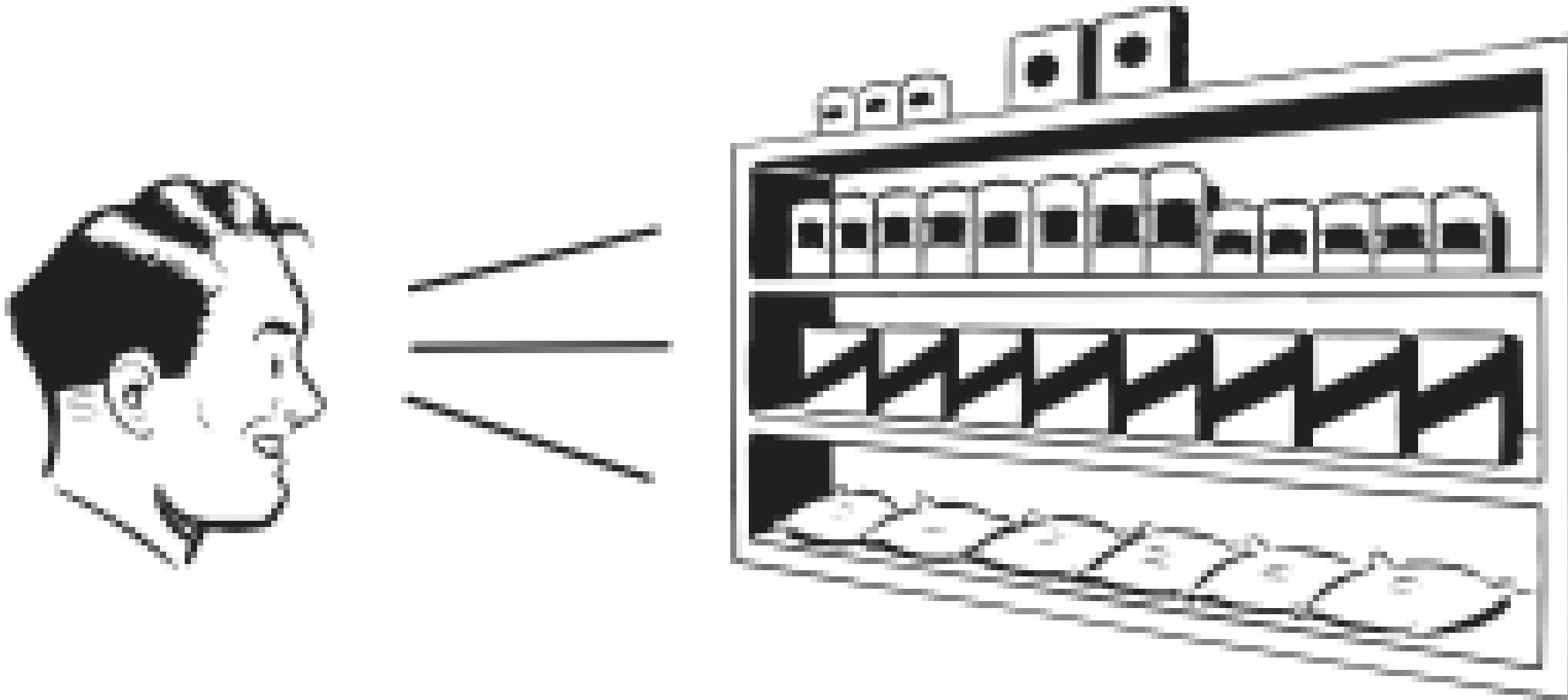
3.1 NAVIGATION

Có 3 lối đi đến 3 khu vực khác nhau trong gian hàng “Tools”:



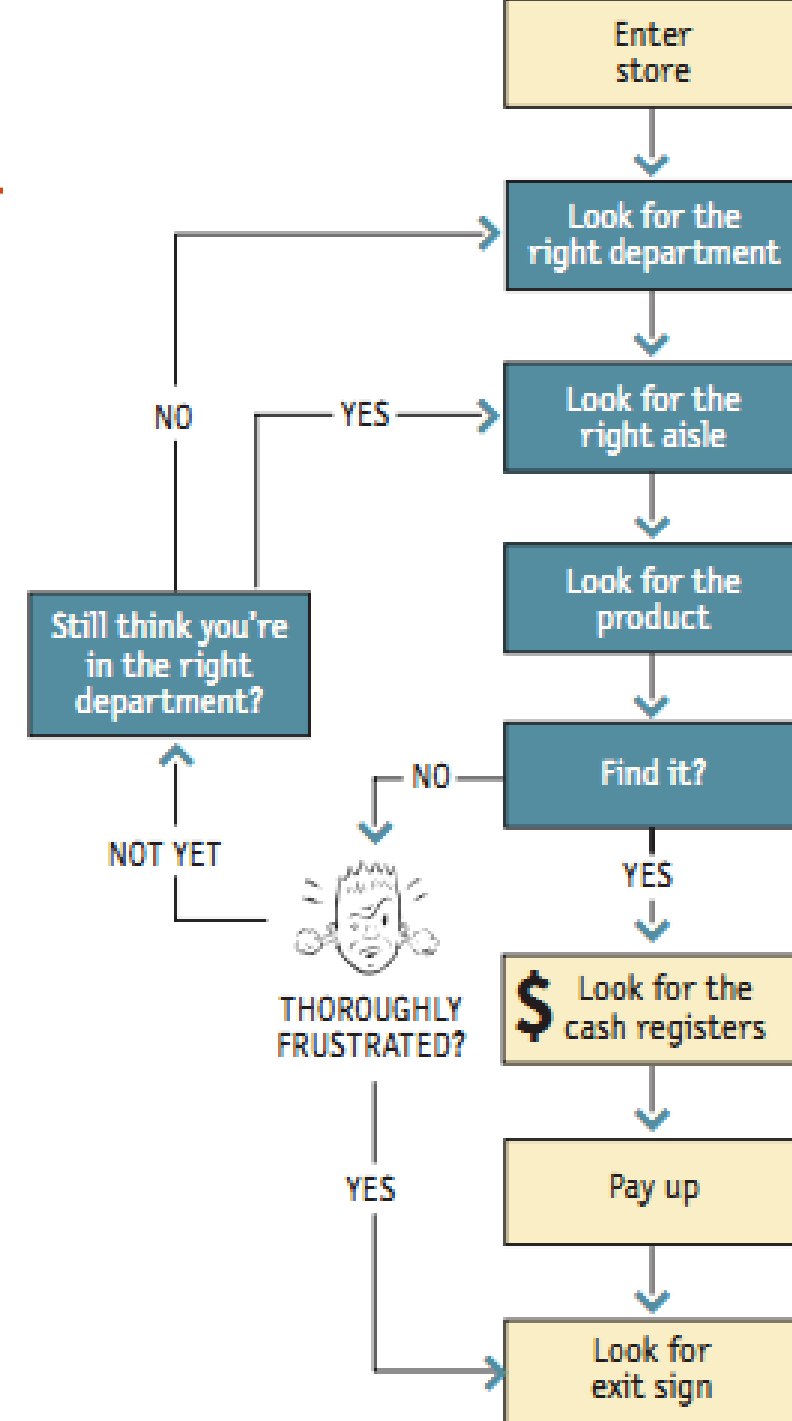
3.1 NAVIGATION

Tìm xem “Kìm” nằm ở đâu trên kệ:



