ĐẠI HỌC QUỐC GIA TP.HCM
ĐẠI HỌC CÔNG NGHỆ THÔNG TIN

THIẾT KẾ GIAO DIỆN NGƯỜI DÙNG

CHƯƠNG 3:
KỸ THUẬT THIẾT KẾ GIAO DIỆN

NỘI DUNG

3.1 Navigation.

3.2 Text.

3.3 Color.

3.4 Home screen.

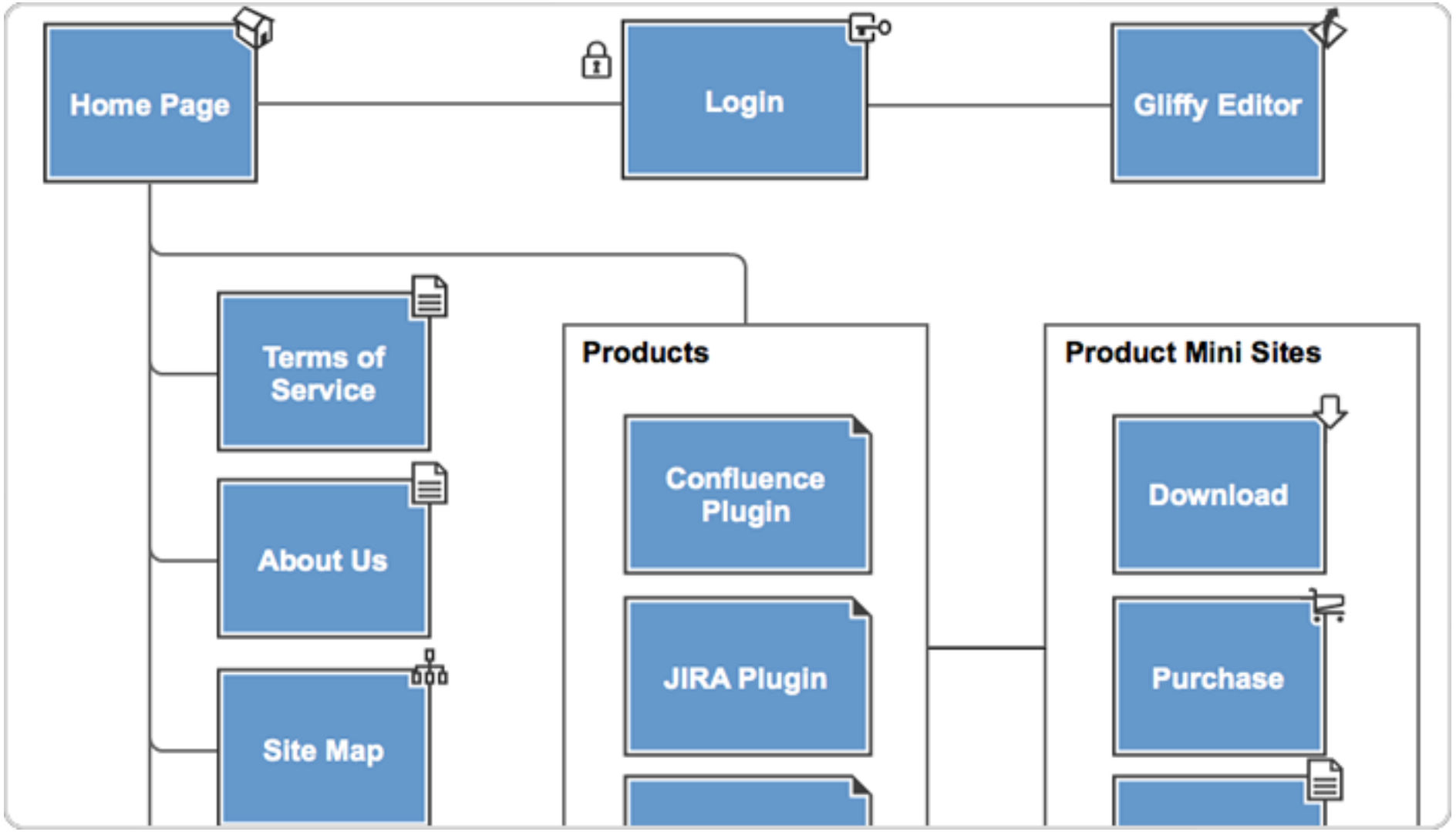
3.5 Bố cục.

3.6 Một số kỹ thuật khác.

3.1 NAVIGATION

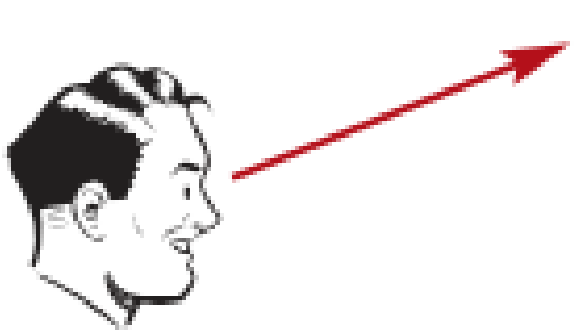
Thiết kế “Navigation” là thiết kế luồng xử lý của các chức năng trong phần mềm, trong đó đề cập đến từng giao diện cụ thể.

3.1 NAVIGATION



3.1 NAVIGATION

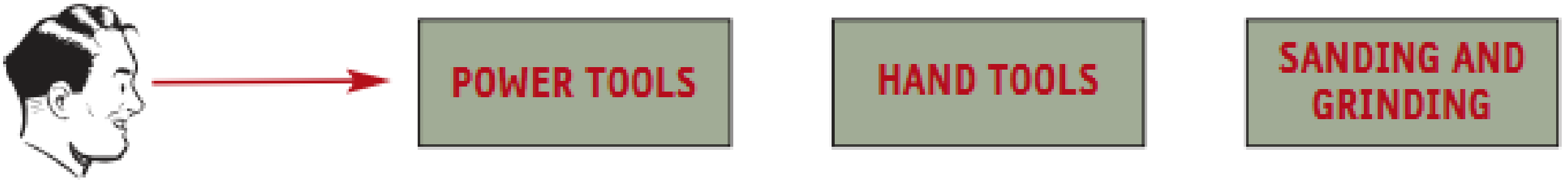
Chiều T7 vào “Siêu thị” mua “kìm”, thấy 3 gian hàng:



