
UI - UX

Tổng hợp các kinh nghiệm thiết kế tốt

cuong@techmaster.vn

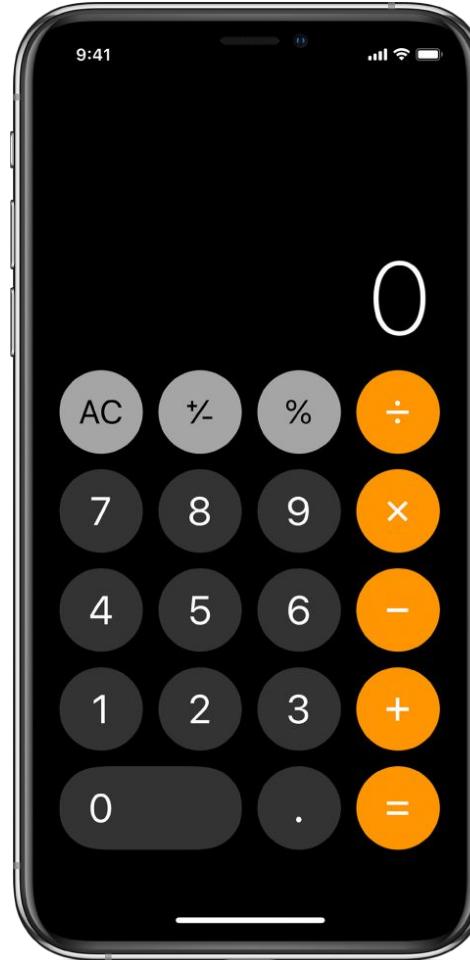
UI

USER INTERFACE



UX

USER EXPERIENCE



Thiết kế xấu là tội ác



Ai đái ai nhện đây?



Thoát hiểm xong
đi đâu?



Mũi tên chỉ hướng
cho phòng nào?

Thử rót nước
từ bình này xem?



The screenshot shows the Google homepage. At the top, there's a navigation bar with links for 'Web', 'Images', 'Maps', 'News', 'Shopping', 'Gmail', and 'more'. Below the navigation bar is the iconic Google logo. Underneath the logo is a search bar with a yellow placeholder. To the right of the search bar are three buttons: 'Google Search', 'I'm Feeling Lucky', and 'Advanced Search Preferences Language Tools'. A red banner at the bottom left promotes 'Download Chrome (BETA)'. At the very bottom, there are links for 'Advertising Programs', 'Business Solutions', 'About Google', and 'Go to Google Romania'. The footer also includes a copyright notice for '©2008 - Privacy'.

The screenshot shows the Yahoo! homepage. At the top, there's a navigation bar with links for 'Web', 'Images', 'Video', 'Local', 'Shopping', and 'More'. Below the navigation bar is the Yahoo! logo. To the right of the logo is a search bar with a yellow placeholder and a 'Web Search' button. The main content area is divided into several sections: 'Today' (with a photo of a couple kissing), 'My Applications' (listing Mail Boxes, Stock Tracker, Weather Forecast, etc.), 'FEATURES' (listing Entertainment, Sports, Video, and other news items like 'Most-watched movie trailers'), 'In the News' (listing various news stories), and 'Featured Services' (listing Answers, Mail, Maps, Finance, Games, Music, Sports, Story Style, and UPS).

Nhiều hơn là
tốt hơn...?

Tham khảo

<http://ui-patterns.com>

<https://uxdesign.cc/>

[12 Mobile UX Design Trends For 2018](#)

Quote cần nổi bật, dễ đọc



"I don't care what anyone says, the McDouble is the best bang-for-your-buck burger on the market. Nothing else even comes close."

– Tina Vanstone, 21 Industries



I don't care what anyone says, the McDouble is the best bang-for-your-buck burger on the market.
Nothing else even comes close.



Tina Vanstone
21 Industries

Use quotations as a visual element by using size, position and color.

Include source images for more authenticity and validation.

Italicize or use a different font from the rest of the site to make it feel more conversational.

Before

```
select name, birth_date  
from users  
order by birth_date desc
```

After

```
select name, birth_date  
from users  
order by birth_date desc nulls last
```

Name	Birth Date
Elon Musk	NULL
Mark Zuckerberg	NULL
Jeff Bezos	January 12, 1964
Tim Cook	November 1, 1960
Bill Gates	October 28, 1955
Steve Jobs	February 24, 1955

Name	Birth Date
Jeff Bezos	January 12, 1964
Tim Cook	November 1, 1960
Bill Gates	October 28, 1955
Steve Jobs	February 24, 1955
Elon Musk	NULL
Mark Zuckerberg	NULL

Nhấn mạnh + minh họa để user đọc nhanh



Building Type: Detached House

Year Of Construction: 2012

Listing Price: \$750,000

Address: 742 Evergreen Terrace

Bedrooms:

3

Bathrooms:

2

Real Estate Agent: Tiffany Heffner

Contact: (555) 555-4321



DETACHED HOUSE • 5Y OLD

\$750,000

742 Evergreen Terrace

3 Bedrooms

2 Bathrooms

REALTOR



Tiffany Heffner

(555) 555-4321

Present data in a more useful way

Emphasize the most important content

Combine labels and values into human-readable phrases

```
font-size: 4rem;  
.font-normal
```



\$10 / month

```
.text-4xl  
.font-normal .text-  
xl .font-normal
```

```
font-size: 4rem;  
.font-light
```



\$10 / month

```
.text-4xl  
.font-normal .text-  
xl .font-medium
```



If you want text of different sizes to *feel* like the same weight, make larger text thinner and smaller text bolder.

– Steve Schoger · 16 Nov 2017



Features Pricing Company

- Engagement
- Notifications
- Test Missile Alert
- Automations
- Advanced Reports
- Documentation
- Full API Reference
- Open Source



Features Pricing Company

Adding icons can make the menu options easier to recognize at a glance



Engagement

Measure actions users take

Extra space lets you highlight new feature and provide supporting text



Notifications

Keep customers informed



Test Missile Alert

Probably meant to click this one



Missile Alert

Cause widespread panic



Automations

Create your own custom rules



Advanced Reports

Keep track of your growth



Dropdowns can be more than just a boring list of links. They're just boxes, you can do anything you want with them!

— Steve Schoger · 16 Jan 2018

for our API

for our API

Use box shadow rather than plain border line



Adam Wathan

Full Stack Developer

@adamwathan

`border: 1px solid #B7C6CD;`



Adam Wathan

Full Stack Developer

@adamwathan

`border: 0;
box-shadow: 0 2px 6px 0
hsla(0, 0%, 0%, 0.2);`

Use two different background colors



Welcome to the new Dashboard!



Our dashboard has been given a facelift! Check out some of the improved functionality like notifications, navigation and visualizations.

Learn more

Get Started

Welcome to the new Dashboard!



Our dashboard has been given a facelift! Check out some of the improved functionality like notifications, navigation and visualizations.

Learn more

Get Started

background: hsl(0, 0%, 97%);

Use fewer border and separation line

The image shows two versions of a 'Contacts' modal dialog side-by-side, with red annotations highlighting design differences.

Left Modal (Incorrect): This version uses a thick black border around the entire modal and thin borders separating each list item. It includes a red 'X' icon in the top-left corner.

Team	Member
Tighten Co.	
	Taylor Otwell
	Adam Wathan
Duke Street Studio Inc.	
	Jeffrey Way

Right Modal (Correct): This version uses a subtle offset box-shadow instead of a thick border, and increased padding between rows instead of thin borders. It includes a green checkmark icon in the top-left corner.

Team	Member
Tighten Co.	
	Taylor Otwell
	Adam Wathan
Duke Street Studio Inc.	
	Jeffrey Way

Annotations:

- Give search field a background color instead of borders**
hsl(210, 9%, 96%)
- Replace border with increased space between rows**
padding: 12px 10px
- Replace border with Give modal a subtle offset box-shadow increased space between rows of borders**
padding: 12px 10px box-shadow: 0 2px 6px 0 hsla(0, 0%, 0%, 0.2)

Twitter icon: Too many borders can make a design look really busy. Here's a few ideas that are a bit more subtle.

— Steve Schoger · 16 Aug 2017



Powerfull Features

✉️ Embedded Forms

Build beautiful forms that help turn casual readers into engaged customers.