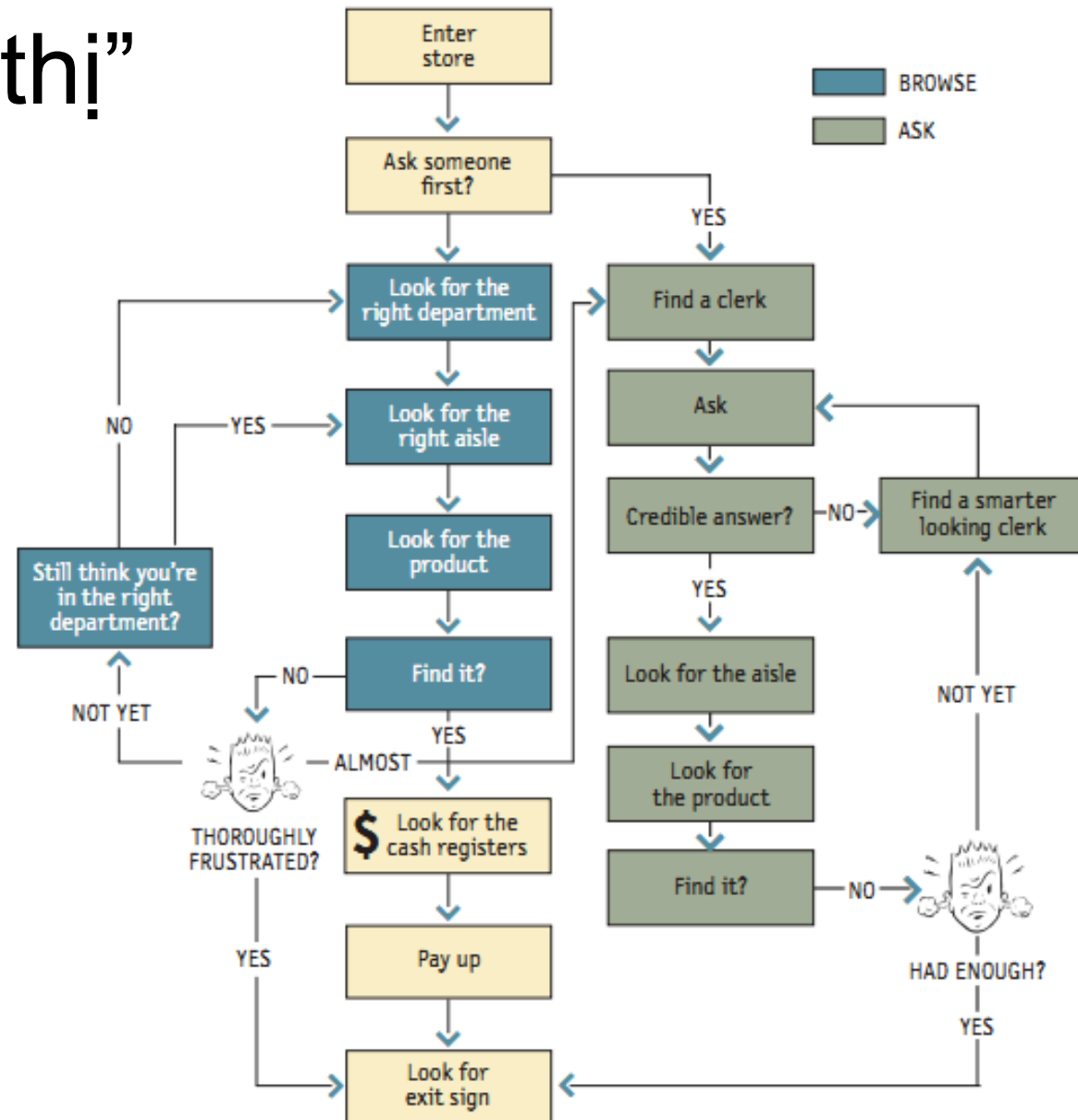
3.1 NAVIGATION

Câu chuyện “đi siêu thị”



3.1 NAVIGATION

Câu chuyện “đi siêu thị”

