

Designing the website interface for the Sơn Phát C&T; brand

Vy Thi Hau

Abstract: In the context of increasingly widespread digitalization, building a website with a user-friendly interface that accurately reflects the identity of the Sơn Phát C&T; brand has become essential. This project aims to design and implement a professional website interface system while ensuring an optimal user experience. Through theoretical research on UI/UX combined with direct experimentation in a web environment, the project is expected to deliver a new interface design solution suitable for the brand and customer needs. The results of the project promise to make a significant contribution to the sustainable development of the Sơn Phát C&T; brand.

Keywords: Website Interface, UI/UX, Brand Design, Digital Technology, Experimental Research