🔊 Broadcast Announcements

Send your subscribers one-off broadcasts when you have time-sensitive content.

📊 Advanced Reporting

Monitor your growth with detailed analytics like subscribers and conversions.

⚡ Automations

Simple workflows that make it easy to create your own custom rules.



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HTML

```
<div class="...">  
  <svg>
```

TailwindCSS

```
.flex  
.justify-center
```



Instead of blowing up small, in-app icons for your landing page, try putting a shape behind them and giving them a background color.

— Steve Schoger · 16 Nov 2017

PAINLESS SERVER MANAGEMENT.

We've taken all the work out of provisioning and managing cloud servers so you can focus on things you do best: building awesome PHP applications and websites.

We don't discriminate: Laravel, Symfony, Wordpress, Statamic, Craft, and any other PHP application can easily be installed on a Forge server.

- Numerous Cloud Providers
- Manage Queue Workers
- Cron Jobs Made Simple
- Load Balancing
- Horizontal Scaling
- Server Configuration

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- | | |
|--|--|
| <input checked="" type="checkbox"/> Numerous Cloud Providers | <input checked="" type="checkbox"/> Load Balancing |
| <input checked="" type="checkbox"/> Manage Queue Workers | <input checked="" type="checkbox"/> Horizontal Scaling |
| <input checked="" type="checkbox"/> Cron Jobs Made Simple | <input checked="" type="checkbox"/> Server Configuration |

BEFORE

AFTER



Using a generic icon like an arrow or a checkmark instead of the standard bullet is a great way to add visual interest to unordered lists.

— Steve Schoger · 7 Jun 2017

SAME COLOR ICONS AND TEXT



Dashboard



Products



Customers



Discounts

Cancel

Preview

ICONS SLIGHTLY LIGHTER THAN TEXT



Dashboard



Products



Customers



Discounts

Cancel

Preview



If I am using icons that have more weight than the text, I typically make the icons slightly lighter than the text for inactive states.

— Steve Schoger · 8 Jun 2017



Caneco

@caneco

Follow

Husband, dad; && Full Stack Developer @ MEDICARE //
Laravel, Vue, and Tailwind nerd // CrossFit enthusiast

Lisbon, Portugal
www.caneco.xyz

Followers
2,300

Following
1,741

Likes
1,969



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@caneco

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Lisbon, Portugal
www.caneco.xyz

Followers
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1,741

Likes
1,969

Make text lighter, not smaller
font-size: 14px;
hsl(214, 7% 47%);

Bolder, not bigger
font-size: 20px;
font-weight: medium;



Font size isn't always the best way to emphasize or de-emphasize text, try using color and font weight instead.

— Steve Schoger · 19 Sep 2017



Settings

Full Name

Email Address

Phone Number

Plan

Billing Interval

Monthly

Street Address

City

State / Province

Portugal

Old Password

New Password

Cancel

Save Changes



Settings

Account

Full Name

Email Address

Phone Number

Billing

Plan

Monthly

Billing Interval

Business Address

Street Address

City

State / Province

Portugal

Change Password

Must be at least 8 characters and contain at least 1 number.

Old Password

New Password

Cancel

Save Changes

33%

66%



This two-column form layout is great for organizing long forms and filling wider screens without using awkward long form fields.

– Steve Schoger · 7 Sep 2017

	2.04 (Fail)		3.80 (AA18pt)	
Carl Phillips		Tyler Burns		Brenda Jenkins
US\$249.00		US\$479.00		US\$329.00
2 days ago		8 days ago		9 days ago
View Invoice >		View Invoice >		View Invoice >

	9.82 (AAA)		9.22 (AAA)	
Carl Phillips		Tyler Burns		Brenda Jenkins
US\$249.00		US\$479.00		US\$329.00
2 days ago		8 days ago		9 days ago
View Invoice >		View Invoice >		View Invoice >



Achieving an accessible contrast ratio is very difficult when using white text on a colored background.
Using dark colored text on a soft colored background is much easier to make accessible, and usually looks better to boot.

— Steve Schoger · 27 Sep 2018



Cait Genevieve

New York, NY

Follow Message

12 Followers you know

A user profile card for "Cait Genevieve". It features a placeholder image of a mountain range at the top. Below it is a circular profile picture placeholder. The name "Cait Genevieve" is displayed in bold, with the location "New York, NY" below it. Two buttons, "Follow" and "Message", are present. A section titled "12 Followers you know" shows a row of small placeholder profile pictures followed by a "+5" button.



Cait Genevieve

New York, NY

Follow Message

12 Followers you know

A user profile card for "Cait Genevieve". It features a real profile picture of a smiling woman wearing a hoodie at the top. Below it is the same circular profile picture as the first card. The name "Cait Genevieve" is displayed in bold, with the location "New York, NY" below it. Two buttons, "Follow" and "Message", are present. A section titled "12 Followers you know" shows a row of real profile pictures followed by a "+3" button. A red bracket on the left side groups the follower count and the follower list.

border: 4px solid #ffff;

Use color and weight to create hierarchy instead of size



Amsterdam Walking Tour

Explore popular tourist destinations as well as hidden local favorites.

\$17 per person*

★★★★★ 28 reviews

Book now

*Prices may vary depending on selected date.



Bolder not bigger

Amsterdam Walking Tour

Explore popular tourist destinations as well as hidden local favorites.

\$17 per person*

★★★★★ 28 reviews

Book now

*Prices may vary depending on selected date.

Lighter not smaller

Don't use grey text on colored backgrounds



"I don't care what anyone says, the McDouble is the best bang-for-your-buck burger on the market. Nothing else even comes close."



Steve Schoger
UI/UX Designer

```
color: hsl(0, 2%, 89%);
```



"I don't care what anyone says, the McDouble is the best bang-for-your-buck burger on the market. Nothing else even comes close."



Steve Schoger
UI/UX Designer

```
color: hsl(176, 100%, 84%);
```

```
background: hsl(176, 100%, 24%);
```

Don't blow up icons that are meant to be small



Powerful Features

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Use accent borders to add color to a bland design



Freelancer

Perfect for independent designers for prototyping and demonstrations

\$12 / mo.

Billed annually or \$14 monthly

1 User

5 Projects

Download prototypes

Password protected prototypes

[Get Started](#)

Startup

Perfect for small teams who collaborate on multiple projects

\$24 / mo.

Billed annually or \$28 monthly

10 Users

Unlimited Projects

Annotate prototypes

Download advanced prototypes

Password protected prototypes

[Get Started](#)



`border-top: 6px solid #40A4F4;`

Freelancer

Perfect for independent designers for prototyping and demonstrations

\$12 / mo.

Billed annually or \$14 monthly

1 User

5 Projects

Download prototypes

Password protected prototypes

[Get Started](#)

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Thêm một đường viền cạnh trái giúp message nổi bật hơn



Work in progress!

More detailed documentation is coming soon.



Work in progress!

More detailed documentation is coming soon.

Gạch chân menu đang được lựa chọn



Orders

Products

Discounts



Orders

Products

Discounts

Not every button needs a background color



Living Room Chair

\$250.00

Looking to sell this living room chair as pictured, in excellent condition...

Posted 12 hrs ago • Kitchener, ON

[Manage Listing](#)

[Unpublish](#)



Living Room Chair

\$250.00

Looking to sell this living room chair as pictured, in excellent condition...

Posted 12 hrs ago • Kitchener, ON

[Manage Listing](#)

[Unpublish](#)

PRIMARY

SECONDARY

TERTIARY

Save Draft

Save Draft

Save Draft

Sign up

Sign up

Sign up

Learn More

Learn More

Learn More

PRIMARY

SECONDARY

TERTIARY

Unpublish

Unpublish

Unpublish

NEW

Black Jacket

Lorem ipsum dol...

US\$ 60.00

NEW

Black Jacket

Lorem ipsum dol...

US\$ 60.00

Do

- ✓ Strong visual cue
- ✓ Quicker recognize

- ✓ Attracts the user's attention
- ✓ rate of click + 7 % than  btn

Don't

- ✗ Lack visual cue
- ✗ Low click through rate -7% than solid btn

Deactivate account



Are you sure you want to deactivate your account? By doing this you will lose all of your saved data and will not be able to retrieve it.