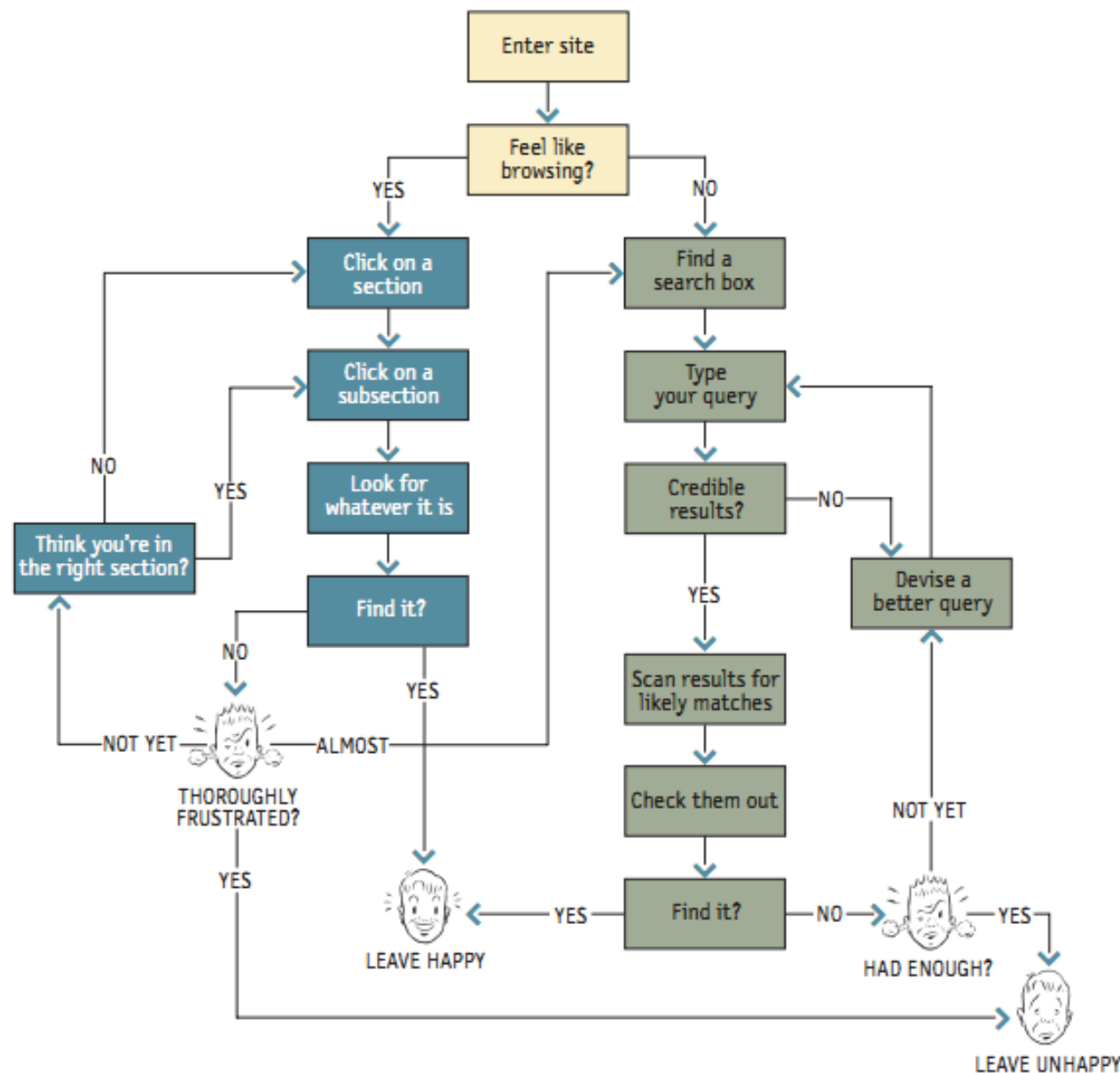


3.1 NAVIGATION

Bạn duyệt web như thế nào?

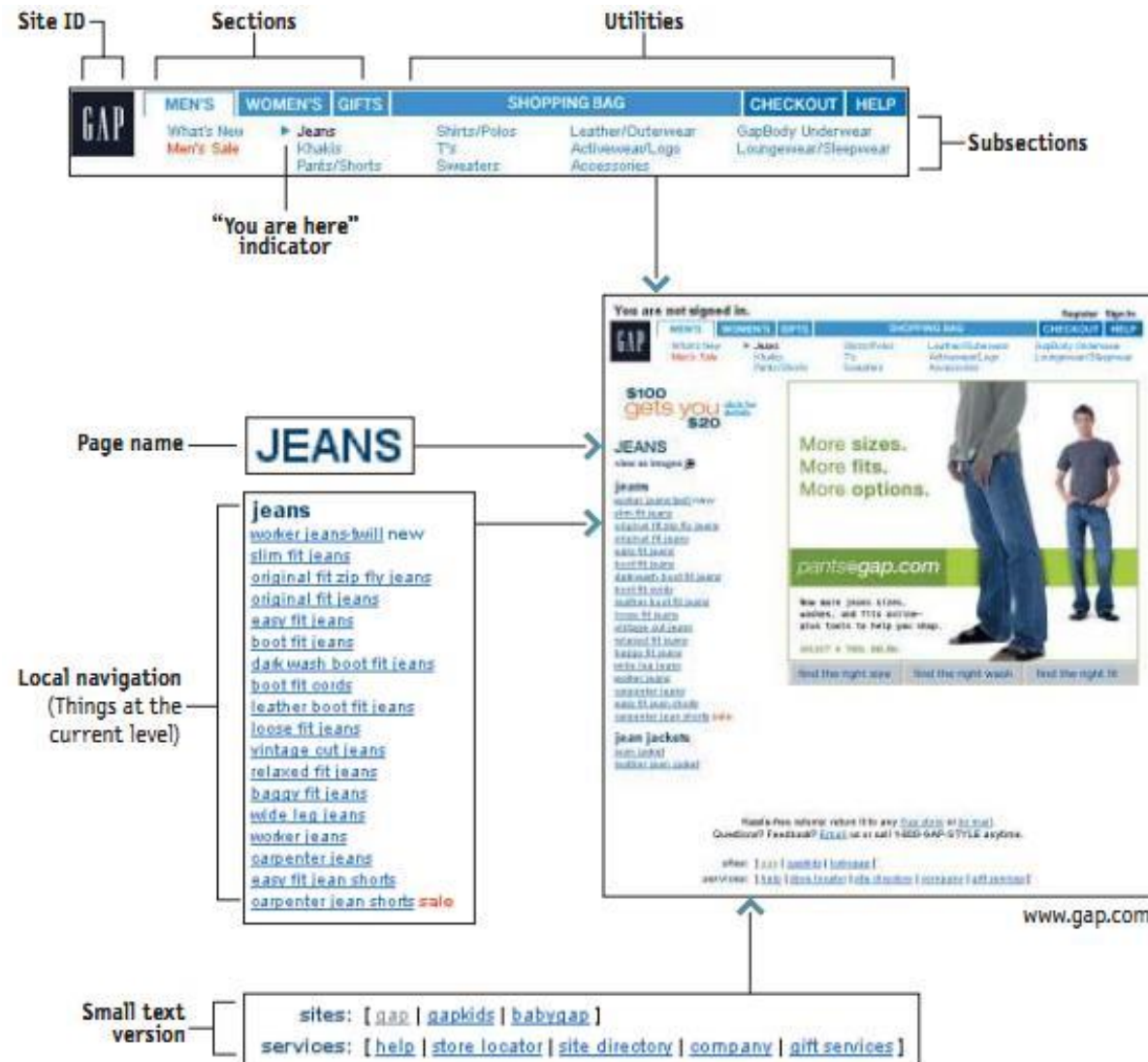
3.1 NAVIGATION

Câu chuyện “duyệt 1 web”



3.1 NAVIGATION

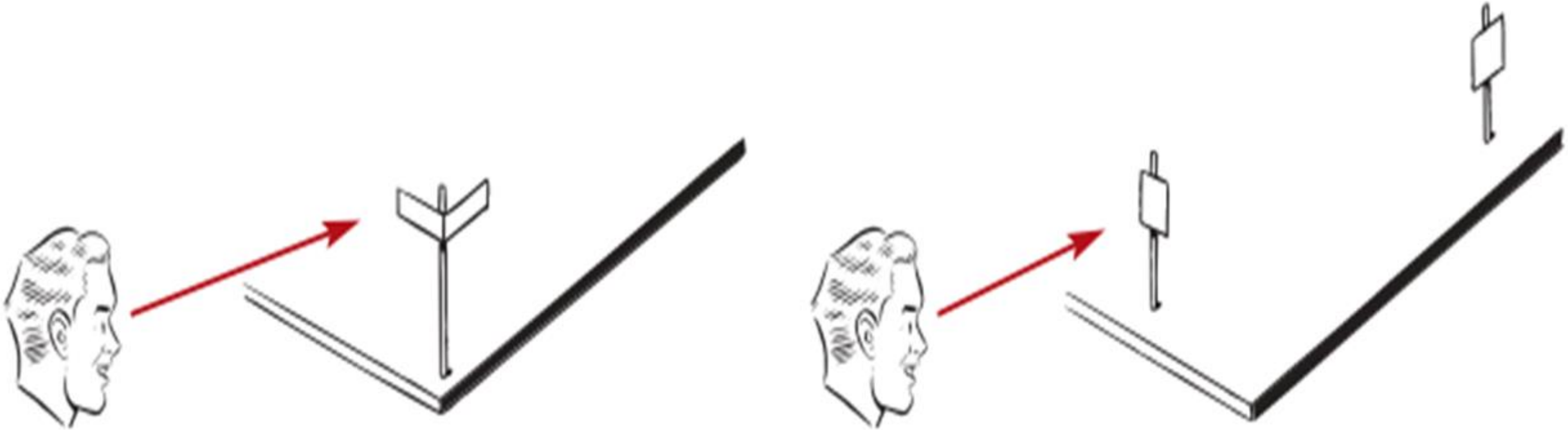
Thiết kế các navigation control: menu, footer, search box, link, button,...



