



# Usability Heuristics and Design Guidelines, Part I

Presented by

*Human Computer Interaction and Communication*

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

- Project 03: Usability Testing

# High-Level Design Guidelines<sup>1</sup>

- Ensure early focus on users and tasks
- Perform empirical measurement
- Create iterative designs:
  - Create the interface design
  - Test the user interface
  - Analyze the test results
  - Repeat

1. Rubin, Jeffery, Dana Chisnell, and Jared Spool. *The Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests*. Indianapolis: Wiley Publishing, Inc, 2008.

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

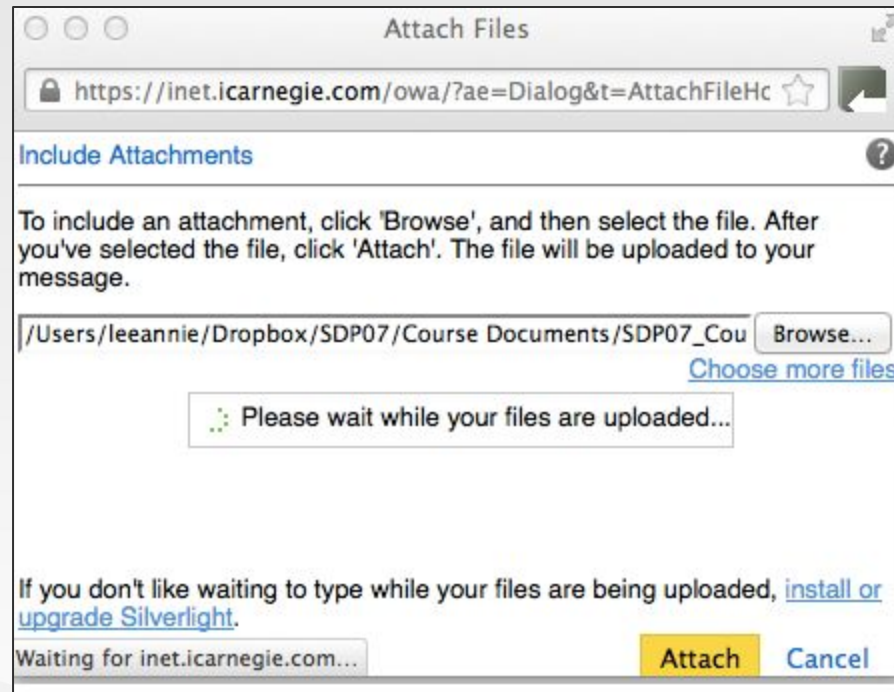
1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover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

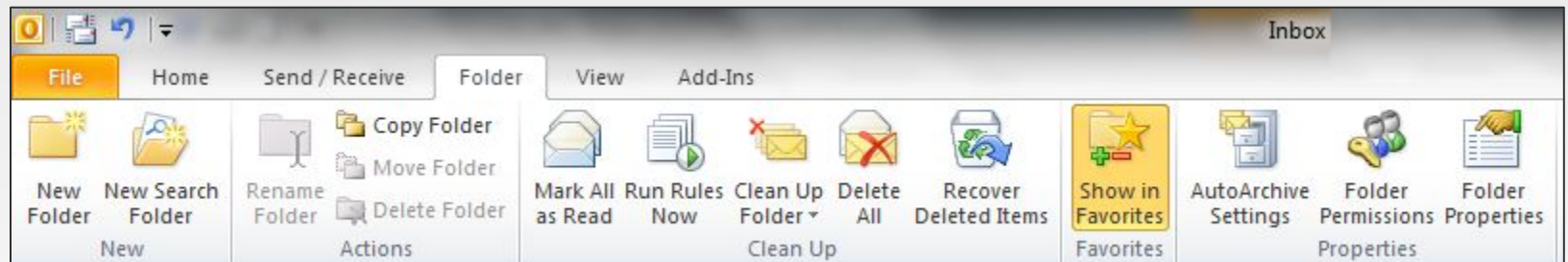
- Keep users aware and informed about:
  - What is going on
  - What the system is doing
  - The system's status



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# Match Between System and the Real World

- Users should interact with the system in their own language
- Use words, phrases, and concepts familiar to the users
- Avoid terminology that is specific to the system



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# User Control and Freedom

- Users should feel:
  - Free to make choices
  - That they are in control of their choices
  - Like they have the ability to quickly and smoothly recover or undo a wrong choice



# User Control and Freedom



POWERED BY SERVICE®

Shoes, Clothing, Bags, etc.

SEARCH

365 Day Return Policy

FREE Shipping Both Ways

MY CART

SEARCH BY: [Size](#), [Narrow Shoes](#), [Wide Shoes](#), [Popular Searches](#)

SHOES CLOTHING BAGS & HANDBAGS AT HOME BEAUTY ACCESSORIES SHOP BY... WOMEN'S MEN'S KIDS' ALL DEPARTMENTS

ALPHABETICAL BRAND INDEX # • A • B • C • D • E • F • G • H • I • J • K • L • M • N • O • P • Q • R • S • T • U • V • W • X • Y • Z

# RUNNING


RUNNING CENTRAL CLOTHING SHOES RUNNING ACCESSORIES MINIMALIST CYCLING & TRIATHLON

SHOP RUNNING

**RUNNING SHOES**  
Running  
Trail Running  
Crosstraining  
Track and Field  
Triathlon  
Walking  
view all...

**WOMEN'S SHOES**  
Neutral  
Stability  
Minimalist  
Motion Control  
view all...

**MEN'S SHOES**  
Neutral  
Stability  
Minimalist  
Motion Control  
view all...




## MEN'S RUNNING SHOES

FIND THE LATEST & GREATEST FROM TOP RUNNING BRANDS!


SHOP NOW

1 2 3

**FEATURED BRAND**  


sound mind, sound body

SHOP ASICS

**NEW BRAND**  


running

SHOP NEWTON RUNNING

OUR BRANDS

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- How might you change your designs based on Rubin's three high-level design principles?
- How might you change your designs, based on Nielsen's first three usability heuristics?

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