Cancel

Deactivate

ý kiến khách hàng cực quan trọng

27k+ experts trust us

See some of their testimonials here

In the past versioning and maintaining assets was a huge headache. With this tool, we can spend more time on users' problems.

This tool, Giving Marketing the ability to update copy along the way has allowed us to test and iterate faster.

This software has made the future. Finally, someone has designed a modern approach to product design.

Jonh Doe
UX designer

Bill Joe
Marketer

[Let's go !](#)

Do

- ✓ User think « that's look awesome »
- ✓ 66% of consumers trust customer reviews online
- ✓ Increasing conversion rates

We are stunning

we are the best because :

Versionning
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et

Market Tool
At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium

Data analyse
Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

Design
Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta no.

[Let's go !](#)

Don't

- ✗ Explains the product features
- ✗ User think « it's true ? »
- ✗ The user wants to check the review product

Đơn giản hóa hướng so sánh item

The diagram illustrates two approaches to comparing items in a list, separated by a vertical double-headed arrow.

Left Column (Do): Shows a single vertical list of five items. Each item has a title, placeholder text, three horizontal bars, and a '95k' rating. A vertical double-headed arrow on the right indicates the user can scroll up or down to compare items sequentially. Below this column is a green button labeled 'Do'.

Right Column (Don't): Shows a grid of items. The top row contains three items, each with a title, placeholder text, three horizontal bars, and a '95k' rating. A vertical double-headed arrow on the right indicates the user can scroll up or down between these three items. Below this row is a horizontal double-headed arrow indicating the user can scroll left or right to compare items within the same row. The bottom row contains four items, each with a title, placeholder text, three horizontal bars, and a '95k' rating. A vertical double-headed arrow on the right indicates the user can scroll up or down between these four items. Below this row is another horizontal double-headed arrow indicating the user can scroll left or right to compare items within the same row. Below this column is a red button labeled 'Don't'.

Comparison Summary:

Approach	Vertical Scrolling	Horizontal Scrolling
Do (Left Column)	Yes	No
Don't (Right Column)	Yes	Yes

Do (Left Column):

- ✓ One way to compare
- ✓ CTA alltime accessible
- ✓ Global view

Don't (Right Column):

- ✗ Double read to compare
- ✗ CTA less accessible
- ✗ Generate scroll

Lựa chọn ít hơn 10 phần tử

Ongoing events :

Australia China France
Singapore Sweden USA

Ongoing events :

Choose an option

Australia

China

France

Singapore

Sweden

USA

Do

- ✓ Global view
- ✓ No effort - Direct click
- ✓ Faster to select

Don't

- ✗ The options are hidden
- ✗ Require effort
- ✗ Waste of time

Tránh để từ bị ngắt rời khi xuống dòng

Normal Text

Last line extends past midpoint

Je suis un texte en français,
je démontre que les textes
avec une phrase orpheline à la
fin d'un paragraphe n'est pas
un « happy ending » !

Do

Orphan text

Short line at end of paragraph

Je suis un texte en français, je
démontre que les textes avec une
phrase orpheline à la fin d'un
paragraphe n'est pas un « happy
ending » !

Từ này bị ngắt quãng



Don't

Đơn giản hóa lựa chọn

What did you like ?

Music

Art

Food

Sport

What did you like ?



Music

Art

Food

Sport

Do

Don't

- ✓ The user directly sees the possible answers
- ✓ Save time with accessibility

- ✗ Answers are hidden
- ✗ Difficult to access

Gom nhóm các trường cho dễ đọc

PERSONNAL INFORMATION

Name

Chloé Paris

Phone

+33

Mail

paris@gmail.com

DELIVRY ADDRESS

Address

41 rue Bretagne

Country

Paris

Do

- ✓ Easy to know what the user has to do
- ✓ Clear indication, easy to read
- ✓ The layout is clear, uncluttered

Name

Chloé Paris

Phone

+33

Mail

paris@gmail.com

Delivry address

41 rue Bretagne

Country

Paris

Don't

- ✗ Too heavy
- ✗ Look like endless list

Call to action

Let's go !

Let's go !

Do

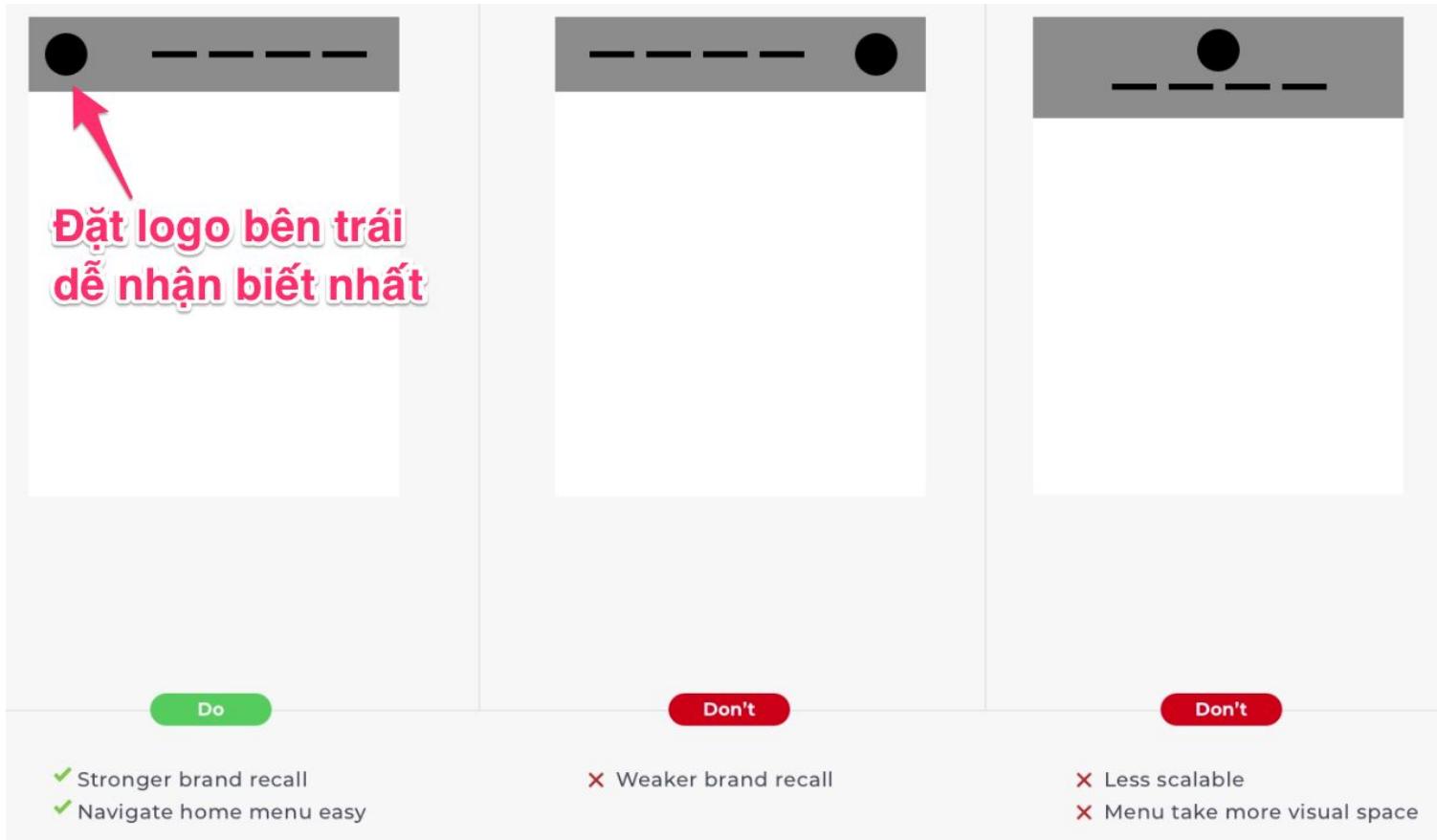
Don't

- ✓ Strong visual cue
- ✓ Quicker recognize

- ✓ Attracts the user's attention
- ✓ rate of click + 7 % than 🧸 btn

- ✗ Lack visual cue
- ✗ Low click through rate -7% than solid btn

Đặt logo ở đâu để dễ nhận biết nhất



The slide illustrates three different ways to place a logo in a horizontal menu bar:

- Card 1 (Left):** Shows a logo icon on the far left of a grey bar with a red arrow pointing to it. Below the card, the text "Đặt logo bên trái dễ nhận biết nhất" is displayed in pink.
- Card 2 (Center):** Shows a grey bar with a logo icon positioned in the middle-right area.
- Card 3 (Right):** Shows a grey bar with a logo icon positioned near the right edge.

