

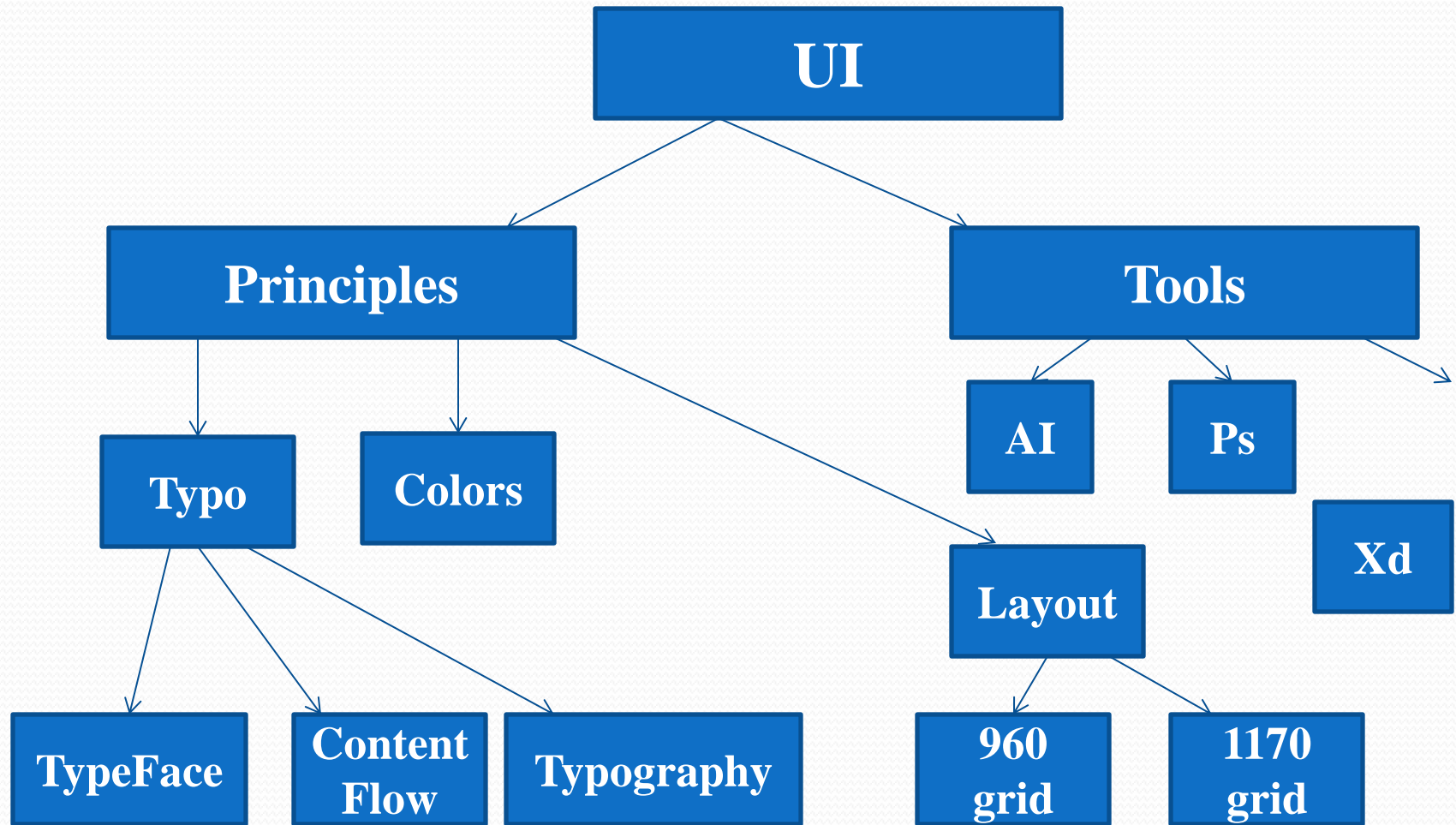
# Human-Computer Interaction

## Web UI design

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**1. Analysis**

**2. Brainstorm**

**3. Wireframe**

**4. Tiles**

**5. Prototypes**

# Introduction

- **Web UI design** is sometimes mistakenly thought of as how the website looks. Interface design isn't just about **colors** and **shapes**, but rather about presenting the user with the **right tools** to accomplish their goals.
- **Web user interfaces** are much more than buttons, menus, and forms for users to fill out. It is:
  - the connection between the user and the experience,
  - the first impression,
  - a lasting impression that either makes a website feel like an old friend
- Great web UI design must strike a perfect balance between captivating aesthetics and effortless interactivity. Like an invisible hand, a web interface should guide users through the experience at the speed of thought.