TOOLS HOUSEWARES LAWN AND GARDEN

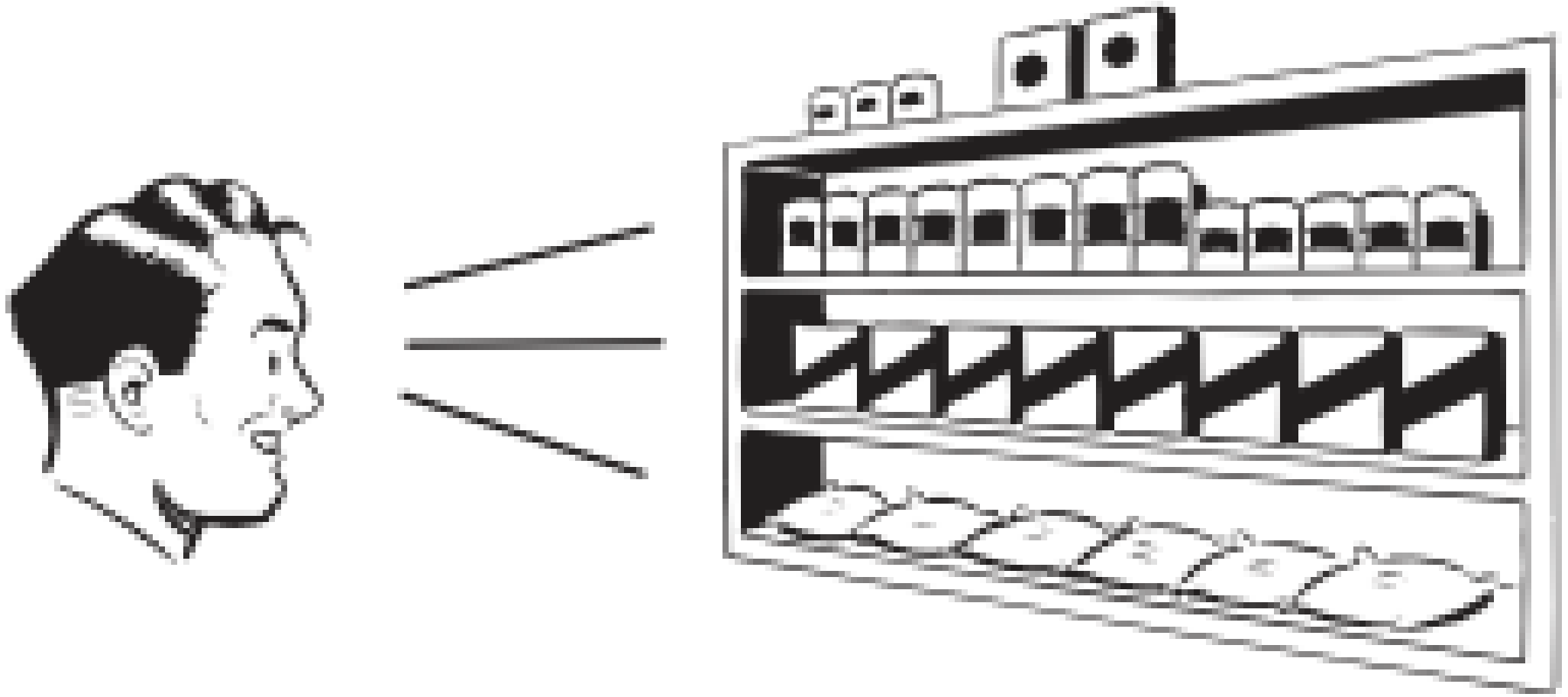
3.1 NAVIGATION

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



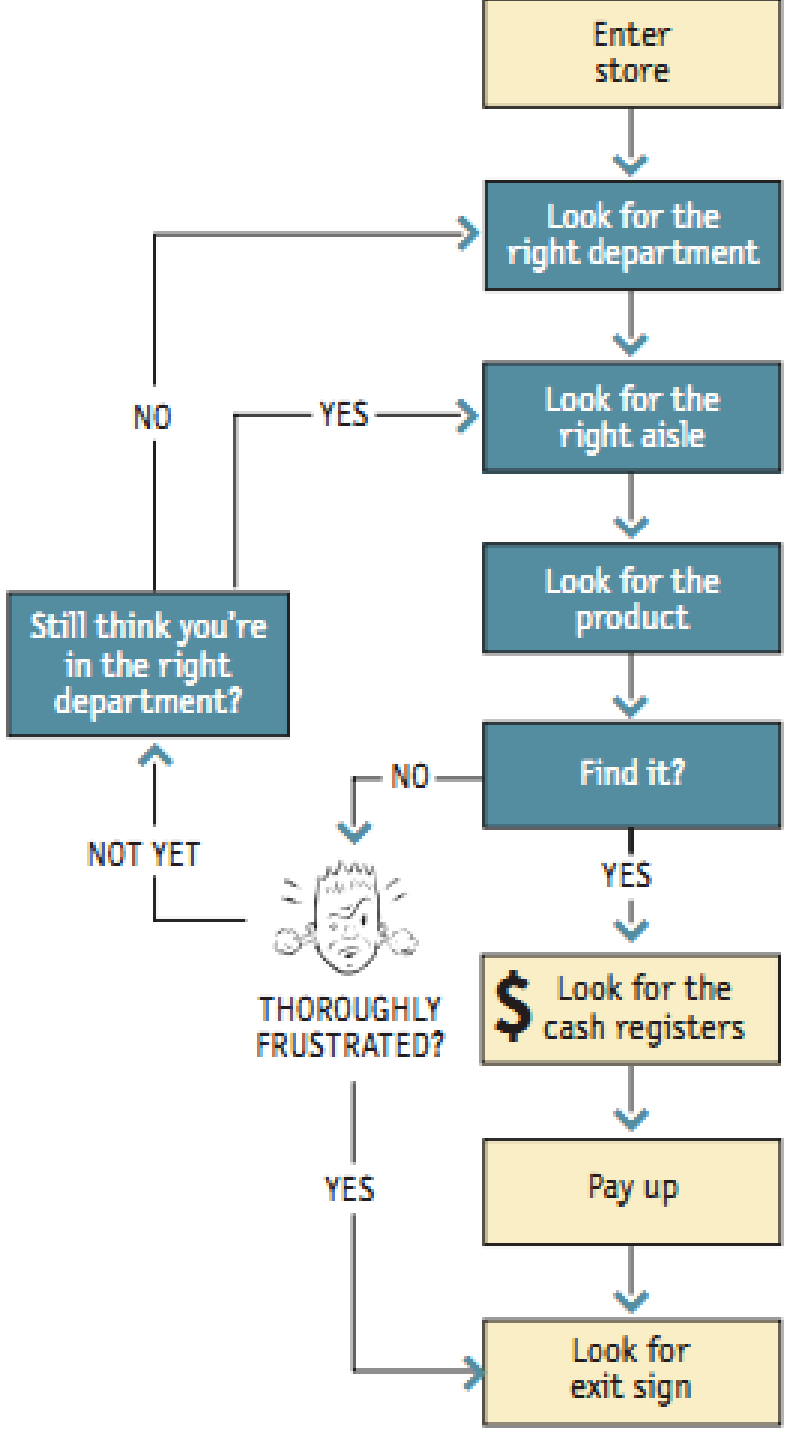
3.1 NAVIGATION

Tìm xem “Kìm” nằm ở đâu trên kệ:



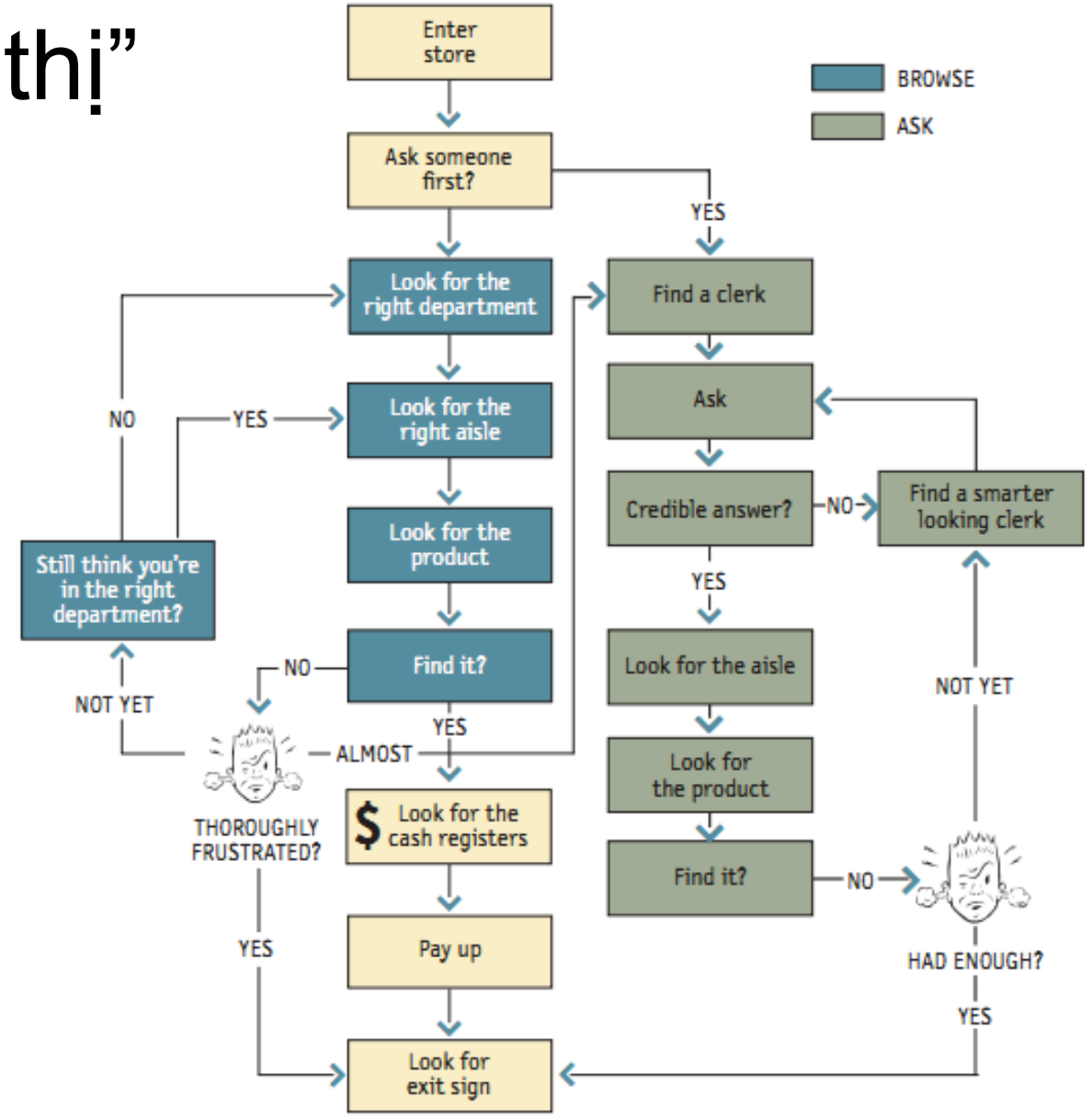
3.1 NAVIGATION

Câu chuyện “đi siêu thị”



3.1 NAVIGATION

Câu chuyện “đi siêu thị”