Card 1 (Left):

- Do:** Stronger brand recall
Navigate home menu easy
- Don't:** Weaker brand recall

Card 2 (Center):

- Don't:** Less scalable
Menu take more visual space

Nhập dữ liệu theo một chiều dễ hơn zig zag

The diagram illustrates a linear data entry flow. It starts with a 'Name' field containing 'Chloé Paris'. A blue arrow labeled '1' points down to a 'Birthday' field with '01/01/1990'. Another blue arrow labeled '1' points down to an 'Email' field with 'Paris@gmail.com'. A final blue arrow labeled '2' points down to a 'Password' field with '*****'. This represents a one-way flow where each field is entered sequentially from left to right.

Do

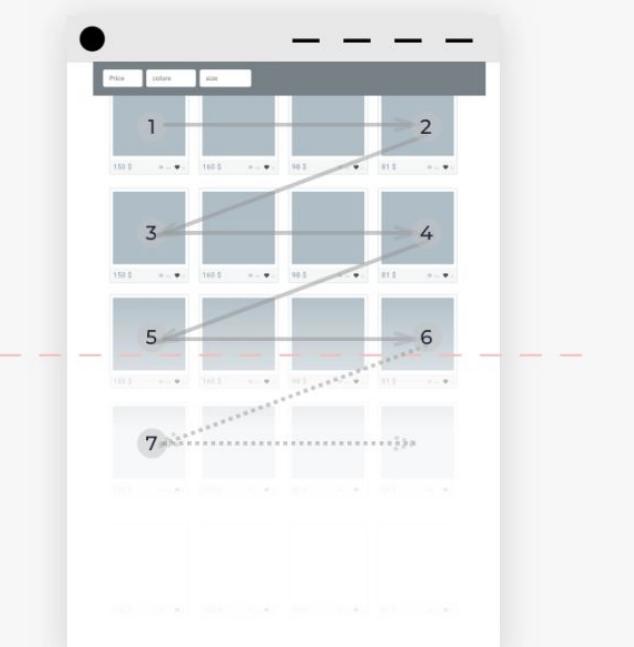
- ✓ One way
- ✓ Easy navigation
- ✓ Naturally move (scroll)

The diagram illustrates a zig-zag data entry flow. It starts with a 'Name' field containing 'Chloé Paris'. A blue arrow labeled '1' points to a 'Email' field with 'Paris@gmail.com'. From there, a blue arrow labeled '3' points back up to a 'Birthday' field with '01/01/1990'. Another blue arrow labeled '3' points to a 'Password' field with '*****'. Finally, a blue arrow labeled '4' points down to the 'Email' field again. This represents a zig-zag pattern where the user moves back and forth between fields.

Don't

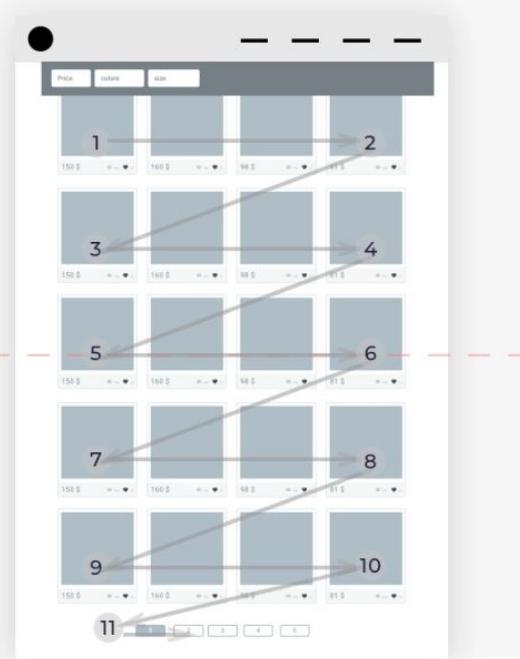
- ✗ The user might not know where to start
- ✗ Waste of time with back and forth motion

Infinite scroll tốt hơn pagination



Do

- ✓ Infinite Scrolling provide smooth experience
- ✓ No effort
- ✓ Perfect for snacking content (information - shop)



Don't

- ✗ Waste of time, need to click
- ✗ The user is interrupted

Để báo lỗi ngay dưới trường text là tốt nhất

Email
1 dodontux@mailcom
2 Enter valid email mail@ux.com
3

- ✓ Natural reading flow
- ✓ More space to add more information
- ✓ Scalable for Mobile device

Do

Email
1
2 Enter valid email mail@ux.com
3
4 dodontux@mailcom

- ✗ Close proximity to label = visual noise
- ✗ Perturbation visual

Don't

Email
1 dodontux@mailcom
2 Enter valid email
3

- ✓ Flow unnatural direction
- ✓ Perturbation visual
- ✗ Limited space

Do

Email
1
2 Enter valid email
3
4 dodontux@mailcom

- ✗ Unnatural reading direction
- ✗ Perturbation visual
- ✗ Limited space

Don't

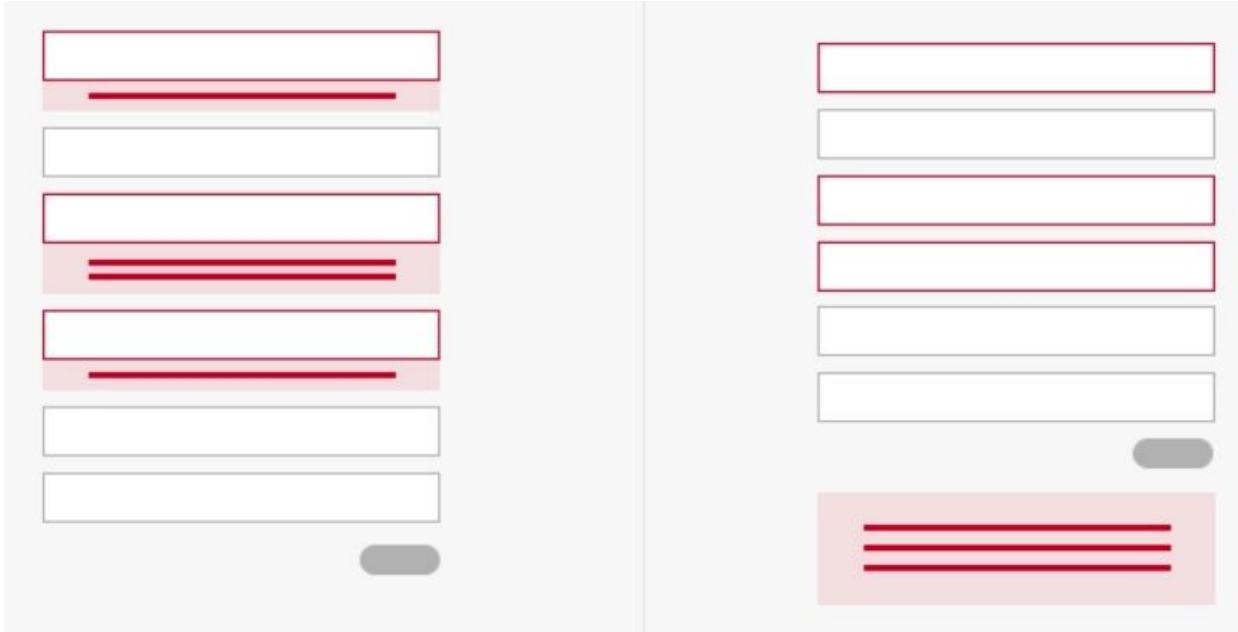
Email
1 Enter valid email
2
3 dodontux@mailcom
4

- ✓ Natural reading flow
- ✓ Scalable for Mobile device

- ✗ Limited space
- ✗ Less use

Alternative

Lỗi ở trường nào, báo luôn ở đó



Do

- Low cognitive load on memory
- Find errors step by step
- Shorter time to correct errors

Don't

- High cognitive load on memory
- Scroll generator
- Longer time to find the errors

Tương phản giữa trường nhập và nền

Best practice



Best practice



Forget that !