# It's Not UX vs. UI, It's UX & UI

- The web user experience (UX) is the abstract feeling people get from using a website.
- The user interface (UI) is what people interact with as part of that experience.

# It's Not UX vs. UI, It's UX & UI

- When designing a website, you want:
  - your UX to be as positive as possible
  - you want your users to enjoy being on your website
- How can you do that?
  - you can't just say “let's improve our site's UX” any more
  - a business can say “let's make more money.”
- It's the strategies you use to create your UX, namely the UI, that can enhance (or weaken) it.

# It's Not UX vs. UI, It's UX & UI



# It's Not UX vs. UI, It's UX & UI

- A company's design team works on the UI in order to heighten the UX.
- Menu options, buttons, text, graphics, videos — and where each are placed on the page — make up the interface, and should all be meticulously planned.
- How these components are used directly **affect** how the user **feels**.



# What Web UI Is... And Isn't

- In the context of the web:
  - the designer chooses to include the option of dragging files around as a means of organizing content. That's UI.
  - a user prefers that site over its competitors because they like how simple it is to enjoy music for hours. That's UX.

# What Web UI Is... And Isn't

- **Usability.gov**, a leading UX resource for recommended practices and guidelines, categorized elements (that make up a web page) in a helpful and convenient way:
  - **Input** - text field forms, date field forms, dropdown lists, checkboxes, list boxes, clickable buttons, toggles
  - **Navigation** - sliders, search field forms, pagination, sidebars, tags, icons
  - **Sharing** - friend lists, follow buttons, like/promote, share buttons, invite friends
  - **Information** - text content, tooltips, message boxes, notifications, icons, progress bar, modal windows