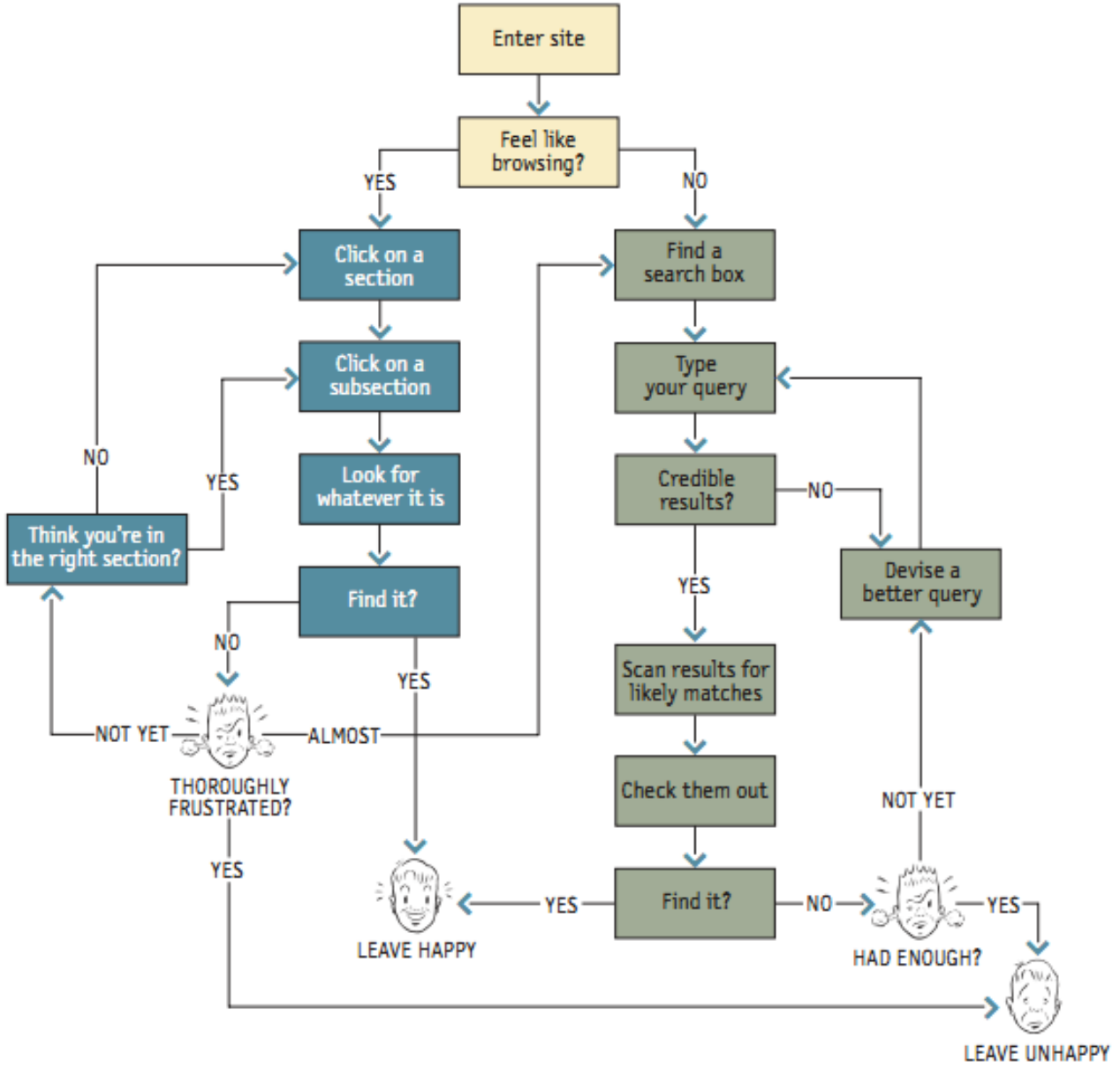


3.1 NAVIGATION

Bạn duyệt web như thế nào?

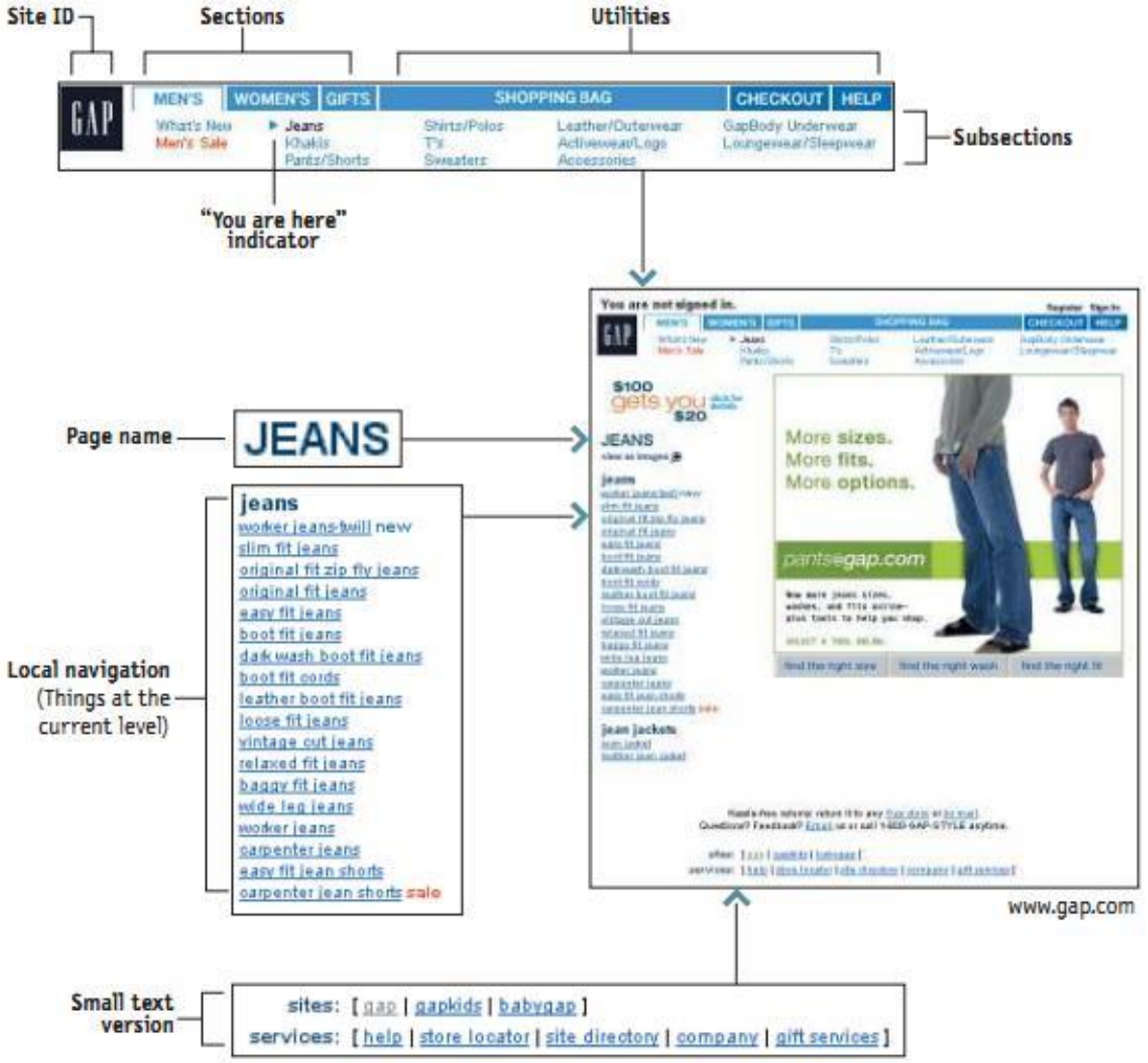
3.1 NAVIGATION

Câu chuyện “duyệt 1 web”



3.1 NAVIGATION

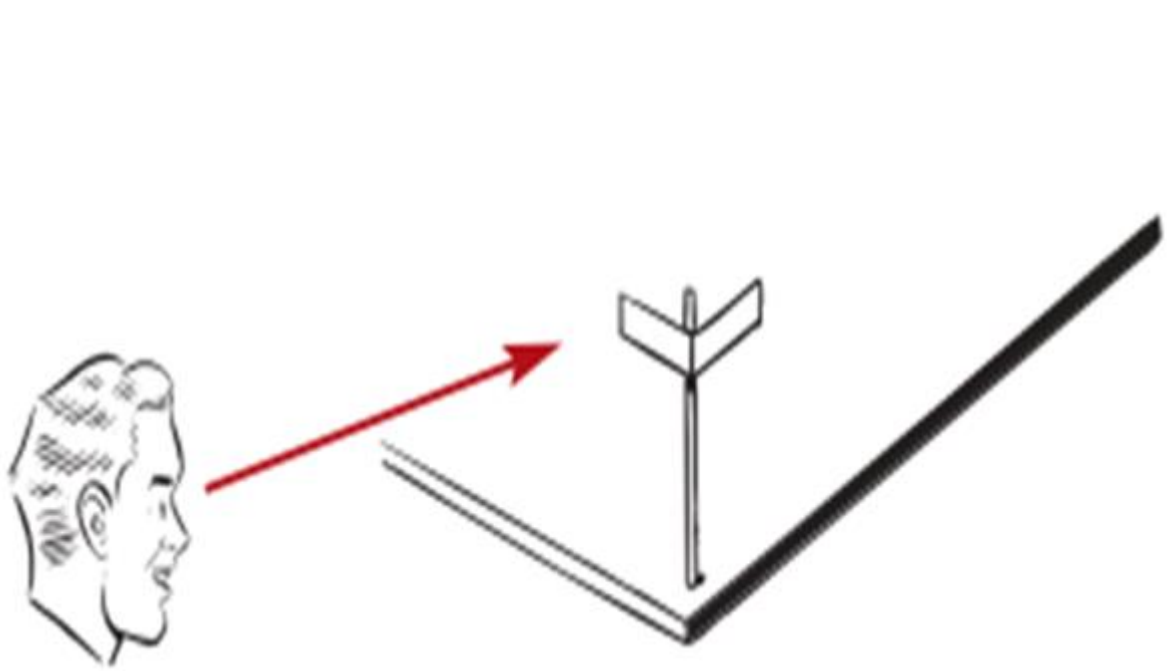
Thiết kế các navigation control: menu, footer, search box, link, button,…