Forget that !



Do

- Strong visual cue
- High contrast , High reaction

Don't

- Border : 1px it's too weak
- Less engagement

Chọn tên cho nút và màu sắc

Do

New user ? Sign In

Register Sign In

Join Us Sign In

Create Account Sign In

Get Started Sign In

Subscribe Member access

Become a member Member access

Don't

Sign Up Sign In

Sign Up Log In

Sign Up Login

- ✓ Different Verbs
- ✓ Different Phrases
- ✓ More engage
- ✓ Different Style
- ✓ Very Distinct
- ✗ Similar word
- ✗ Similar Style
- ✗ Confuses Dys' User
- ✗ Confuses tired & foreign User

Chuyển sang dark theme



LIGHT VERSION

Podcasts

Episodes Shows Downloads

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5:42 24:15

Lightest = Closest element

Darkest (background) = Furthest element



LIGHT VERSION INVERTED

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Lightest element became darkest

Darkest element became lightest



DARK WITH CORRECT DEPTH CUES

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Lightest = Closest element

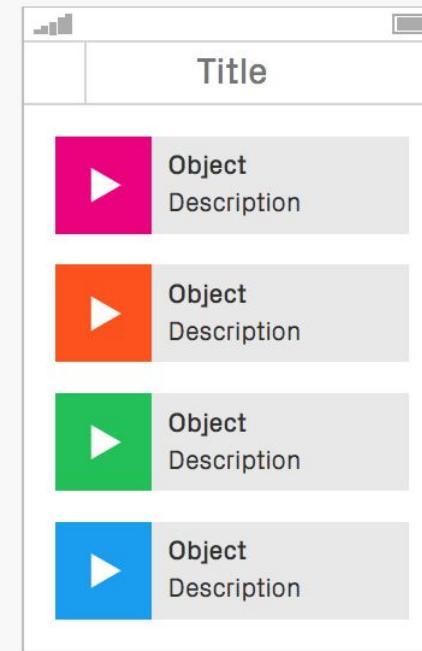
Darkest (background) = Furthest element

Pixel Perfect Precision

DỄ ĐỌC, ĐỌC NHANH, HIỂU LÊ



Naughty



Nice

Dòng trong bảng cần thống nhất

Title	
	Object Description
	Object Description
	Object Description
	Object Description

Best-Case

Longer Title	
	A Really Long Title The same here too
	A B
	Medium Length Still fits well
	Einen wirklich la... Das gleiche auch...

Worst-Case

Hình khôi đồng đều nhưng màu sắc cân tương phản

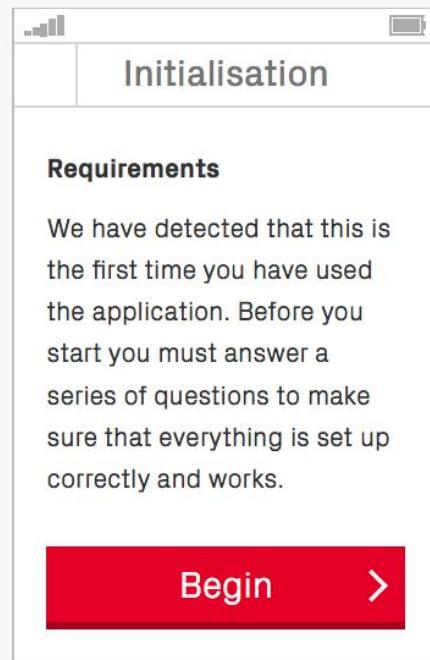


✗ Naughty

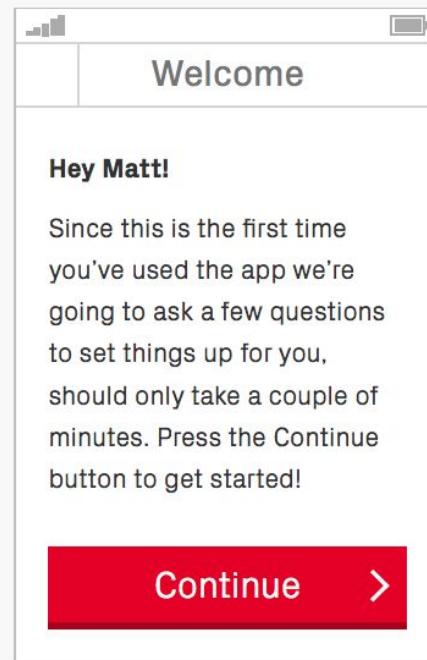


✓ Nice

Cởi mở, dẫn dắt tốt hơn yêu sách, nội quy



✗ Naughty



✓ Nice

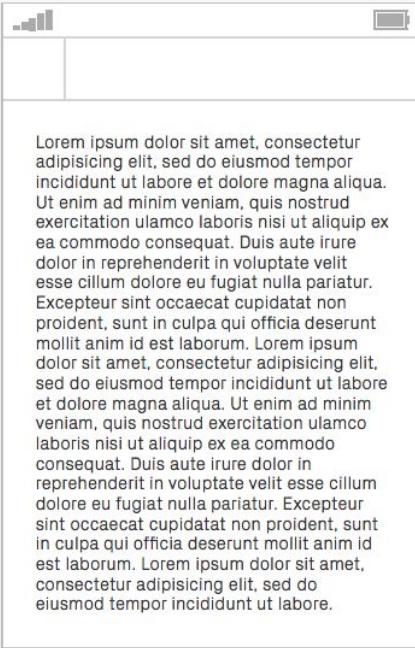
Icon đi đôi với màu sắc



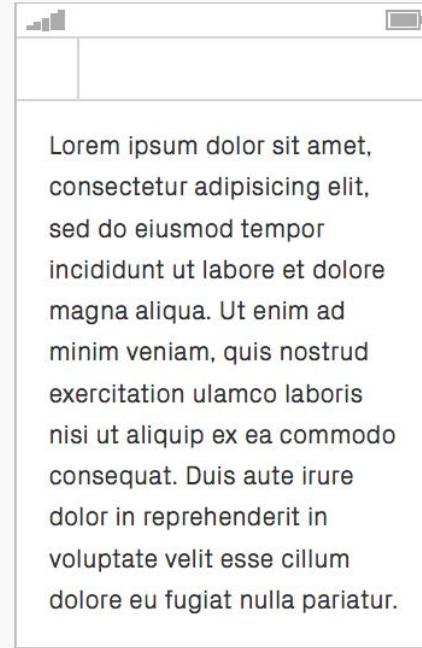
✗ Naughty

✓ Nice

Chữ to, dễ đọc

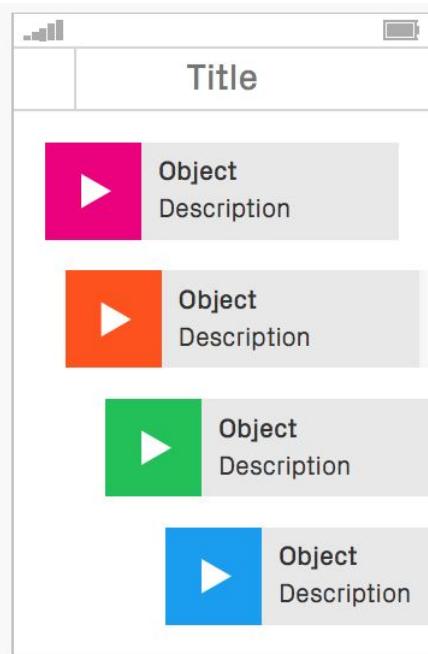


Naughty



Nice

Hiệu ứng hoạt hình khi trang mở và đóng

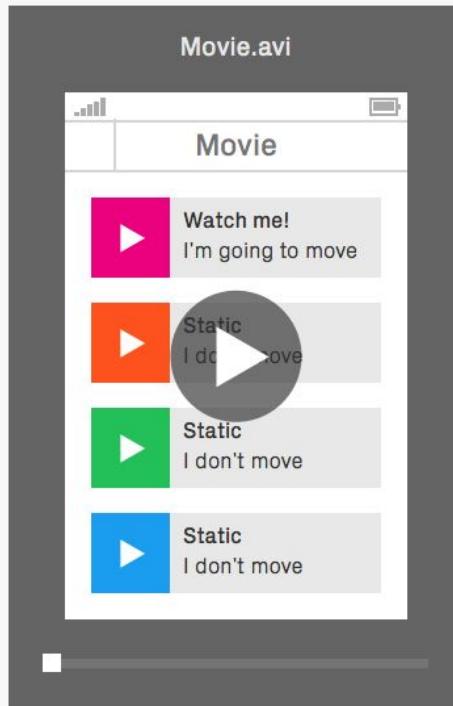
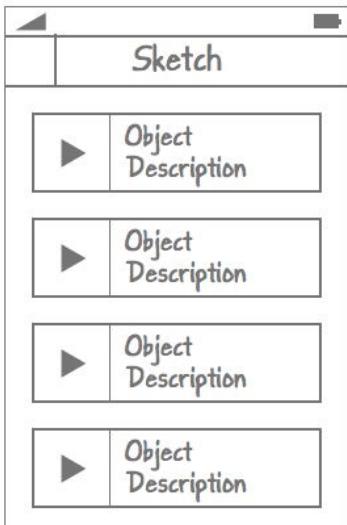