3.1 NAVIGATION

Mục đích của navigation là gì?

3.1 NAVIGATION



3.1 NAVIGATION





ĐẠI HỌC QUỐC GIA THÀNH PHỐ HỒ CHÍ MINH
TRƯỜNG ĐẠI HỌC CÔNG NGHỆ THÔNG TIN
CÔNG THÔNG TIN ĐÀO TẠO

[Giới thiệu](#) [Thông báo](#) [Quy định - Hướng dẫn](#) [Kế hoạch năm](#) [Chương trình đào tạo](#) [Lịch](#)

TÌM KIẾM

Search this site...

ĐĂNG NHẬP

THÔNG BÁO CHUNG

- Sinh viên tốt nghiệp năm 2021 chính quy đại trà đăng k
- Thông báo lùi thời điểm xét chuẩn quá trình ngoại ngữ
- Thông báo thi CK HK1 NH 2021-2022 và ĐKHP các lớ
- Thông báo Kế hoạch xét Tốt nghiệp đợt 4 năm 2021 -

Hệ chính quy

Hệ từ xa

CTĐT Khoá 2021

CTĐT Khoá 2020

CTĐT Khoá 2019

CTĐT Khoá 2018

CTĐT Khoá 2017

CTĐT Khoá 2016

3.1 NAVIGATION



3.1 NAVIGATION

Có các cách thiết kế navigation nào trên menu để thể hiện “You are here” ?

3.1 NAVIGATION

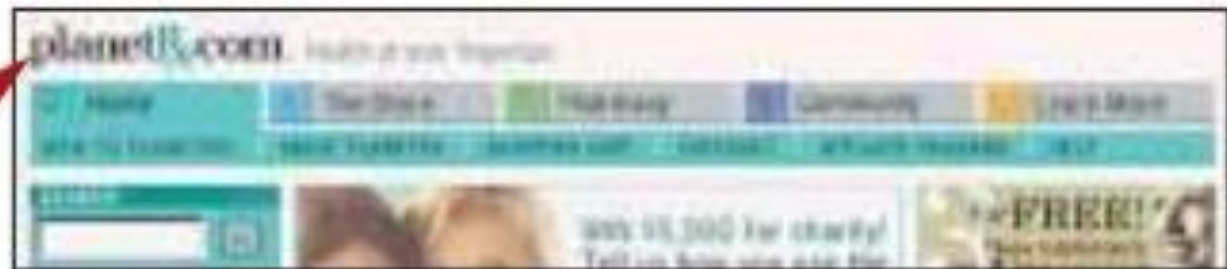
Ok. Now I'm
in MSNBC...



Ok. I'm still
in MSNBC...

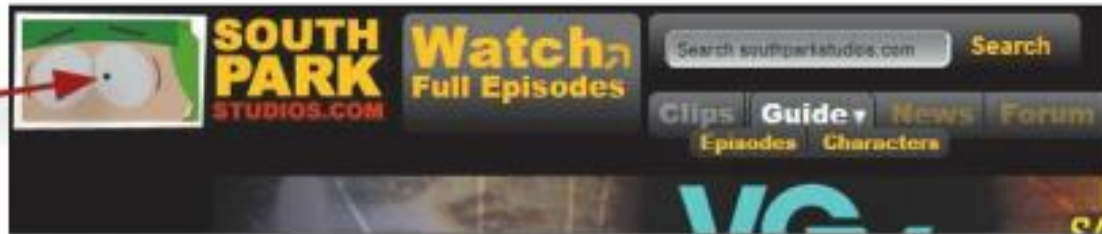


...and now I'm
in Planet Rx



3.1 NAVIGATION

OK. Now I'm in
South Park



OK. I'm still in
South Park



And now I'm
on Facebook



3.1 NAVIGATION

vnexpress.net/photo/sao-dep-sao-xau/hoa-hau-ngoc-diem-xuong-pho-voi-phong-cach-van-phong-3476515.html?utm_source=search_vne

SC YouNet JIRA Order Form Wiki JIRA workflow - Y (71) MobiFone SC_Repository Social Care Conversocial.com

Thời sự Thể giới Kinh doanh Giải trí Thể thao Pháp luật Giáo dục Sức khỏe Gia đình Du lịch Khoa học Số hóa Xe Cộng đồng Tâm sự Video Cười Rao vặt

Giới sao Thời trang Làm đẹp Phim Truyền hình Sách Nhạc Sân khấu - Mỹ thuật Cộng đồng Video Thư viện

Giải trí Thời trang Làng mốt Bộ sưu tập Sao đẹp - Sao xấu English 24h qua RSS

Chủ nhật, 2/10/2016 | 13:00 GMT+7

Hoa hậu Ngọc Diễm xuống phố với phong cách văn phòng

Người đẹp chọn trang phục đơn giản với cách phối sáng tạo trong bộ ảnh mới.

• Ngọc Diễm khoe eo với váy cắt khoét / Ngọc Diễm diện bikini tôn làn da nâu



Làng mốt



vnexpress.net/photo/trong-nuoc/dan-hoa-hau-a-hau-cac-thoi-ky-hoi-ngo-3459696.html?utm_source=search_vne

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Giải trí Giới sao Trong nước Quốc tế English 24h qua RSS

Chủ nhật, 28/8/2016 | 20:55 GMT+7

Dàn hoa hậu, á hậu các thời kỳ hội ngộ

Hà Kiều Anh, Thu Thảo và Ngọc Hân... đội vương miện lộng lẫy dự chung kết Hoa hậu Việt Nam 2016 tại TP HCM, tối 28/8.