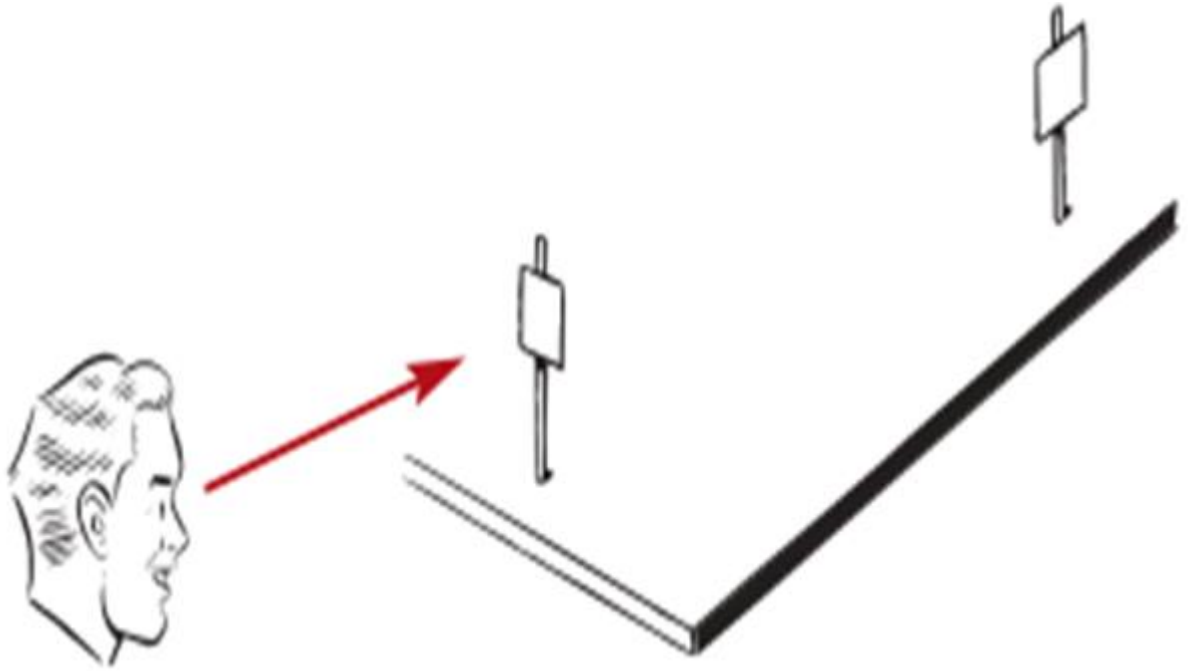


3.1 NAVIGATION

Mục đích của navigation là gì?

3.1 NAVIGATION





3.1 NAVIGATION

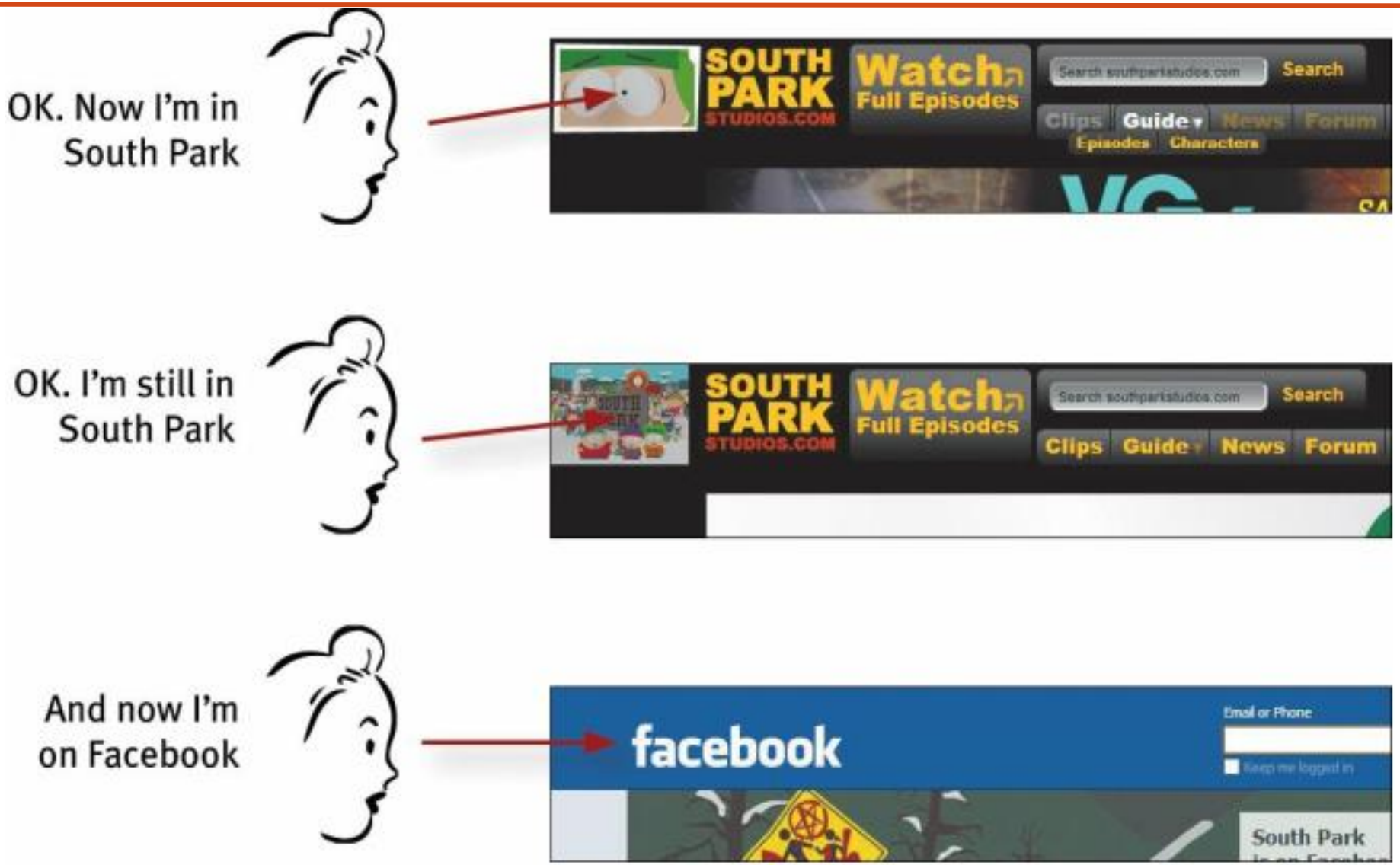
3.1 NAVIGATION

3.1 NAVIGATION

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

3.1 NAVIGATION

3.1 NAVIGATION



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 | Thế 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

AD BY ECLICK

Làng mốt

Mốt mặc áo phông như váy gây 'bão' đường phố

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

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

Thời sự | Thế 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 | 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 chưng diện trên thảm đỏ Hoa hậu Việt Nam / Kỳ Duyên bị cấm xuất hiện ở chung kết Hoa hậu Việt Nam 2016

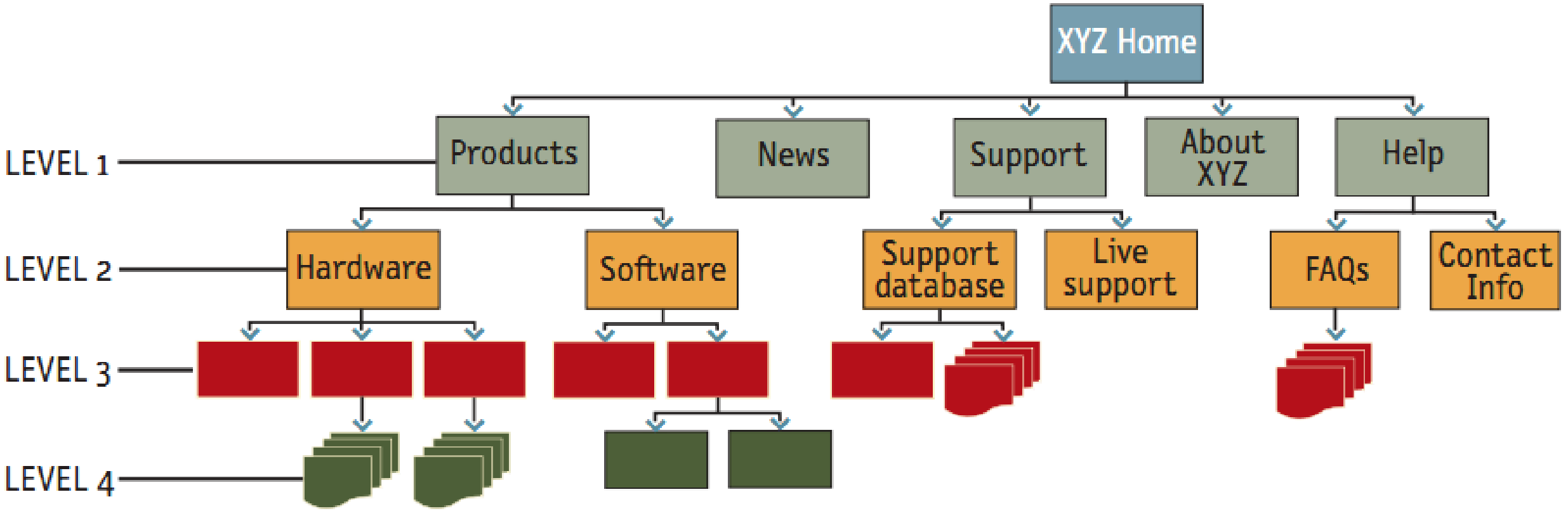
AD BY ECLICK

Quốc tế

Fan bức xúc vì tượng sáp Phạm Băng Băng quá xấu

Các fan bất bình vì tượng sáp của người đẹp tại một số địa phương ở Trung Quốc hoàn toàn không giống.