Enter

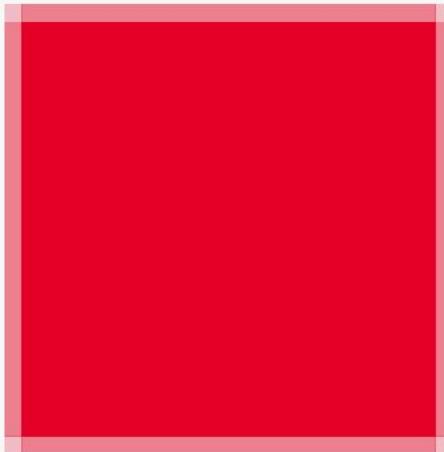


Exit

phác thảo → chi tiết



Sắc nét tốt hơn lem nhem

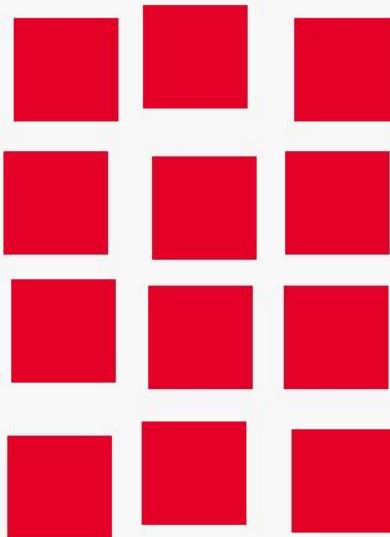


Naughty

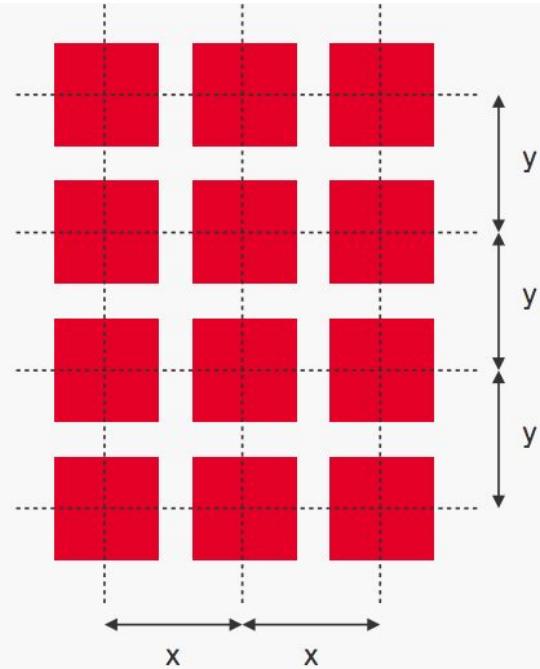


Nice

Căn thẳng giúp mắt dễ đọc

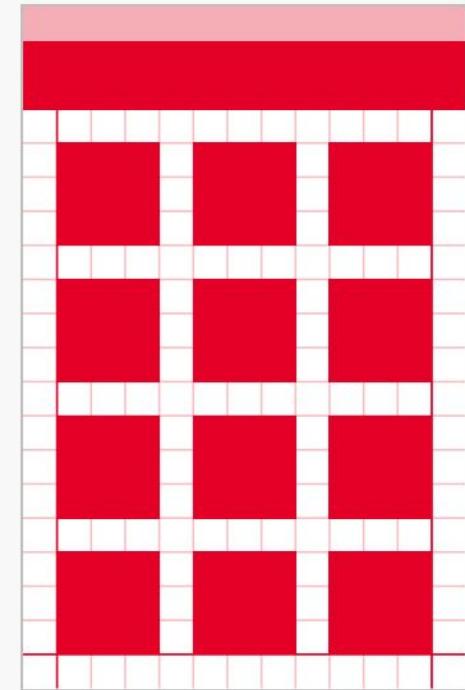
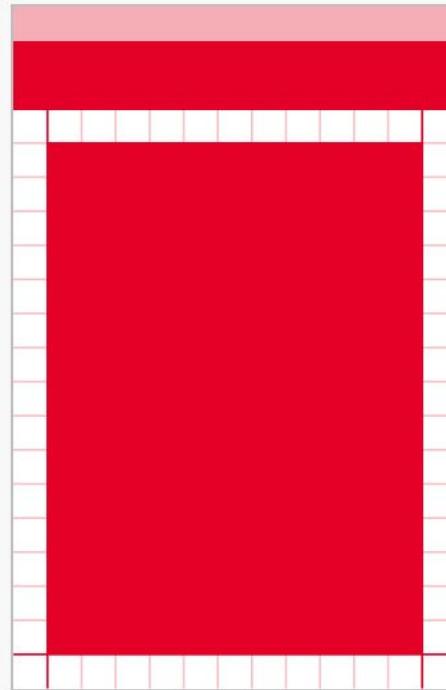
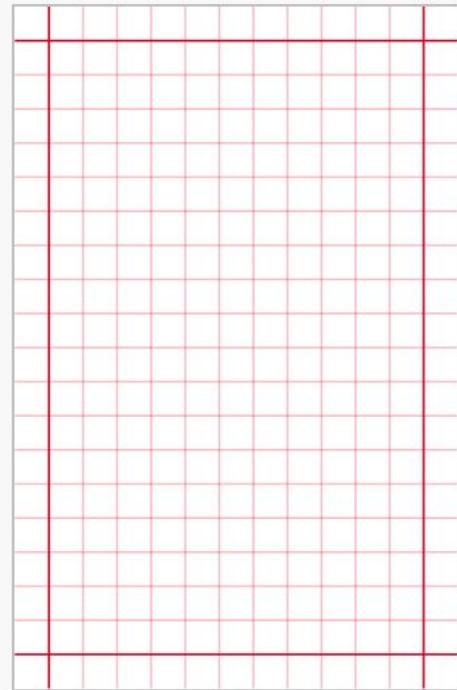


✗ Naughty

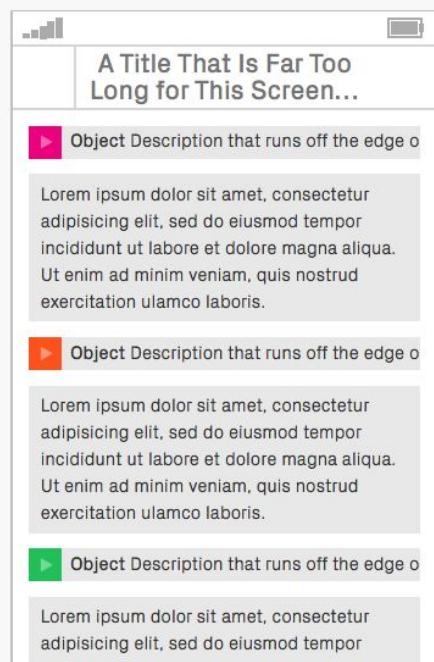


✓ Nice

Cách lề thống nhất



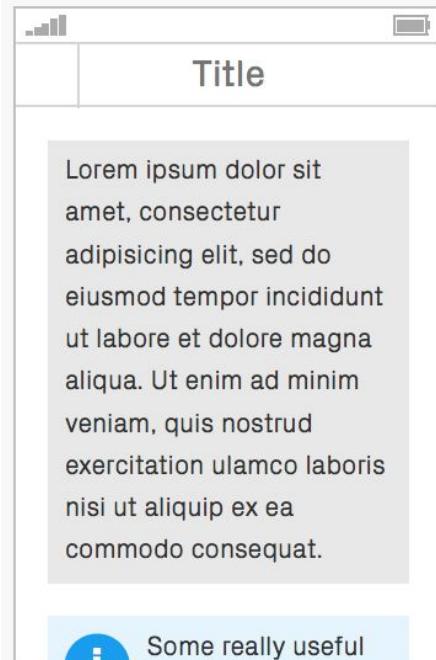
Tránh nhồi nhét quá nhiều thông tin vào 1 màn hình