• Dàn sao chững chạc trên thảm đỏ Hoa hậu Việt Nam / Kỳ Duyên bị cấm xuất hiện ở chung kết Hoa hậu Việt Nam 2016

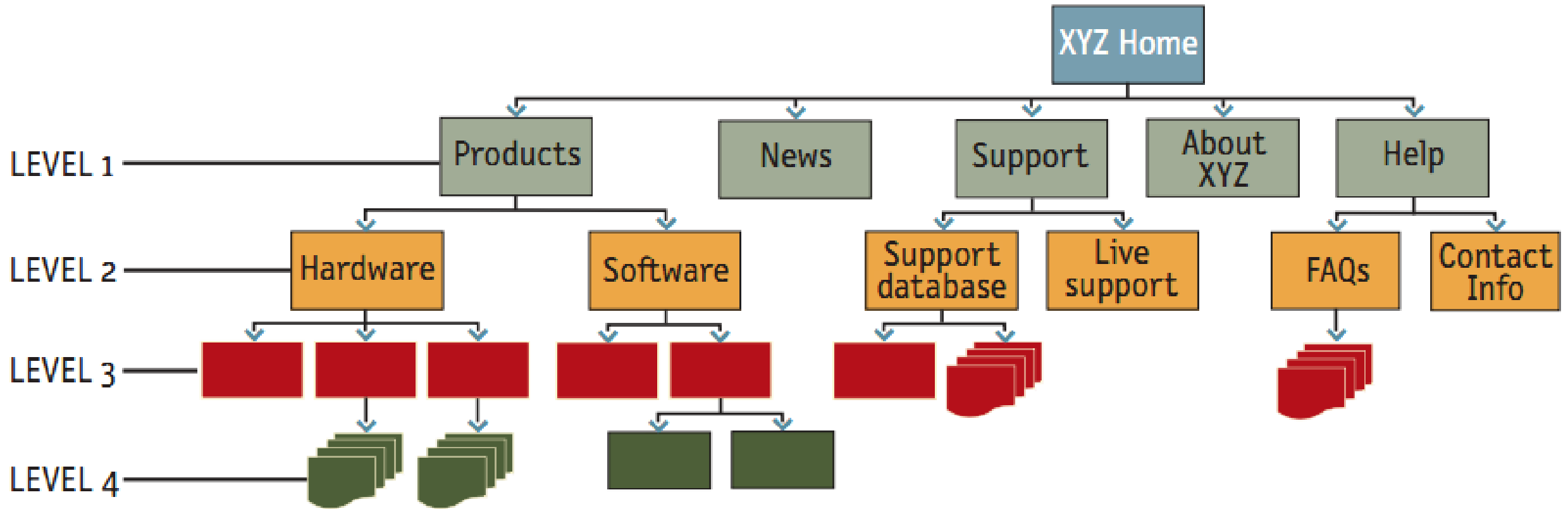


Quốc tế

Fan bức xúc vì tượng sáp Phạm Băng Băng quá xấu



3.1 NAVIGATION



3.1 NAVIGATION

Người dùng còn quan tâm gì trên trang chủ nữa?

3.1 NAVIGATION

Còn có gì?



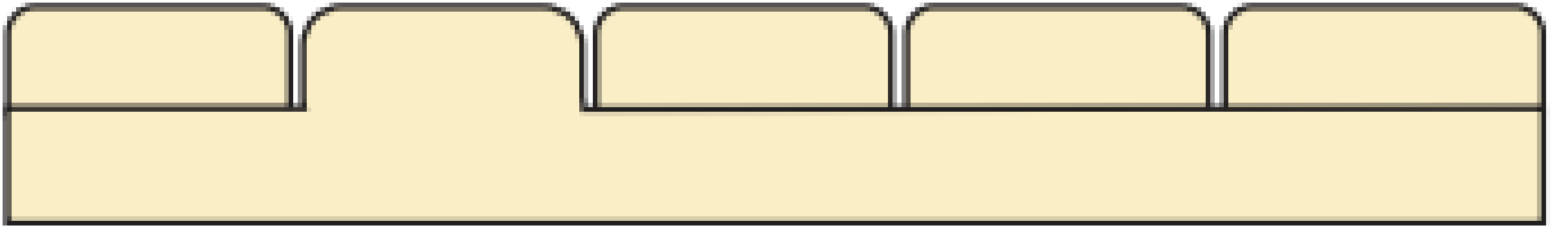
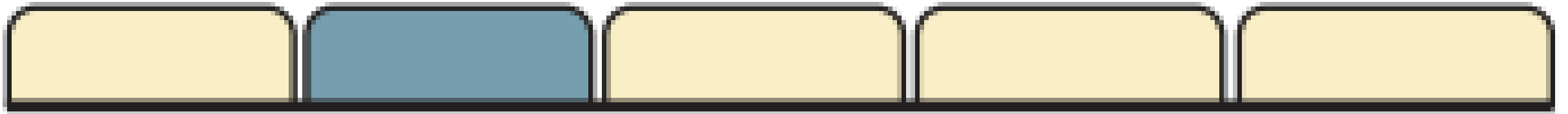
©2000, The New Yorker Collection from cartoonbank.com. All Rights Reserved.



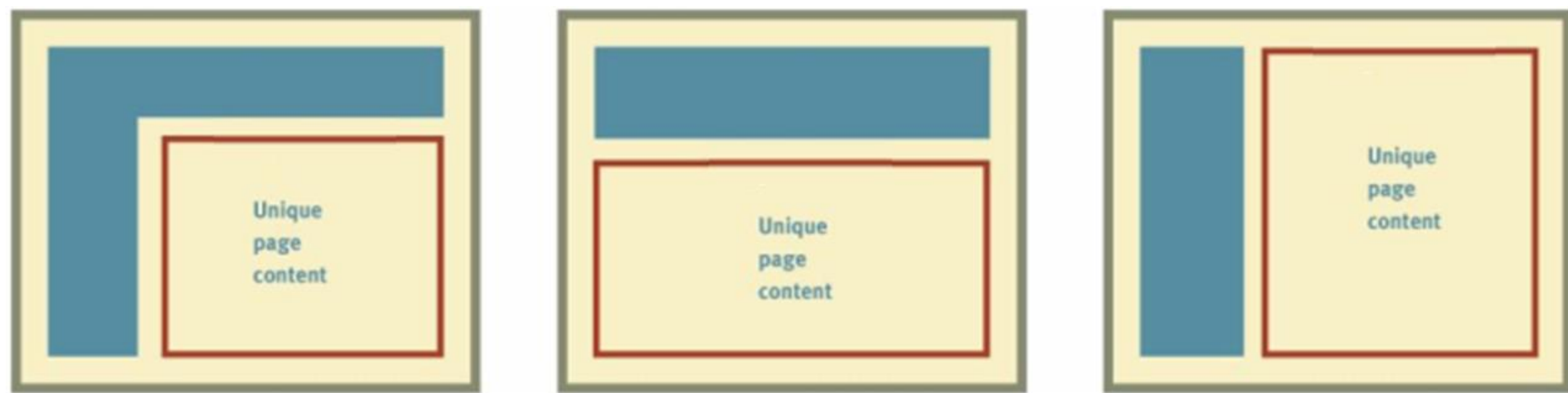
● You are here: [Home](#) > [Hobbies](#) > [Book Collecting](#) > **Welcome**

3.1 NAVIGATION

Tabs



3.1 NAVIGATION



3.1 NAVIGATION

Tabs: Không nên dùng “hình dạng của tab” cho những mục đích khác



3.1 NAVIGATION

NOT THINKING

OK. This looks like the product categories...

Memory,
Modems...
There it is:
Monitors.
Click

...and these
are today's
special deals.

3.1 NAVIGATION

THINKING

Hmm. Pretty busy. Where should I start?

Hmm. Why did they call it that?