3.1 NAVIGATION



3.1 NAVIGATION

Người dùng còn quan tâm gì trên trang chủ nữa?

3.1 NAVIGATION

Còn có gì?

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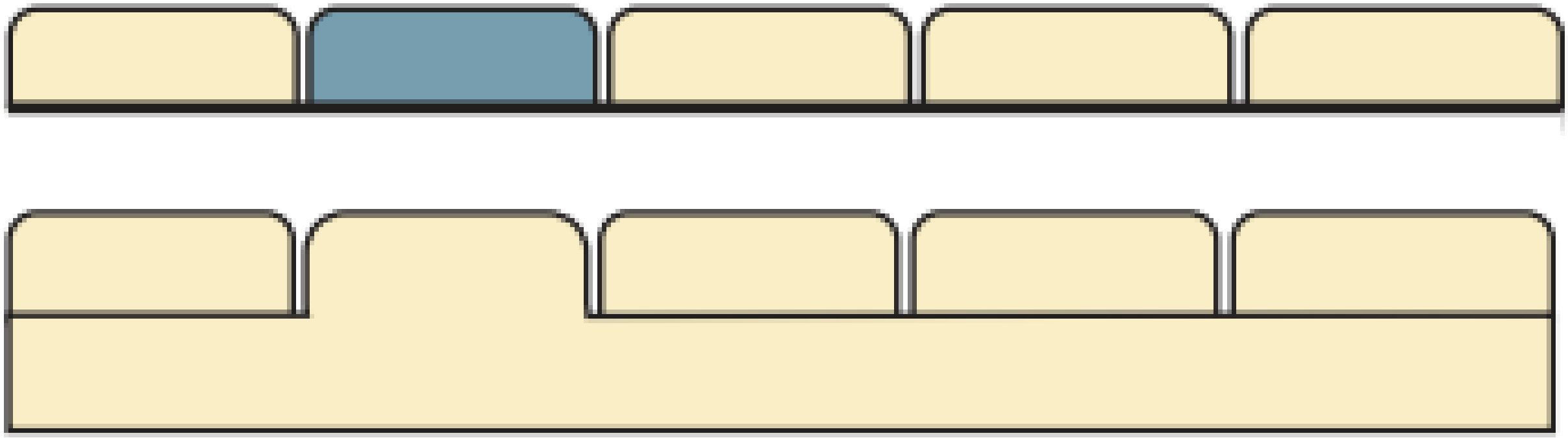
www.about.com

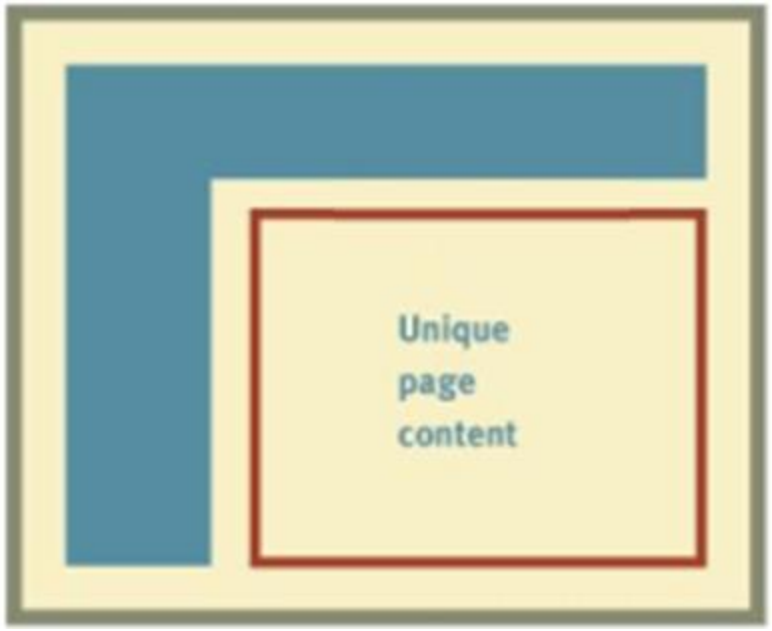
You are here: Home > Hobbies > Book Collecting > Welcome

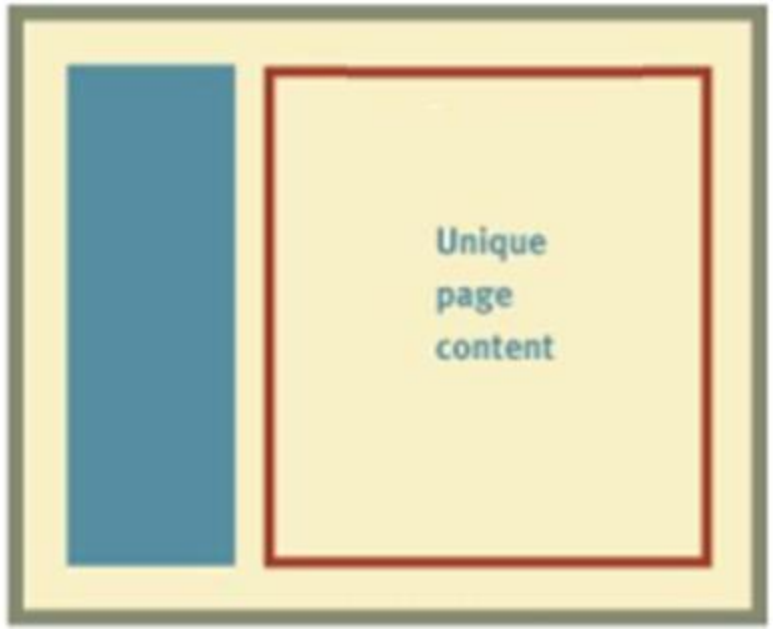
3.1 NAVIGATION

Tabs



3.1 NAVIGATION





3.1 NAVIGATION

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

3.1 NAVIGATION

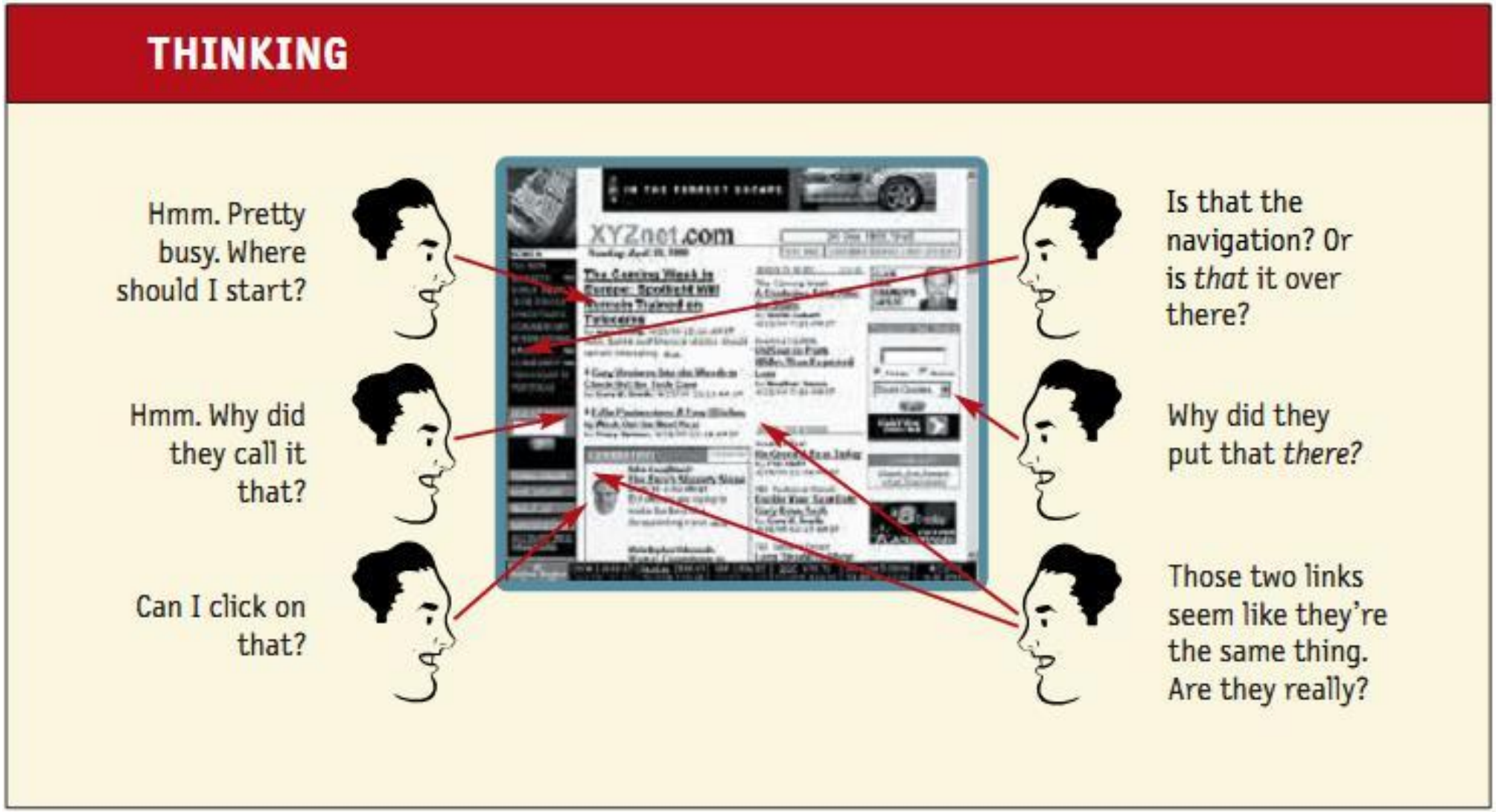
NOT THINKING

OK. This looks like the product categories...