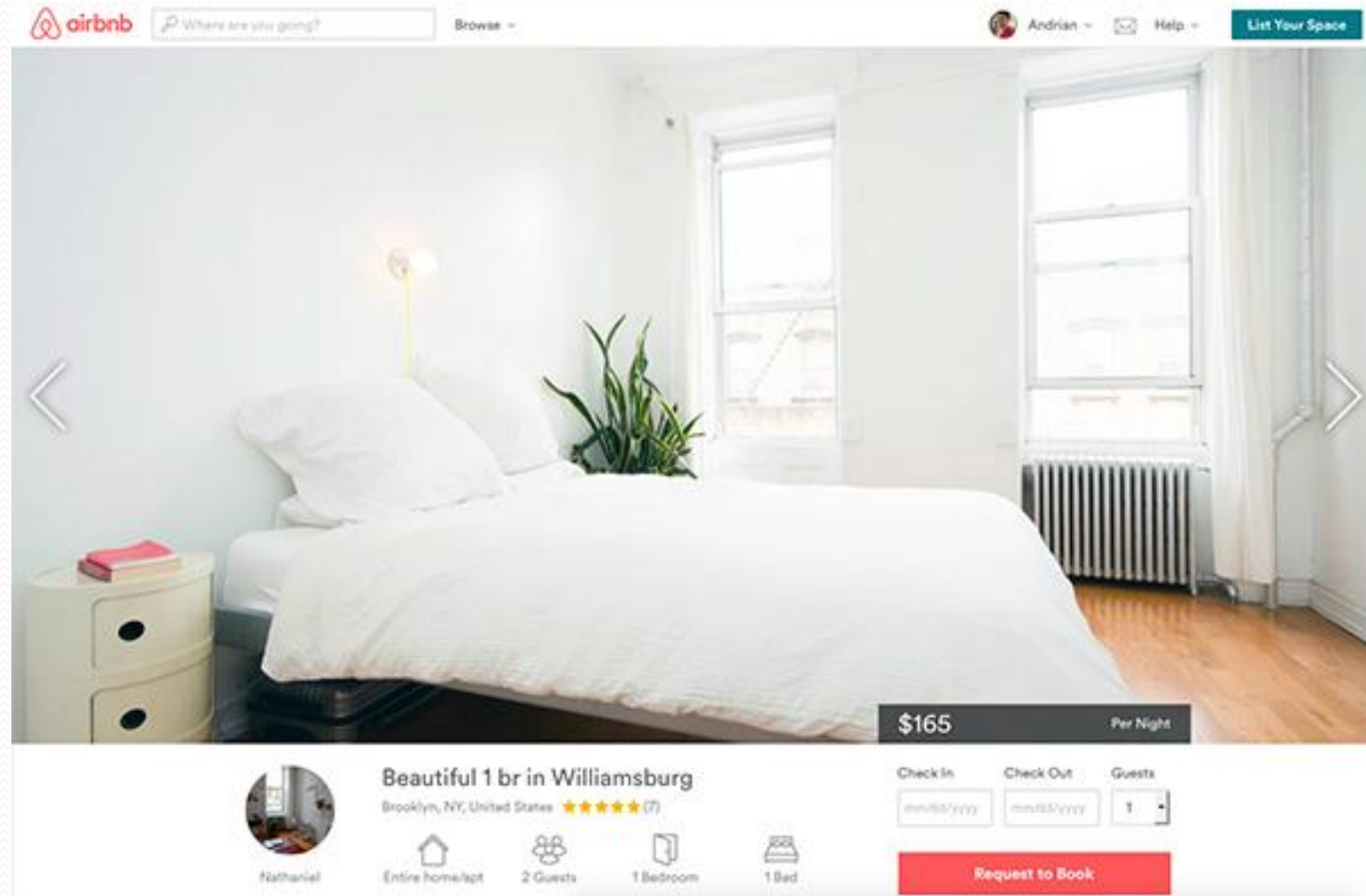
# What Web UI Is... And Isn't



# Seeing UI in Action

- If a lot of your users leave your site prematurely because they don't want to sign up to use some of the features
  - ➔ UX problem since the experience is encouraging abandonment
- The root of the issue in the UI: the current login requires too many form fields.
- **Solution:** the immediate immersion (“lazy signup”) UI pattern might be the solution
  - the user access to most of the site without signing up.
  - they will likely decide to create an account, especially if there are gated features accessible only to members.

# Seeing UI in Action



# Seeing UI in Action

- The UX is created in part through the UI.
- The UI is created through design processes like *sketching*, *wireframing* and creating *mockups*.
  - **Wireframes** and **mockups** are like the outlines or blueprints designers use before they create the actual site.
  - **Example:**
    - Hand-drawn sketches on napkins
    - Digital wireframes built in a tool like UXPin or Balsamiq.
- This is the most important phase, where designers must think theoretically about what kind of UI will create the desired UX.
  - **Example:** when building house, you wouldn't get started on construction unless the blueprint was thoroughly detailed.

# Why We Build UI Instead of UX

- **Shawn Borsky**, UI/UX Lead Designer at Rivet Games
  - the UX is more than just the result of UI.
  - the UX is the “nucleus of a brand” with the brand itself being “the sum of the experiences that a person has with a company or organization”
    - ➔ a positive UX as not just the goal of UI, but the goal of all **interaction** with an organization

