



# Usability Heuristics and Design Guidelines, Part II

Presented by

*Human Computer Interaction and Communication*

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- Jakob Nielsen's Ten Usability Heuristics
- Reflection

- ~~Project 01: World Food Initiative Website~~
- Project 02: Auto Rental Corporation Website

|   |   |
|---|---|
| <del>• Class 16: Research Plan Evaluation</del>                             | <del>• Class 24: Updating Your Research Plan and Competitive Analysis</del>                             |
| <del>• Class 17: Competitive Analysis Evaluation</del>                      | <del>• Class 25: Usability Heuristics and Design Guidelines, Part I</del><br><del>• Assessment 06</del> |
| <del>• Class 18: Storyboards</del>  | □ Class 26: Usability Heuristics and Design Guidelines, Part II   |
| <del>• Class 19: Storyboard Evaluation</del><br><del>• Assessment 04</del>  | • Class 27: Heuristic Evaluations   |
| <del>• Class 20: Generalized Transition Networks (GTNs) and Sitemaps</del>  | • Class 28: High-Level Design Review<br>• Assessment 07   |
| <del>• Class 21: GTN Evaluation</del>                                       | • Class 29: Low-Level Design Review   |
| <del>• Class 22: Wireframes and Mockups</del><br><del>• Assessment 05</del> | • Class 30: Mid-Semester Assessment 02  |
| <del>• Class 23: Wireframe and Mockup Evaluation</del>                      |   |

- Project 03: Usability Testing

# Jakob Nielsen's Ten Usability Heuristics<sup>2</sup>

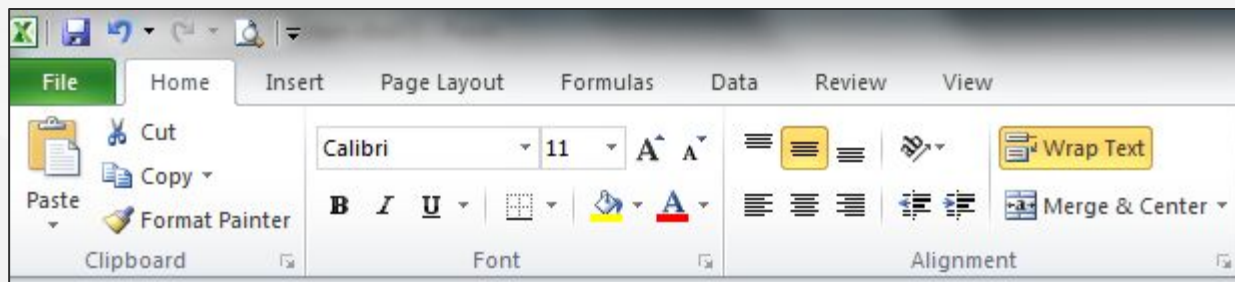
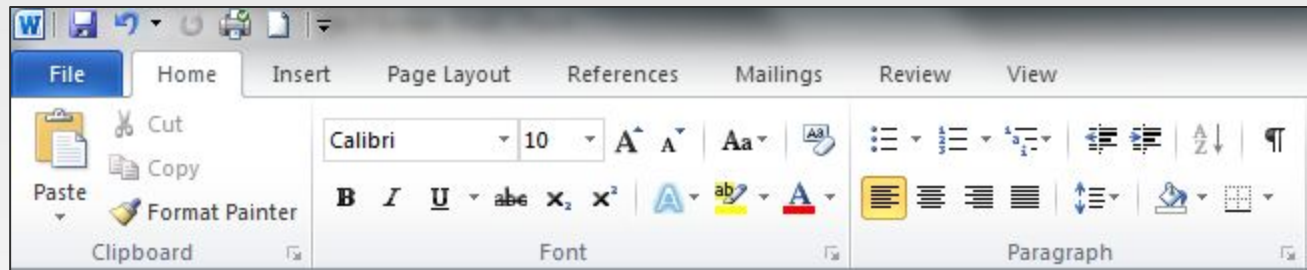
- ~~1. Visibility of system status~~
- ~~2. Match between system and the real world~~
- ~~3. User control and freedom~~
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

2. [http://www.useit.com/papers/heuristic/heuristic\\_list.html](http://www.useit.com/papers/heuristic/heuristic_list.html)

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# Consistency and Standards

- Design should follow the guidelines and conventions of similar systems, applications, or websites
- Users should be able to make inferences about labels and terms by drawing from their experiences with similar interfaces and systems



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- Design to prevent errors

Fields marked with an asterisk (\*) are required

Name\*:

Address\*:

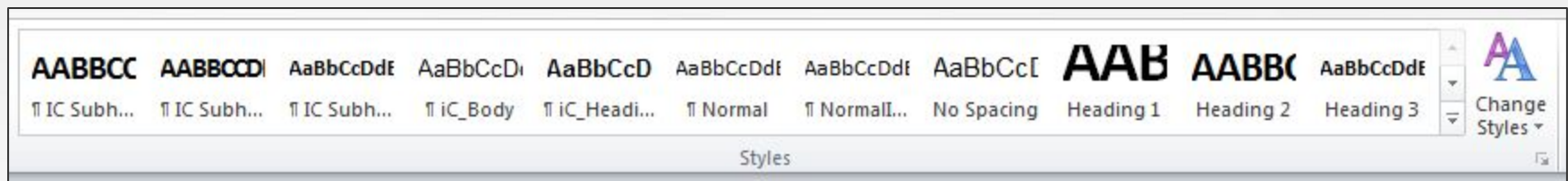
City\*:  State:  Postal Code:

Country\*:

Primary Phone Number\*:

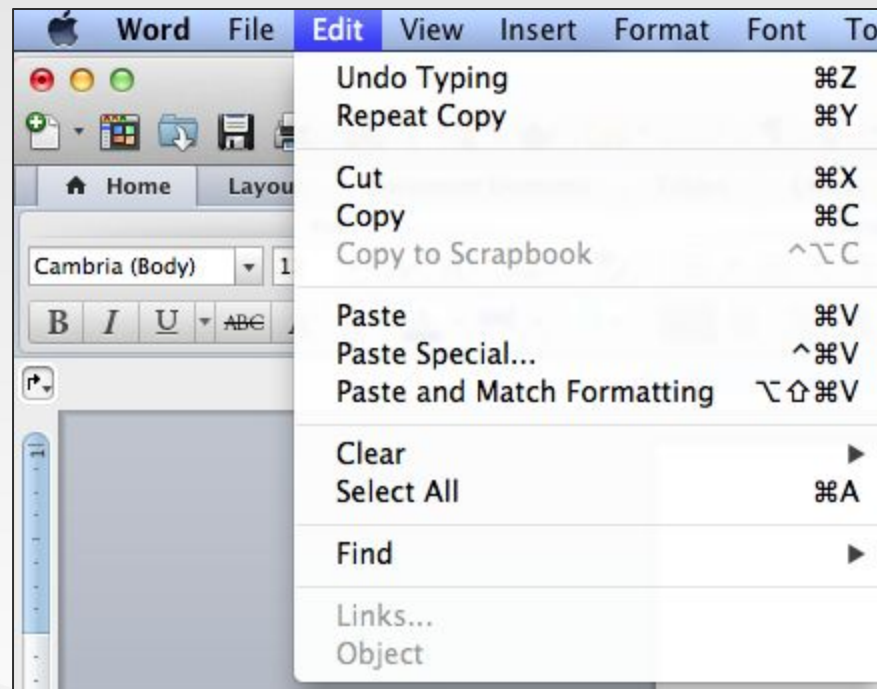
# Recognition Rather than Recall

- Keep the amount users have to remember to a minimum
- Don't expect users to remember specific, detailed information about system
- Interface should be designed to allow users to easily recognize or intuit functionality



# Flexibility and Efficiency of Use

- Design should accommodate both experienced and inexperienced users





# Aesthetic and Minimalist Design

- Design should include only relevant, minimally needed information
- Unnecessary information:
  - Makes it harder to see important information
  - Decreases design's overall usability



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# Help Users Recognize, Diagnose, and Recover from Errors

- Use plain language to indicate problem and suggest solution
- Error messages should:
  - Be clear, specific, easy to understand
  - Be meaningful to the user
  - Provide immediate feedback and specific guidance on how to recover from the error



# Help and Documentation

- Documentation should be:
  - Helpful and relevant in the user's context
  - Focused on the user's task
  - Easily searchable and accessible

The screenshot shows the iTunes website interface. At the top, there are navigation links: "What is iTunes", "What's on iTunes", "iTunes Charts", "How To", and a "Download iTunes" button. The main content area features a large heading "Download and Install iTunes" over a background image of the iTunes application window. A green arrow points from the "Click to Play" button in the application window to the "Download and Install iTunes" tutorial card. The "Featured Tutorials" section on the right lists several other tutorials:

- Download and Install iTunes**: 1:12
- iTunes in the Cloud**: 2:40
- Explore your iTunes Library**: 2:14
- Import CDs**: 0:53
- Playlists**: 2:14

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- What have you learned from checking your design against all ten principles combined and how will you improve your design as a result?

- Project 02: Due on Class 30
  - Due by 8 p.m. via the LMS
- Assessment 07: Class 28
- Mid-Semester Assessment 02: Class 30