Can I click on that?



Is that the navigation? Or is *that* it over there?

Why did they put that *there*?

Those two links seem like they're the same thing. Are they really?

3.1 NAVIGATION

Button

< OBVIOUS		REQUIRES THOUGHT >
<p>Jobs! <i>Click</i></p> 	<p>Hmm. <i>[Milliseconds of thought]</i> Jobs. <i>Click</i></p> 	<p>Hmm. Could be Jobs. But it sounds like more than that. Should I click or keep looking?</p> 

3.1 NAVIGATION

Button

< OBVIOUSLY CLICKABLE

Click



Results

Hmm.
[Milliseconds of thought]
I guess that's a button.
Click



Results

REQUIRES THOUGHT >

Hmm.
Is that a button?



▶ Results

3.1 NAVIGATION

Button or Link or ...?

< OBVIOUSLY CLICKABLE

Click



Report

Hmm.
[Milliseconds of thought]
I guess that's the link.
Click



Report

REQUIRES THOUGHT >

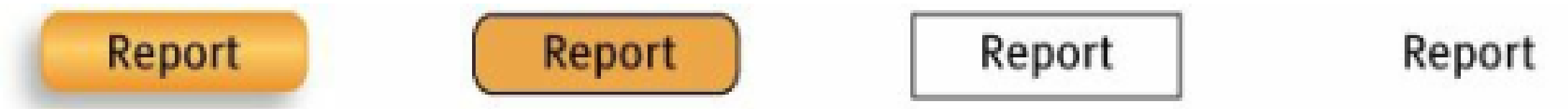
Hmm.
Does that do anything?



Report

3.1 NAVIGATION

Hiệu quả:



Name

Name John Smil

Name

Name

3.1 NAVIGATION

Selection Box



Initial state of the flight search form. The 'FROM' field contains 'City or Airport' and the 'TO' field contains 'City or Airport'. Both fields have a location pin icon. Below each is a 'Depart Date' and 'Return Date' field with a calendar icon.



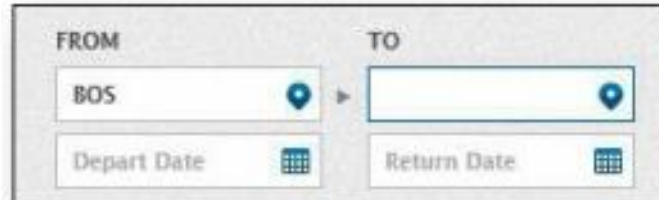
Let's see. "City or Airport."
I'll put in the city names.



The user has typed 'bos' into the 'FROM' field. A dropdown menu is open, showing 'Boston, MA, US (BOS)' as the selected option. The 'TO' field still contains 'City or Airport'.



Types "bos"
Oh, good. It knows Boston.
Picks Boston from the dropdown



The user has entered 'BOS' into the 'TO' field. The 'FROM' field still contains 'BOS'.



But why does it just put BOS
after I pick Boston?



The user has entered '12/17/2013' in the 'Depart Date' field and '12/19/2013' in the 'Return Date' field. The 'FROM' field contains 'BOS' and the 'TO' field contains 'ny'. The 'Find Flights' button is highlighted.



I'm sure it'll know "ny" ...
Types "ny" and fills in dates,
then clicks "Find Flights"



An error message is displayed: "Please enter a valid 'TO' City or Airport code." The 'FROM' field contains 'BOS' and the 'TO' field contains 'ny'. The 'Depart Date' is '12/17/2013' and the 'Return Date' is '12/19/2013'.



Why doesn't it recognize
New York?

3.1 NAVIGATION

Selection Box

From To

BOS - Boston Logan International - Boston, MA

BOS - [Amtrak] South Station, Boston, Massachusetts

BON - [Amtrak] North Station, Boston, Massachusetts



Starts typing "bos" and gets a list of choices

From To

NYC - New York City, NY (Area)

NYO - Skavsta - Stigtomta, Sweden

NYU - Bagan - Bagan, Myanmar



Starts typing "ny" and gets a list of choices

From To

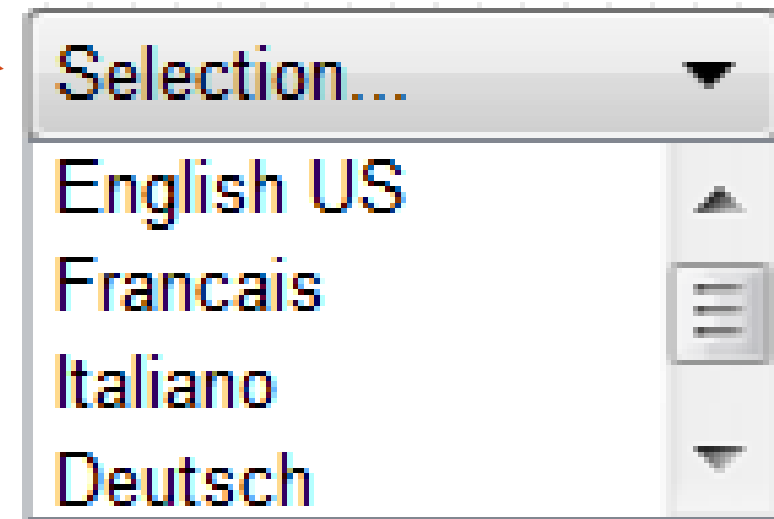
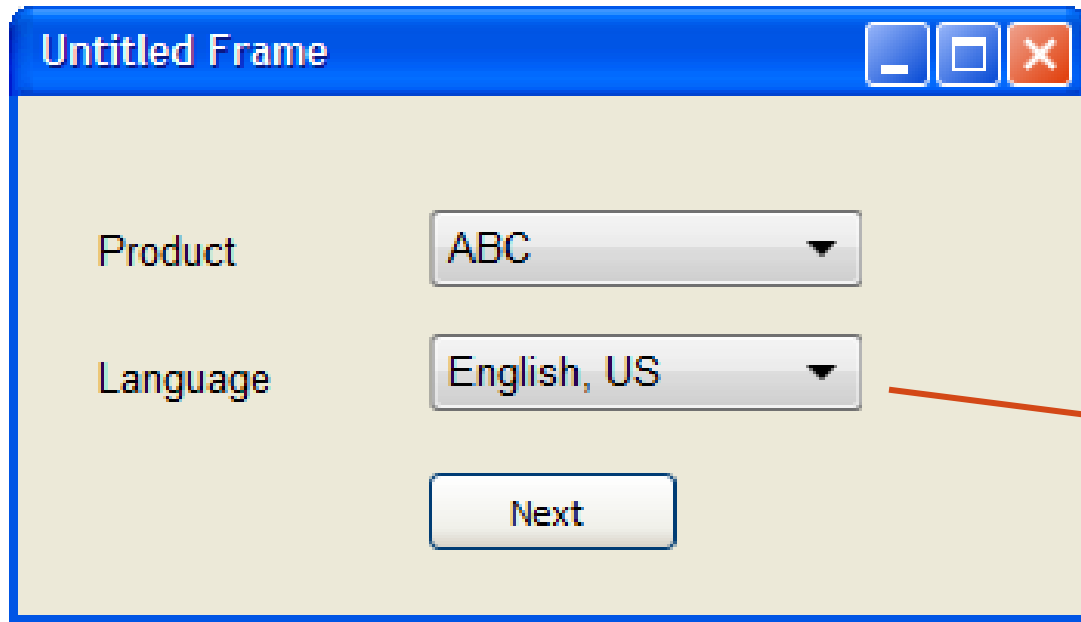
Depart Return



Good.