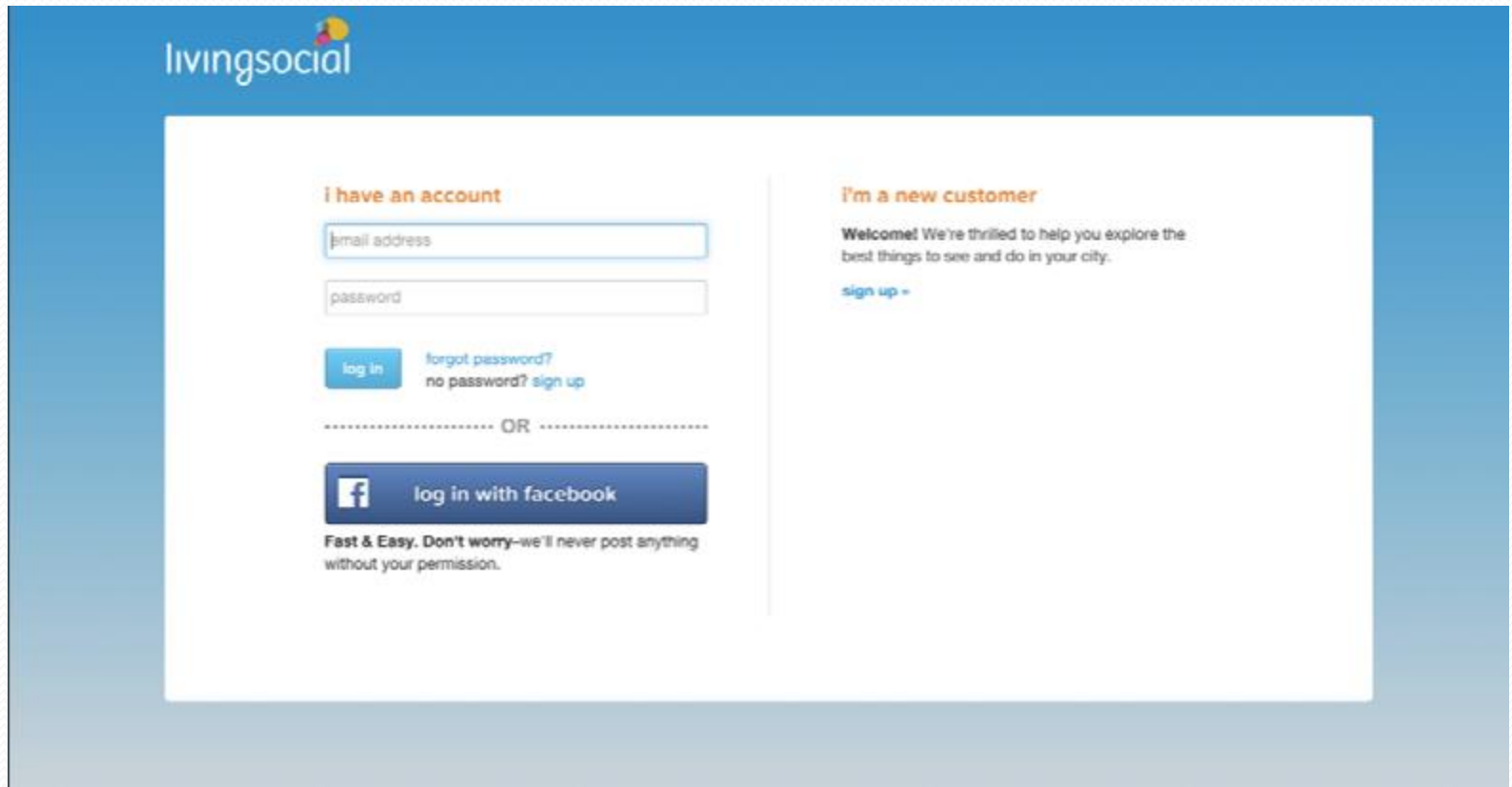
# Why We Build UI Instead of UX

- Every detail a website contributes to its users' experiences and to the memories and impressions they form when using the site
    - the site designers can't control that experience directly.
  - For example:
    - Cooking an important dinner → put a lot of thought into it
    - Hand-pick all the best ingredients, choose the best recipes and follow them carefully, and you may even put out a nice centerpiece to create the right atmosphere.
    - Spend hours , even days, planning and preparing the meal itself, it's only part of the ultimate goal of a fantastic dinner experience.
  - A website: plan everything perfectly → your visitors have a good time.
- Focus on the details of UI if you keep the UX in mind.