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

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

3.1 NAVIGATION



3.1 NAVIGATION

Button

< OBVIOUS | REQUIRES THOUGHT >

Jobs!
Click

Jobs

Hmm.
[Milliseconds of thought]
Jobs.
Click

Employment Opportunities

Hmm. Could be Jobs.
But it sounds like more than that.
Should I click or keep looking?

Job-o-Rama

3.1 NAVIGATION

Button

< OBVIOUSLY CLICKABLE | REQUIRES THOUGHT >

Click

Results

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

Results

Hmm.
Is that a button?

▶ Results

3.1 NAVIGATION

Button or Link or …?

< OBVIOUSLY CLICKABLE | REQUIRES THOUGHT >

Click

Report

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

Report

Hmm.
Does that do anything?

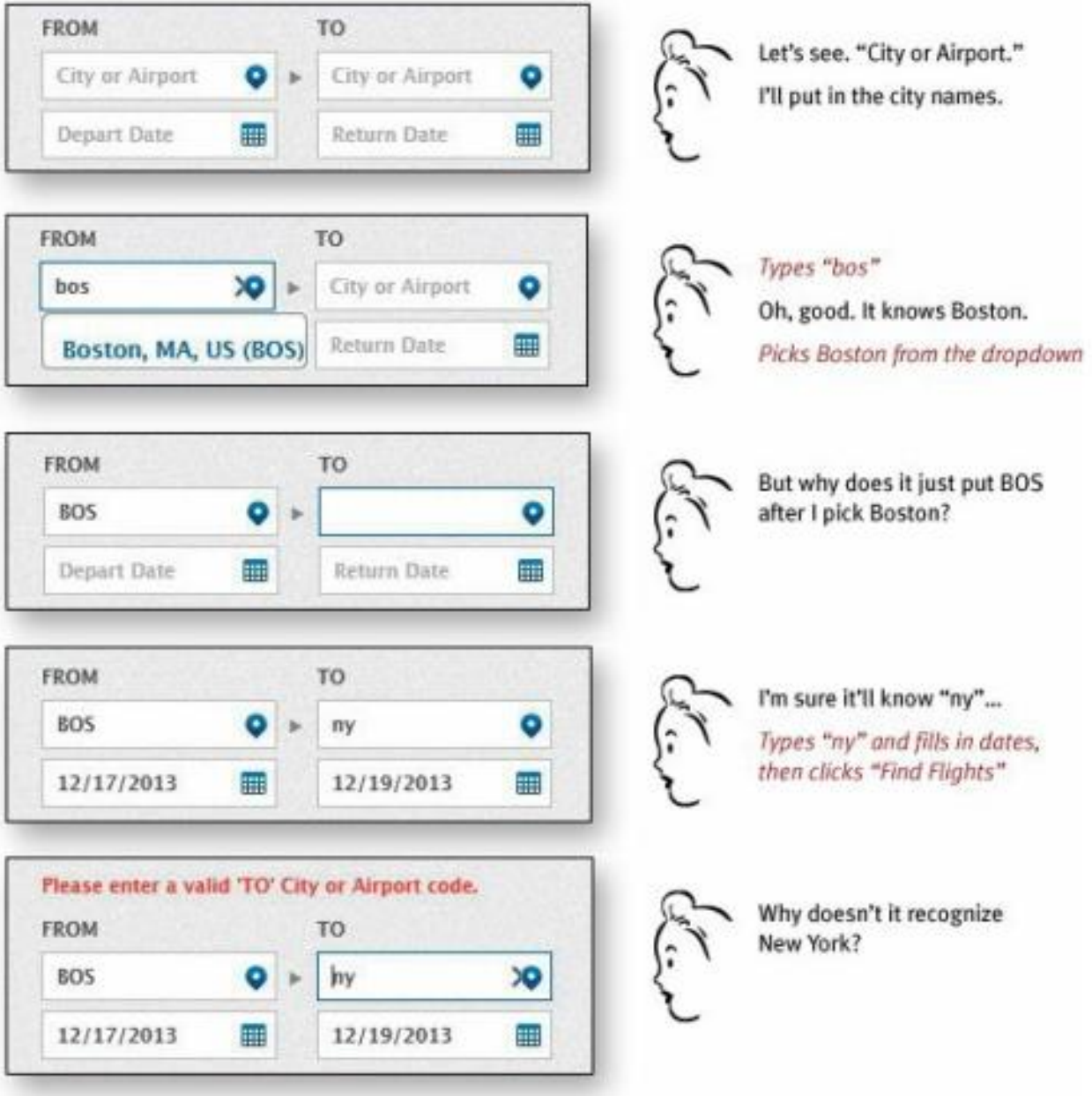
Report

3.1 NAVIGATION

Hiệu quả:

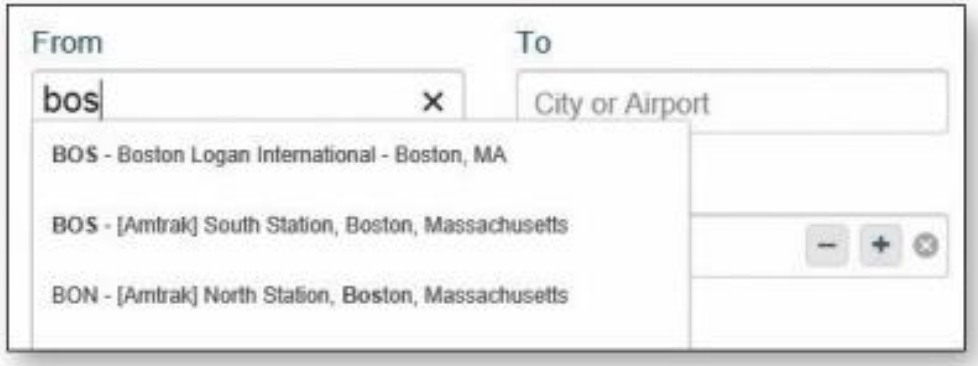
3.1 NAVIGATION

Selection Box



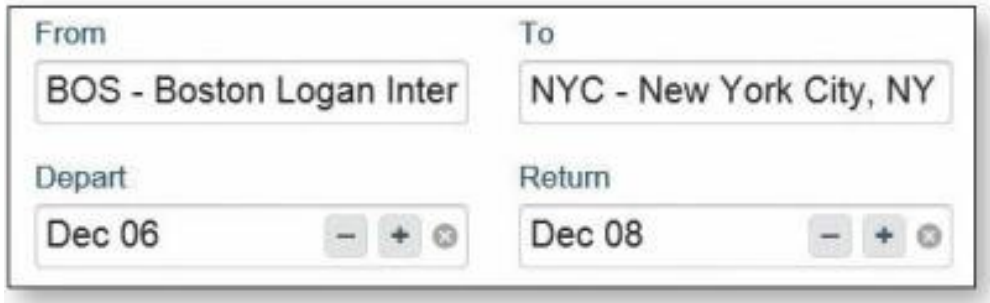
3.1 NAVIGATION

Selection Box



Starts typing "bos" and gets a list of choices

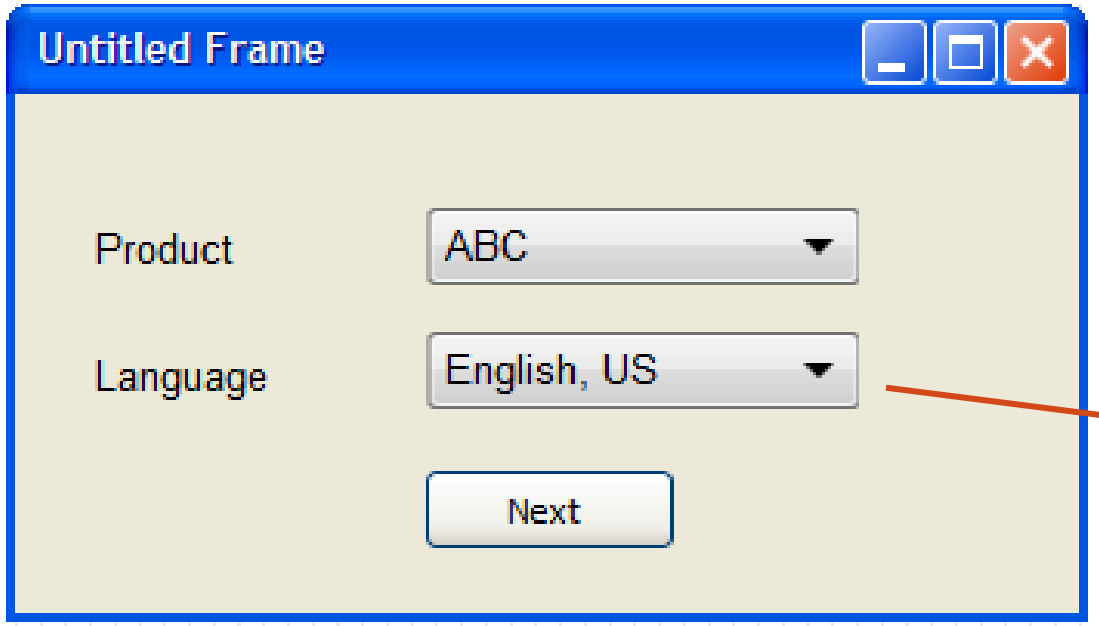
Starts typing "ny" and gets a list of choices