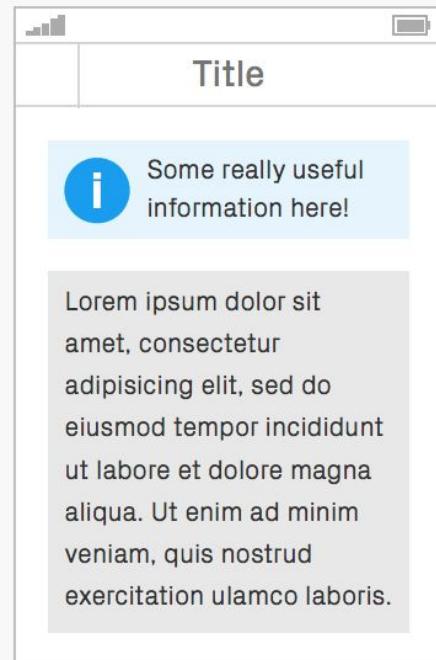
✗ Naughty

✓ Nice

Đưa thông tin hữu ích, ngắn gọn lên đầu

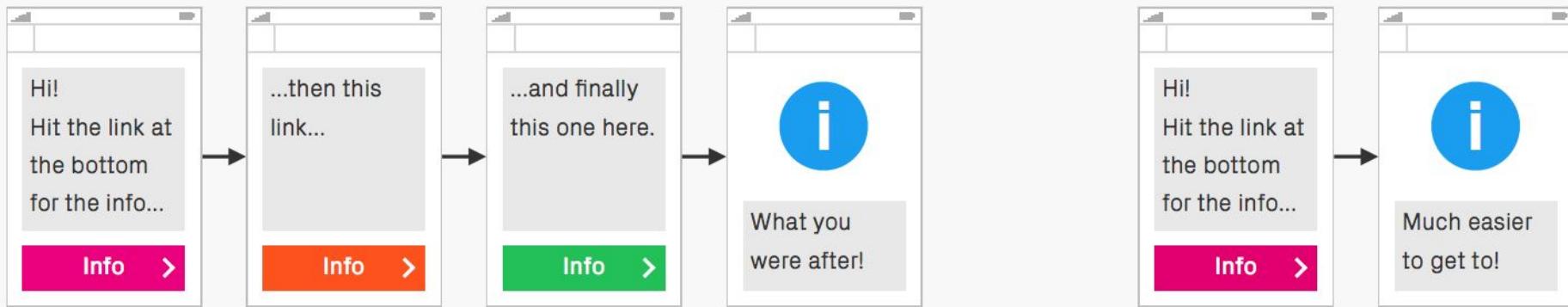


✗ Naughty



✓ Nice

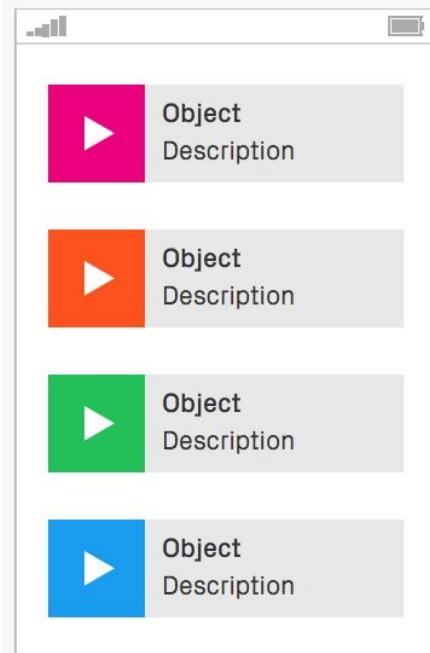
Giảm các bước chuyển giữa các màn hình



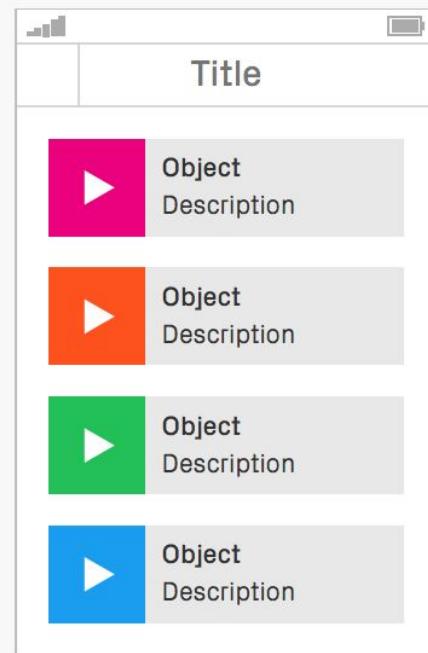
✗ Naughty

✓ Nice

Cần có title mô tả chức năng màn hình

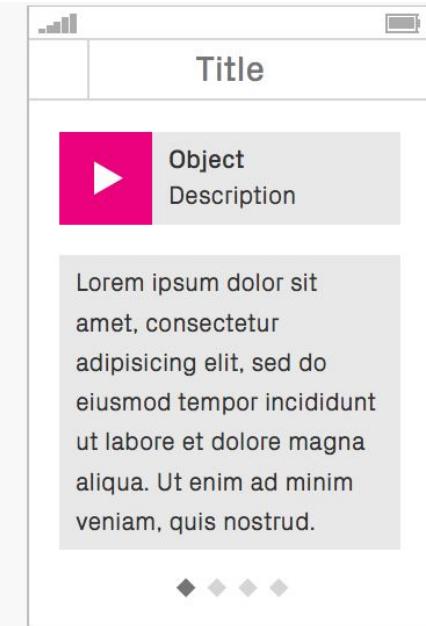


✗ Naughty



✓ Nice

Phân trang thông tin để dễ đọc nhưng không quá 5 trang



✗ Naughty



✓ Nice

Chỉ nên scroll dọc hoặc ngang nhưng không cả 2



✗ Naughty

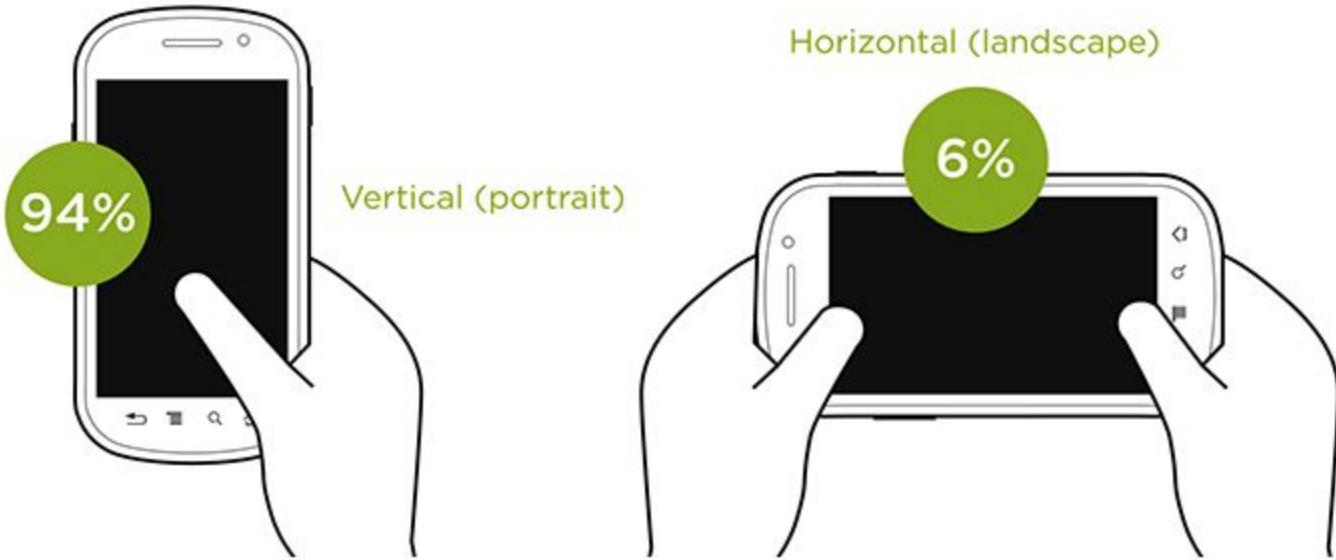


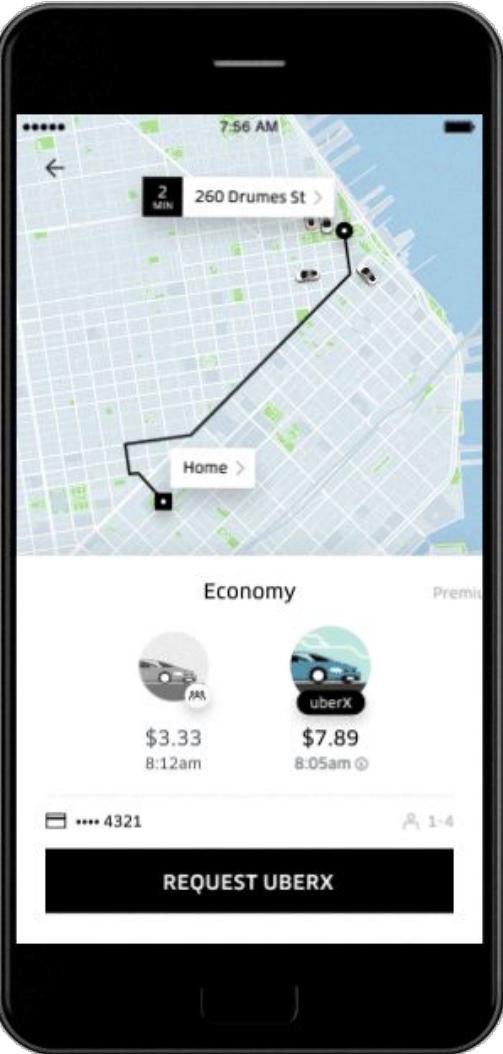
✓ Nice

UX for mobile