3.1 NAVIGATION

Selection Box



3.1 NAVIGATION

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

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



The screenshot shows a web page for Verizon's 'For Your Home' service. On the left is a dark blue sidebar with the Verizon logo at the top and a vertical menu of orange buttons: 'For Your Home', 'State Selector', 'Area Codes', 'Site Survey' (which is highlighted), 'En Español', and 'Contact Us'. The main content area has a header with a photo of a family and the text 'Verizon For Your Home'. Below this is a 'Site Survey' tab. The survey text explains that the questionnaire is designed to improve the site and that it should take 2-3 minutes. It also mentions that users can choose to leave their contact information for future surveys. A final instruction asks users to contact Customer Service if they have comments or concerns. The first question is '1. How many times have you visited this site?' with a dropdown menu showing 'This is my first visit'.

verizon

For Your Home

Site Survey

The following questionnaire is designed to provide us with information that will help us improve the site and make it more relevant to your needs. Please select your answers from the drop-down menus and radio buttons below. The questionnaire should only take you 2-3 minutes to complete.

At the bottom of this form you can choose to leave your name, address, and telephone number. If you leave your name and number, you may be contacted in the future to participate in a survey to help us improve this site.

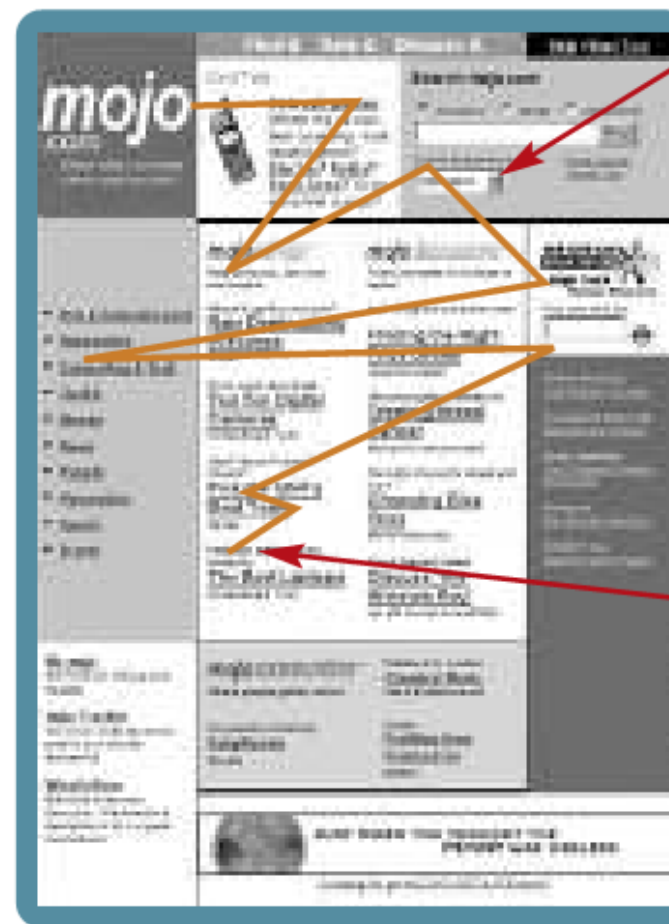
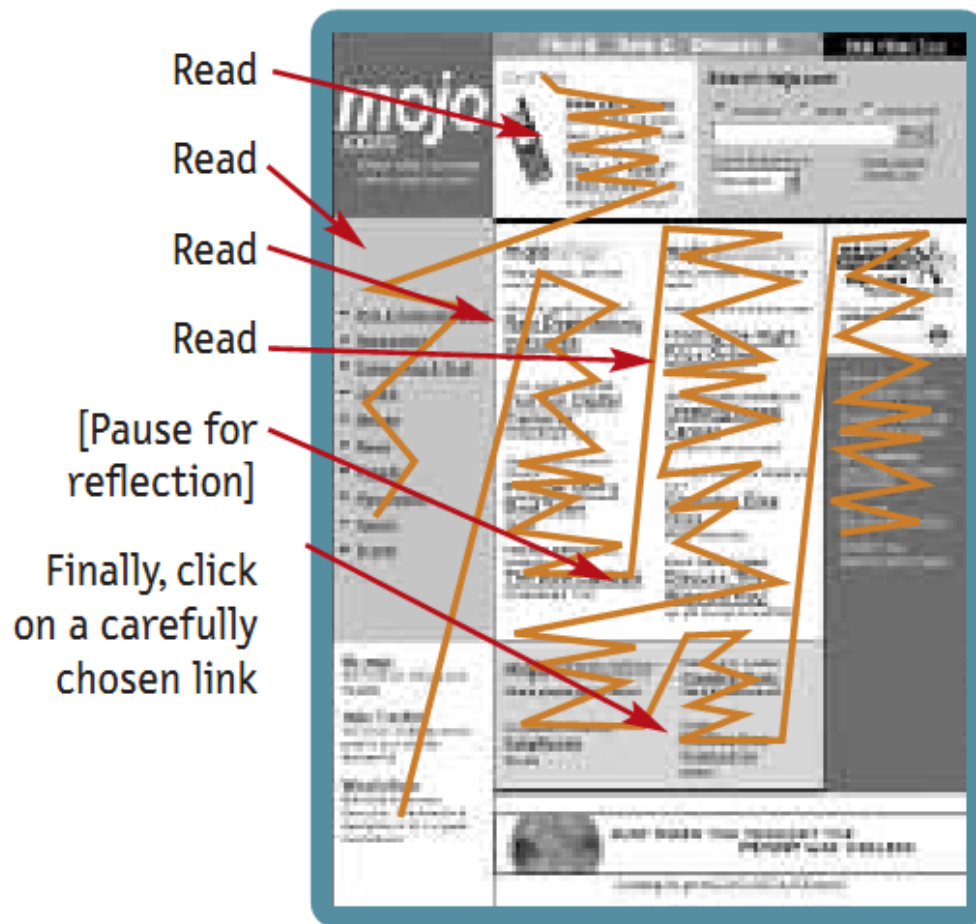
If you have comments or concerns that require a response please contact Customer Service.

1. How many times have you visited this site?

This is my first visit

3.2 TEXT

WHAT WE DESIGN FOR... THE REALITY...