# Why We Build UI Instead of UX

- If a UI is built with thought, attention, and care, then it will show in the UX.
- If the UI is built haphazardly and with little effort, or if there is a large oversight, then the UX will likely suffer.



The image shows a screenshot of the LivingSocial website's login and sign-up interface. The page has a blue header with the LivingSocial logo. The main content area is white and divided into two columns. The left column is for existing users, titled "I have an account", and contains input fields for email address and password, a "log in" button, and links for "forgot password?" and "no password? sign up". The right column is for new users, titled "I'm a new customer", and contains a welcome message and a "sign up" link. Below the login section, there is a section for social media login, titled "OR", with a Facebook logo and a "log in with facebook" button. At the bottom of the social media login section, there is a disclaimer: "Fast & Easy. Don't worry—we'll never post anything without your permission."

livingsocial

**I have an account**


email address

password

log in

[forgot password?](#)  
[no password? sign up](#)

OR

 log in with facebook

Fast & Easy. Don't worry—we'll never post anything without your permission.

**I'm a new customer**

Welcome! We're thrilled to help you explore the best things to see and do in your city.

[sign up](#)

# Why We Build UI Instead of UX

A large, multi-pointed blue starburst shape with a black outline is centered on the slide. It contains the text 'You can have a bad UX despite a good UI!!!!!!' in white serif font.

You can have a  
bad UX despite  
a good UI!!!!!!

# Why We Build UI Instead of UX

- The better a UI is, the less you notice it.
  - Just like a good film makes you forget you're in a theater
  - A solid UI will immerse the user in the experience and not draw attention to itself.
  - Not even noticing the UI produces the best UX

# How UI Shapes UX

UI Design	UX Result
<p><b><u>Consistency</u></b>: have a single function work the same throughout the entire site</p> <p><b>Example</b>: if you click the red button on one page, it will perform the same action if you click it on another page</p>	<p>Your site's controls will have an <b>intuitive feeling</b>, and your user will feel comfortable and confident they understand how it works.</p> <p>Consistency reduces <b>cognitive load</b>, which lowers the learning curve</p>
<p><b><u>Sound Effects</u></b>: adding different sound effects that consistently correspond to different actions</p>	<p>For some vague or similar actions, different sound effects signal what just happened, reducing confusion. Plus, the style of the sound effect can help create the desired atmosphere, like futuristic, or cartoony. It all depends on context since it could also become annoying</p>

# How UI Shapes UX

UI Design	UX Result
<b><u>Color Scheme</u></b> : the colors you choose for backgrounds, text, and graphics	Like sound effects, <b>colors</b> create a certain ambiance, allowing you to set the mood for the experience, whether playful or professional. Colors also have cultural and neurobiological meaning. <b><u>Example</u></b> : In Western culture, red draws attention, increases alertness, and can increase heart rate (signaling warning)
<b><u>Instructions</u></b> : if there's any doubt about how something works, explain it.	The user understands how the site works, and avoids confusion.
<b><u>Customization Options</u></b> : allow the user to choose their own avatars, settings, displays, etc	The user has a personal investment in the site and it feels more “their own,” leading to a more positive overall UX