Global Smartphone Orientation





- Cập nhật thông tin đầy đủ (giá, thời gian, xe) cho khách hàng lựa chọn
- Chỉ cần vuốt ngang
- Chú ý label Economy và Premium mờ mờ gợi ý scroll ngang



Swipe to dismiss

You can swipe lab report cards away; the reports will be saved.



Nếu không có animation liệu người dùng có biết nút này có thể quét ngang để ẩn đi?

Hoạt cảnh chuyển giữa các màn hình khiến user không bị giật mình, biết được mình đang từ đâu và sẽ đến đâu

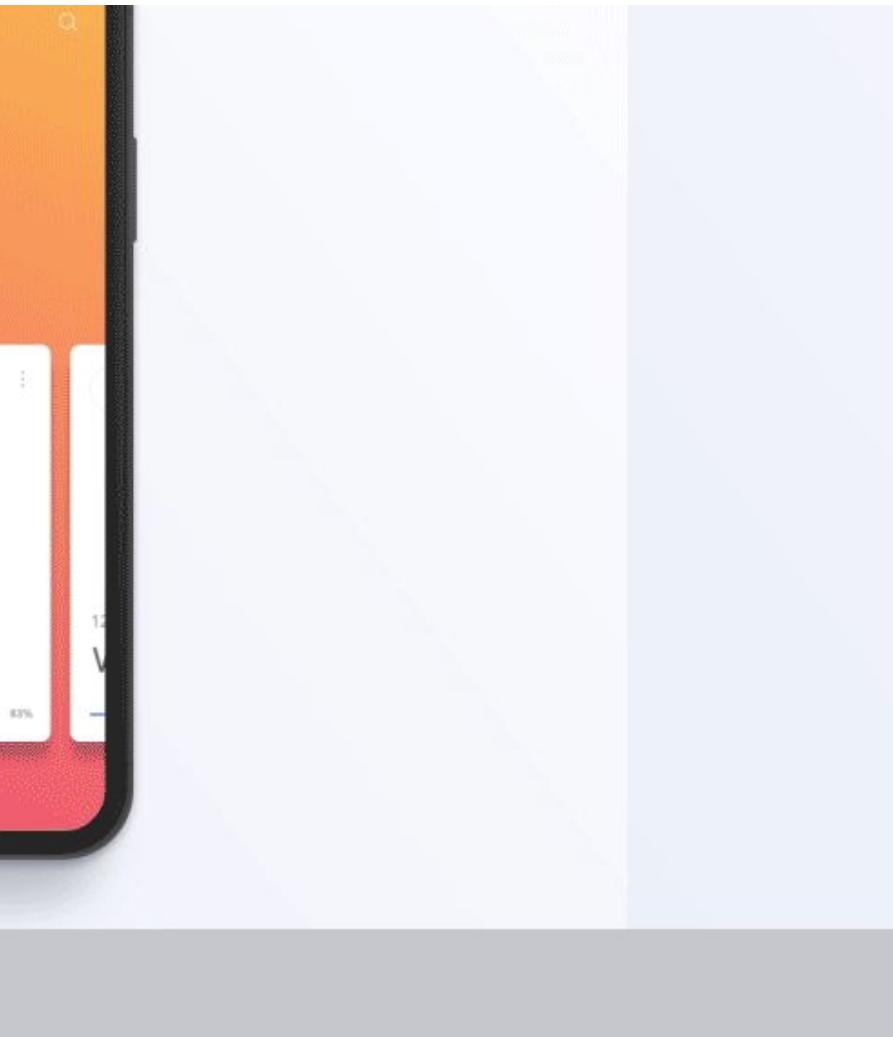


Cua buộc dây ~

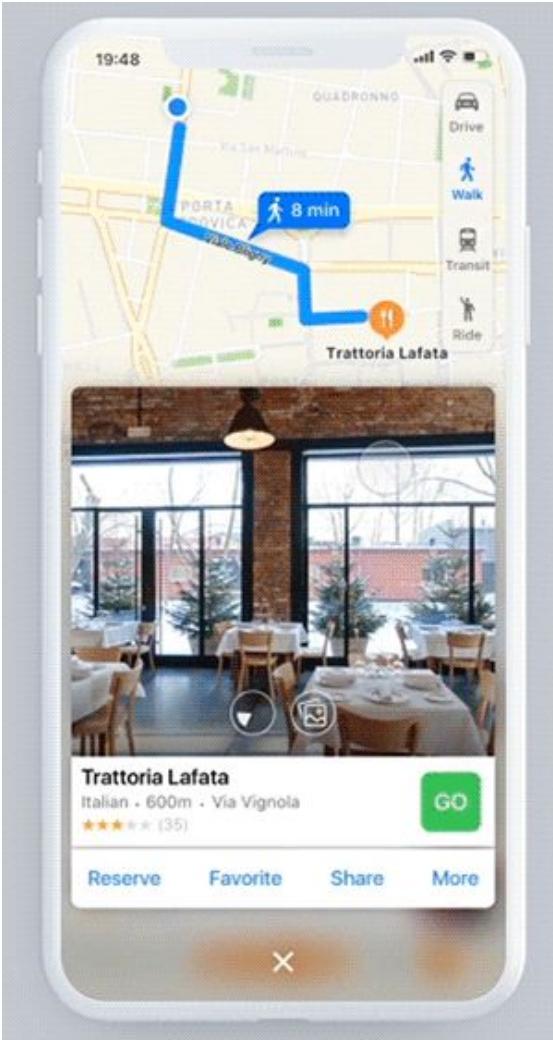
Vỏ nhiều
Ruột ít



Tập trung vào nội dung
giảm khung viền, trang trí !



Màu sắc là chức năng



Hoạt hình là ngôn ngữ