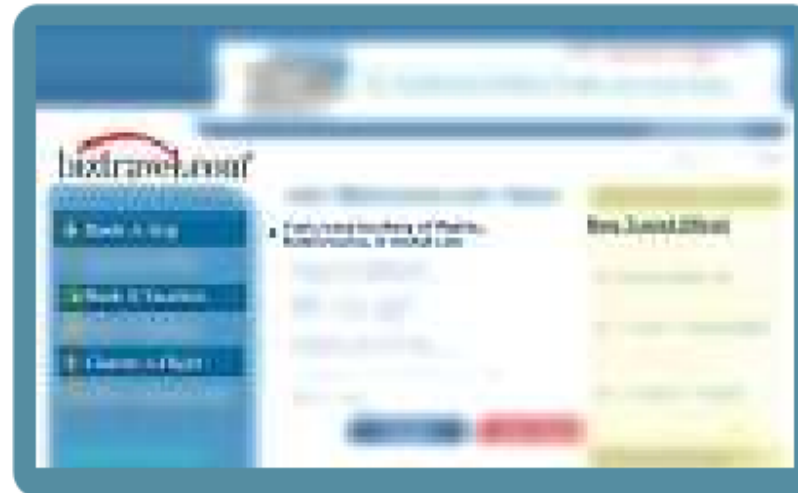
If it doesn't pan out, click the Back button and try again.

3.2 TEXT

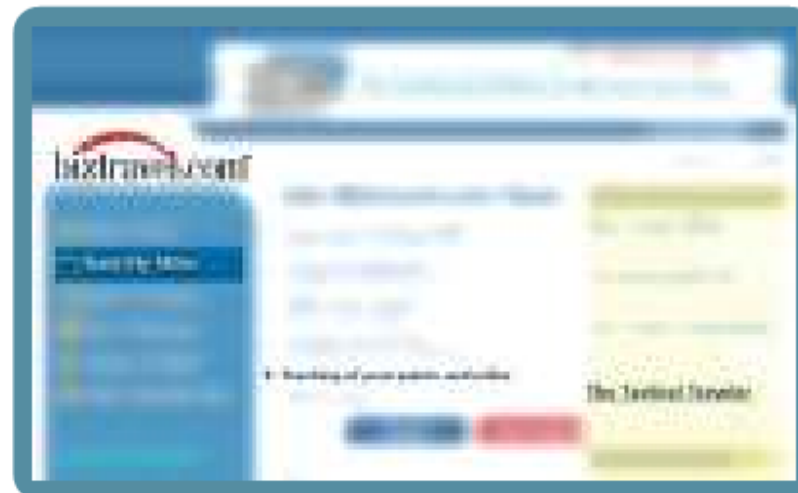
WHAT DESIGNERS BUILD...



WHAT USERS SEE...



I want to
buy a
ticket.



How do I
check my
frequent
flyer miles?

3.2 TEXT

Những Keyword hay được User chú ý?

3.2 TEXT

Chọn cái nào?



3.2 TEXT

Thiết kế text như thế nào để giao diện trông chuyên nghiệp?

3.2 TEXT

Thiết kế text như thế nào để giao diện trông chuyên nghiệp?



3.2 TEXT

Thiết kế text như thế nào để giao diện trông chuyên nghiệp?

On the Web, links are a key factor in this navigation process. Users can exclude links that proved fruitless in their earlier visits. Conversely, they might revisit links they found helpful in the past. Most important, knowing which pages they've already visited frees users from unintentionally revisiting the same pages over and over again.

Generally, Web browsers are severely deficient in supporting user navigation. However, they do provide one feature that helps users orient themselves: browsers let designers display links in different colors, depending on whether the links lead to new pages or pages that users have seen before. Changing the color of visited links has been part of Web browsing since Mosaic arrived in 1993, so it's completely standard; almost all users understand it.

Currently, 74% of websites use different colors for visited and unvisited links, making this design approach a strong convention that people have come to expect. Hypertext theory, the Web's history, and current design conventions all indicate the need to change the color of visited links. Further, empirical observations from user testing have identified several severe usability problems on sites that violate this convention. When sites use the same color for visited and unvisited links, users unintentionally revisit the same pages repeatedly, get lost more easily because their understanding of each link's meaning is reduced, often misinterpret or overlook the difference between two similar links if they're unsure about which one they've already visited, and give up faster because they have a reduced sense of mastery when the site fails to reflect their actions and thus help them navigate.

Such usability problems are particularly damaging to users with weak short-term memory, who often have trouble remembering what they've clicked without a visual representation. Of course, "weak short-term memory" is an inherent shortcoming of all humans, which is why all users are harmed by unchanging link colors. But this definitely impacts some people more than others, so it's particularly important to change link colors if you have many older users. Given the extensive theoretical and empirical support for using different link colors, it's astounding that a quarter of all websites continues to inflict extra usability problems on people by choosing a uniform link color.

Most important, knowing which pages they've already visited frees users from unintentionally revisiting the same pages over and over again.

The Price of Uniform Link Color

Generally, Web browsers are severely deficient in supporting user navigation. However, they do provide one feature that helps users orient themselves: browsers let designers display links in different colors, depending on whether the links lead to new pages or pages that users have seen before.

Currently, 74% of websites use different colors for visited and unvisited links, making this design approach a strong convention that people have come to expect.

Hypertext theory, the Web's history, and current design conventions all indicate the need to change the color of visited links. Further, empirical observations from user testing have identified several severe usability problems on sites that violate this convention. When sites use the same color for visited and unvisited links, users:

- unintentionally revisit the same pages repeatedly;
- often misinterpret or overlook the difference between two similar links if they're unsure about which one they've already visited; and
- give up faster because they have a reduced sense of mastery when the site fails to reflect their actions and thus help them navigate.

Given the extensive theoretical and empirical support for using different link colors, it's astounding that a quarter of all websites continues to inflict extra usability problems on people by choosing a uniform link color.

Why the Problem Persists

Even people who believe in usability sometimes question the need for changing link colors. I think this is because they don't pick up on the problems caused by unchanging links when they conduct their own user testing. Unfortunately, the symptoms of these problems are among the most difficult to detect when you observe users.

3.2 TEXT

Thiết kế text như thế nào?

There are many fonts that are easy to read. Any of them are fine to use. But avoid a font that is so decorative that it starts to interfere with pattern recognition in the brain.

There are many fonts that are easy to read. Any of them are fine to use. But avoid a font that is so decorative that it starts to interfere with pattern recognition in the brain.

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There are many fonts that are easy to read. Any of them are fine to use. But avoid a font that is so decorative that it starts to interfere with pattern recognition in the brain.

3.2 TEXT

Thiết kế text như thế nào?

All the fonts in this illustration are the same size, but some look larger than others because the x-height of different font families vary. This one is Arial.

All the fonts in this illustration are the same size, but some look larger than others because the x-height of different font families vary. This one is Times New Roman.

All the fonts in this illustration are the same size, but some look larger than others because the x-height of different font families vary. This one is Verdana.

All the fonts in this illustration are the same size, but some look larger than others because the x-height of different font families vary. This one is Tahoma.



Cảm ơn các bạn
đã chú ý lắng nghe!