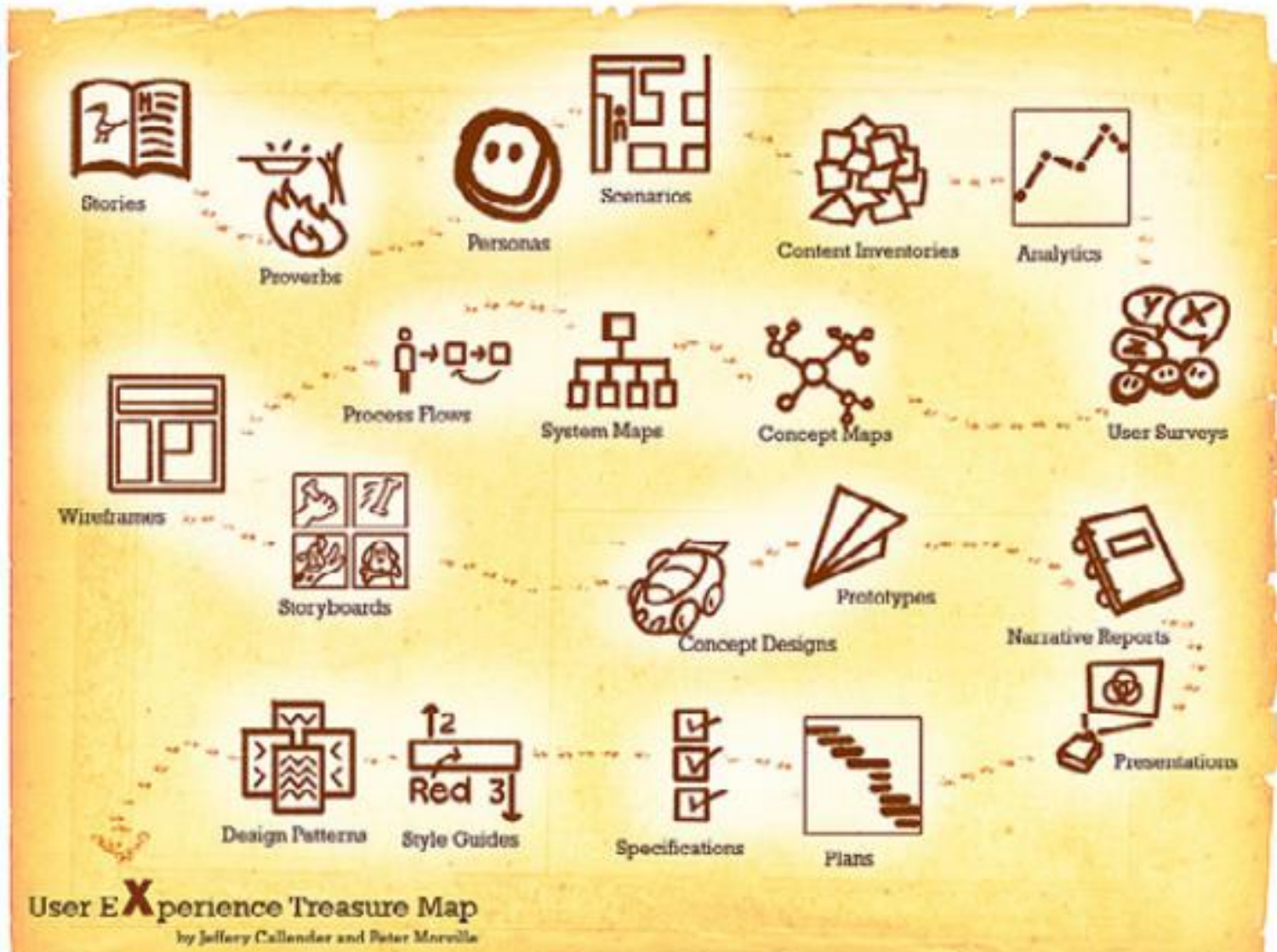
# How UI Shapes UX

- Decide what kind of UX you want, and then find the UI that will help bring it to life.
- If there's a problem with your UX, it's best to identify and detail the problem before diving into which UI will fix it.

# The UX of Learning UX

- Understanding the difference between UX and UI is only the beginning
- The key to building a good website lies in becoming familiar with **how the two concepts relate to each other.**
- Web design is compartmentalized and independent, UX and UI are almost always inherently linked.

# The UX of Learning UX





# Bài tập Lab1

1. Chọn một phần mềm bất kỳ để thực hiện việc thiết kế trong suốt môn học
2. Chọn 1 đối tượng bất kỳ trong thế giới thực, ví dụ như **sinh viên, môn học, giảng viên,...** để thiết kế trên phần mềm (1) một chức năng trên web để **thêm, sửa, xóa, tìm kiếm** cho đối tượng đó.
3. Sau đó chuyển toàn bộ giao diện của phần 2 vào html
4. Upload tất cả lên Azure trong menu Lab1 theo thứ tự: Thiết kế (link tới file thiết kế ở phần 2) và Hiện thực (link tới file html)



# Reference

- **Web UI design best practices**, Dominik Pacholczyk