10 Steps to Improve Usability, Utility, and Desirability by Implementing Nielsen and Molich's UI Design Guidelines

- Choose the website or app for which you want to critique and improve usability, utility and desirability.
- Then work through the list to see whether or not the website or app follows Nielsen and Molich's 10 rules of thumb.
- Finally, improve the website or app by further applying the 10 guidelines.

Rule of Thumb	Is this rule being applied? How so?	Is this rule violated? How so?
1. Visibility of system status	Pages are labelled with titles. In shopping list, check marks mark selected items. There are no data entry boxes.	Items are not highlighted when moussed over. (Not important for prototype) It is not quite obvious that deselection is possible in the Shopping List menu.
2. Match between system and the real world	All icons and symbols are consistent and natural. Similar grammar used for button labels.	The colours are used very rarely, the main colours seem to be black and white. Some extra colours could be more visually appealing. Inclusion of a warm colour may make the application more inviting.
3. User control and freedom	Menu organization is appropriate	There is no way to undo adding an item to the Shopping list
4. Consistency and standards	Good use and number of icons. (4.6) Menu structure matches task structure. Appropriate use of attention grabbing colours.	Scrolling is done via mouse drag rather than mouse scroll wheel. (may be confusing). Different images used for different pages. (Notifications has all food items with cartoon pictures where as the fridge has real images.)
5. Error prevention	No example of error handling in the prototype.	No example of error handling in the prototype.
6. Recognition rather than recall	Multi word button labels are horizontal. Effective use of whitespace to guide the user's eyes. Colours used correctly to show important buttons (add item to shopping list)	Use of a single colour to highlight important buttons could be helpful. (Home page, pantry is the only instance of the orange coloured button)

7. Flexibility and efficiency of use		There are no shortcuts to get to specific pages of the application (expected in a prototype)
8. Aesthetic and minimalist design	Labels are brief, Menu title brief but well descriptive. Icons are distinct from the background and other symbols. Lower-level menu names are logically derived from higher level menu names.	
9. Help users recognize, diagnose and recover from errors	No example of error handling in the prototype.	No example of error handling in the prototype.
10. Help and documentation	No Example of a help/documentation page in the prototype	No Example of a help/documentation page in the prototype

Additional Comments: Keep prototype scope similar between mobile and tablet versions. (No recipes or Pantry visualization in mobile version.)