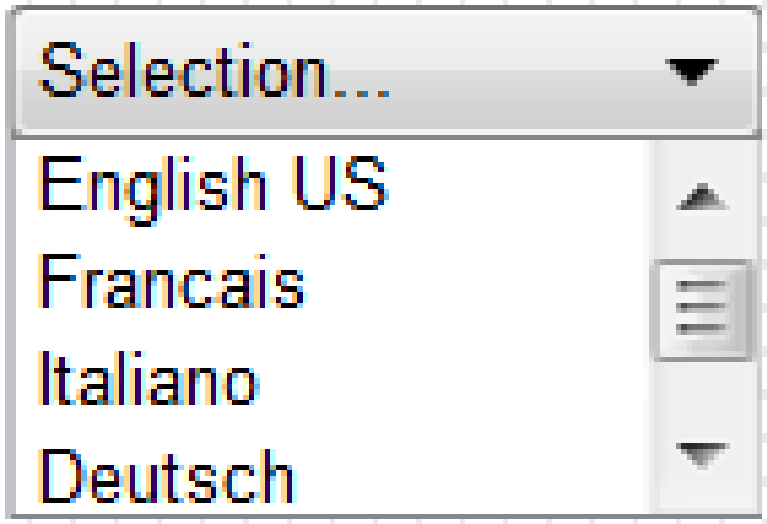


Good.

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.

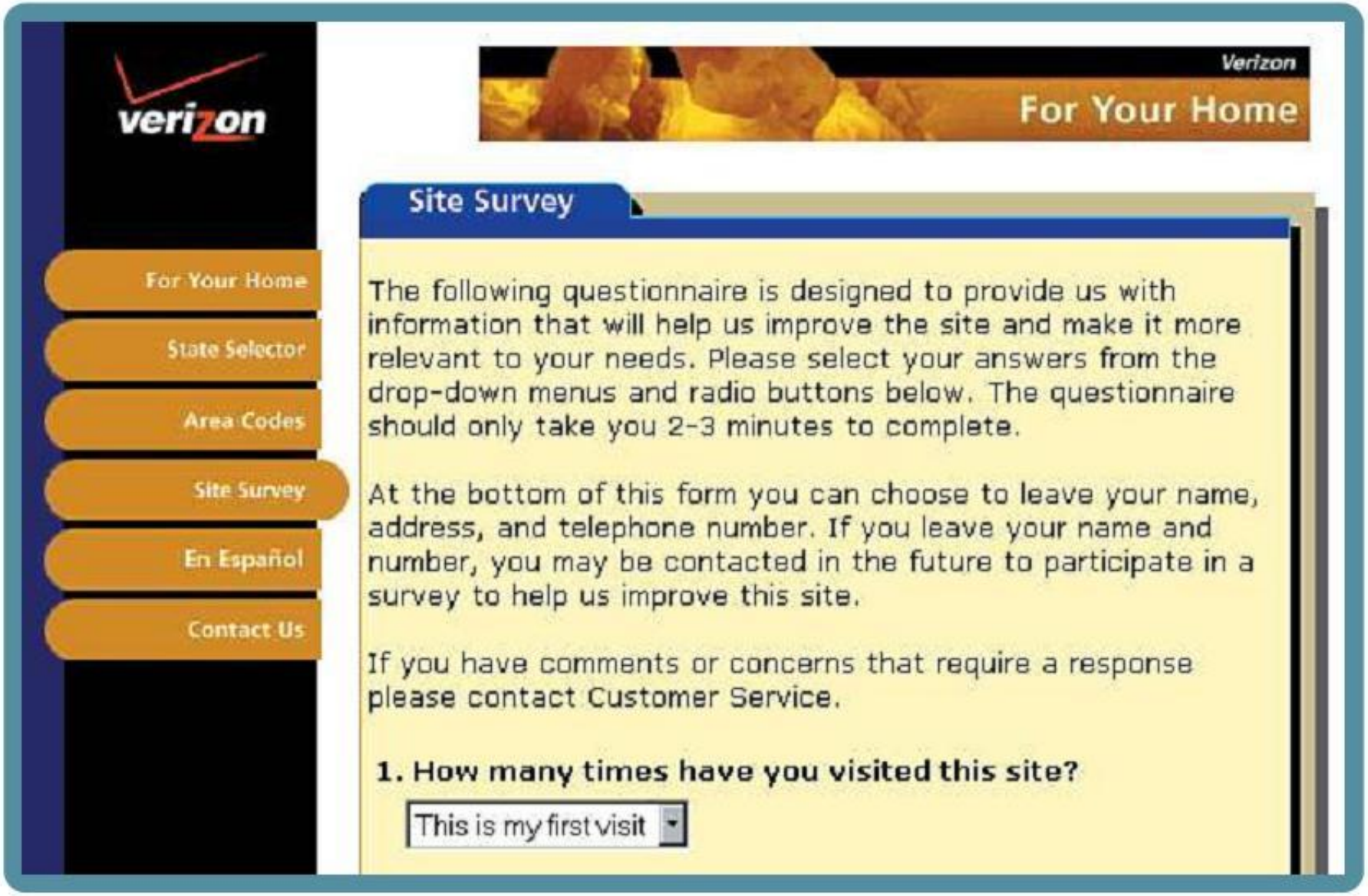
3.3 Color.

3.4 Home screen.

3.5 Bố cục.

3.6 Một số kỹ thuật khác.

3.2 TEXT


verizon
For Your Home
State Selector
Area Codes
Site Survey
En Español
Contact Us
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...

Read

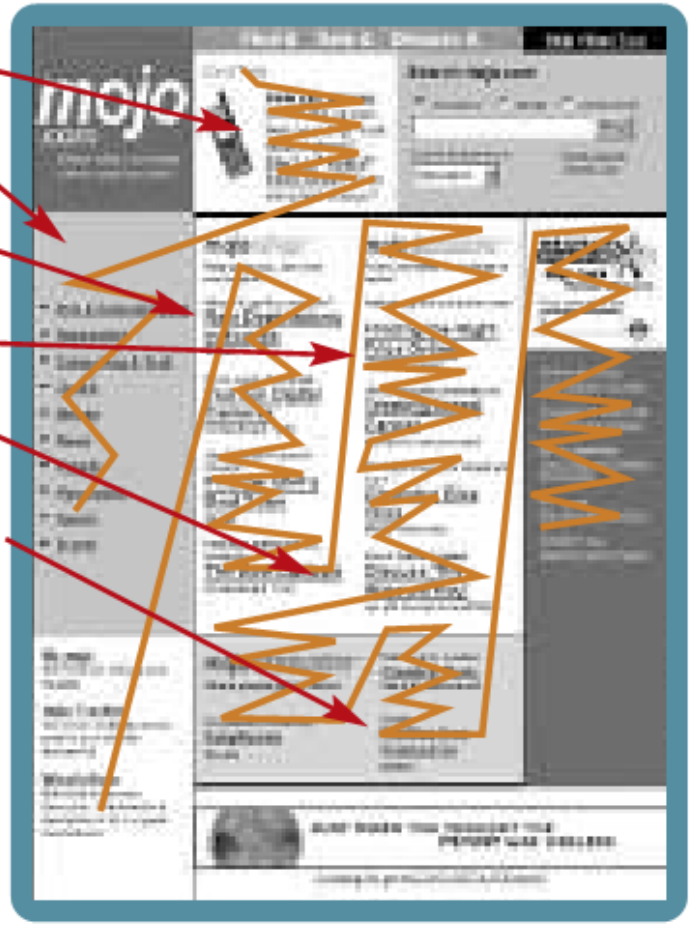
Read

Read

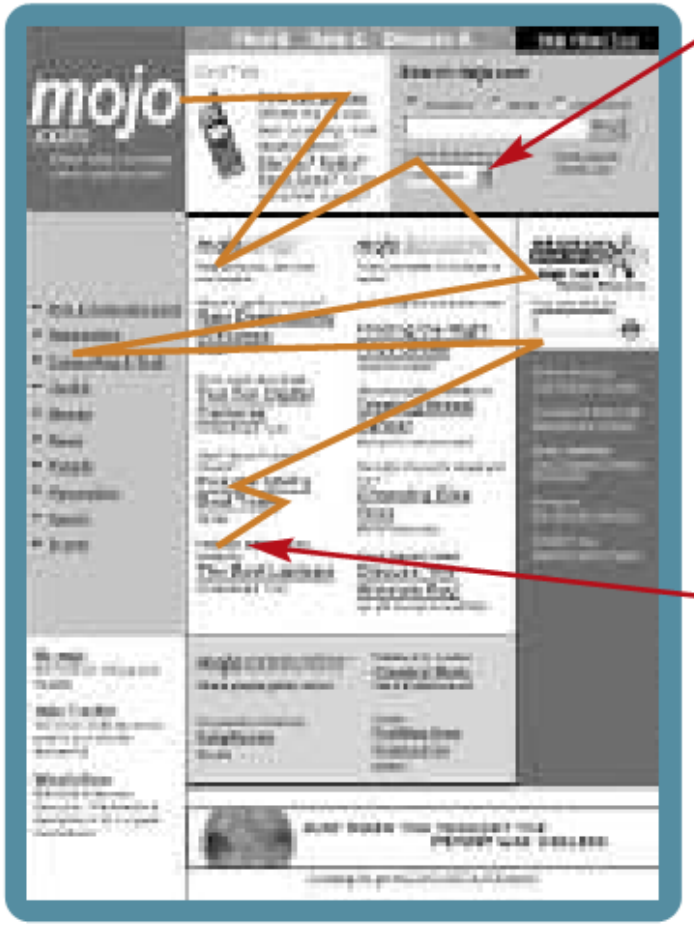
Read

[Pause for reflection]

Finally, click on a carefully chosen link



THE REALITY...



Look around feverishly for anything that

a) is interesting, or vaguely resembles what you're looking for, and

b) is clickable.

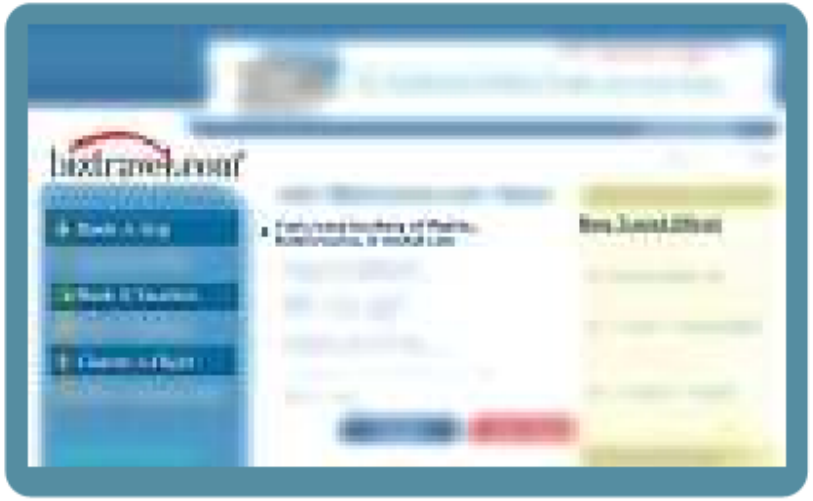
As soon as you find a halfway-decent match, click.

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

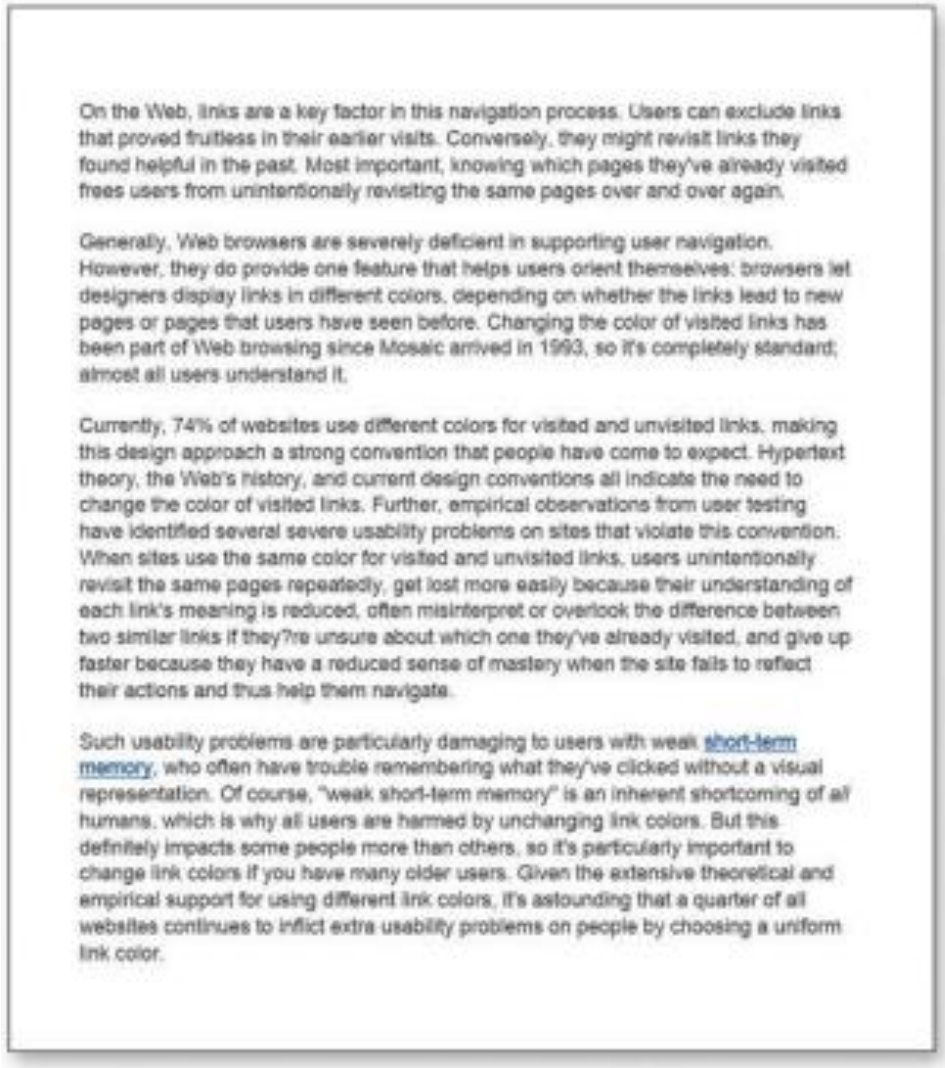
Thiết kế text như thế nào để giao diện trông chuyên nghiệp?

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?

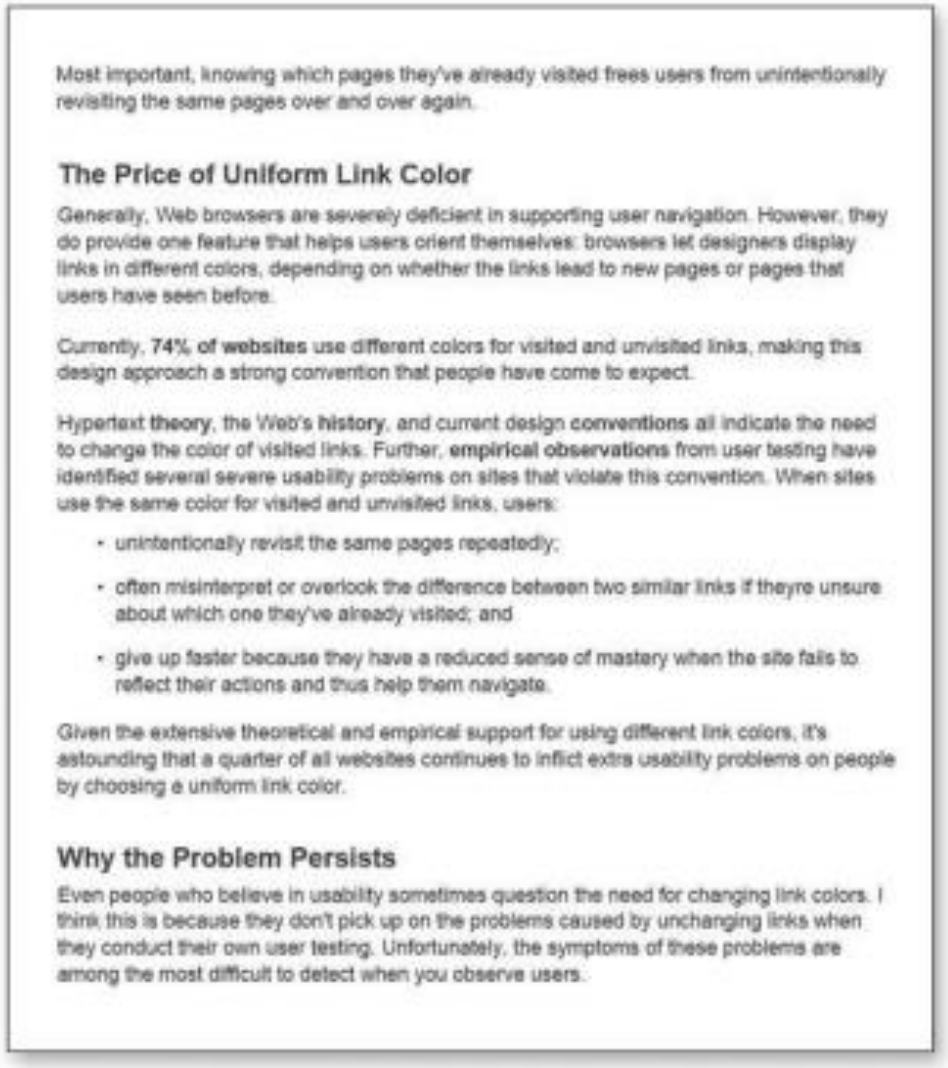


On the Web, links are a key factor in this navigation process. Users can exclude links that proved fruitless in their earlier visits. Conversely, they might revisit links they found helpful in the past. Most important, knowing which pages they've already visited frees users from unintentionally revisiting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

HỎI ?
& ĐÁP

Cảm ơn các bạn đã chú ý lắng nghe!