|  |  |  |  |
| --- | --- | --- | --- |
| **EVALUATOR NAME**  **评估者姓名** |  | | |
| **PRODUCT NAME AND URL**  **评估产品** |  | | |
| **TASK DESCRIPTOR\***  **任务描述** |  | | |
| **SCENARIO OF USE\*\***  **使用场景** |  | | |
| **Heuristic** | **Is the heuristic supported or violated? How?**  **是否能否进行启发式调查，为什么** | **Severity of violation 0=no problem, 1=cosmetic, 2=minor, 3=major, 4=catastrophic**  使用中是否认为严重不符合用户应该使用的应用 | **Design Recommendations (what could you do to fix or improve)**  设计建议(你可以做些什么来修正或改进) |
| **1. Visibility of system status**  The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.  1. 系统状态的可见性系统应该在合理的时间内通过适当的反馈，始终让用户了解正在发生的事情。 |  | 2 3 2 |  |
| **2. Match between system and the real world**  The system should speak the users’ language, with words, phrases and concepts familiar to the user, rather than system-oriented terms.  Follow real-world conventions, making information appear in a natural and logical order.  2. 系统应该使用用户的语言，使用用户熟悉的单词、短语和概念，而不是面向系统的术语。遵循现实世界的惯例，使信息以自然和逻辑的顺序出现。 |  | 0 1 0 |  |
| **3. User control and freedom**  Users often choose system functions by mistake and will need a clearly marked ‘emergency exit’ to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.  3.用户通常会错误地选择系统功能，需要有一个清晰的“紧急出口”来离开不需要的状态，而不必经过冗长的对话。支持撤消和重做。 |  | 1 0 2 |  |
| **4. Consistency and standards**  Users should not have to wonder whether different words, situations or actions mean the same thing. Follow platform conventions.  4. 一致性和标准用户不应该去想不同的词语、情况或行为是否意味着相同的东西。遵守平台约定。 |  | 0 1 1 |  |
| **5. Error prevention**  Even better than good error messages is a careful design which prevents a problem  from occurring in the first place.  5. 比良好的错误消息更好的是在第一时间防止问题发生的精心设计。 |  | 0 0 1 |  |
| **6. Recognition rather than recall**  Make objects, actions and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.  6识别而不是回溯  物体、行动和选项可见。  用户不需要记住对话的一部分到另一部分的信息。系统的使用说明应该是可见的或在适当的时候容易检索的。 |  | 2 1 1 |  |
| **7. Flexibility and efficiency of use**  Accelerators – unseen by the novice user – may often speed up the interaction for the expert user, such that the system can cater to both inexperienced and  experienced users. Allow users to tailor frequent actions.  7. 使用加速器的灵活性和效率——新手看不见的——通常可以加快专家用户的交互速度，这样系统既能迎合经验不足的用户，也能迎合有经验的用户。允许用户定制频繁的操作。 |  | 0 0 1 |  |
| **8. Aesthetic and minimalist design**  Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.  8. 美学和极简设计对话不应该包含无关或很少需要的信息。对话中的每一个额外的信息单元都会与相关的信息单元竞争，从而降低它们的相对可视性。 |  | 1 1 2 |  |
| **9. Help users recognise, diagnose and recover from errors**  Error messages should be expressed in plain language (no codes), precisely indicate the problem and constructively suggest a solution.  9. 帮助用户识别、诊断和从错误中恢复错误信息应该用简单的语言(没有代码)表达，准确地指出问题并建设性地提出解决方案。 |  | 1 0 1 |  |
| **10. Help and documentation**  Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user’s task, list concrete steps to be carried out and not be too large.  10. 帮助和文档尽管不需要文档就可以使用系统更好，但可能需要提供帮助和文档。任何此类信息都应该易于搜索，关注用户的任务，列出要执行的具体步骤，并且不要太大。 |  | 3 4 3 |  |
| **11. Sustainability behaviours**  **Does it support SHIFT?**  Social approval, Habit formation, Individual-self, Feelings & emotions, cognitive Factors, Tangibility  11. 它支持SHIFT吗?社会认同、习惯形成、个体自我、感觉与情绪、认知因素、可触性 |  | 1 0 0 |  |
| **Any other comments / observations**  其他评论/观察 |  | | |

https://www.nngroup.com/articles/ten-usability-heuristics/#poster

++NOTE++

**\* Task descriptions** for your HE are functional e.g. ***"Find information about your assignments on Module CSC8022 in Canvas"***

**\*\*Scenarios** are a little more expanded and give more background information for the evaluator, who the user is, context and motivation e.g.

***"A postgraduate student at Newcastle University has just started a new module and wants to find out what their assignments will be so they can organise their time."***

Example scenarios [https://www.usability.gov/how-to-and-tools/methods/scenarios.html (Links to an external site.)](https://www.usability.gov/how-to-and-tools/methods/scenarios.html)

The reason we include a scenario for heuristic evaluations is because the evaluator is usually a professional in UX / usability or IXD expert. They will not necessarily be the actual intended user of a particular product or service. Obviously in our case here you are the intended user, the student, but it is good practice for HEs to write a scenario as this may not always be the case.

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**SUSTAINABILITY HEURISTICS**

Kalviainen M. (2021) Heuristics in Design for Sustainable Behavior Change. In: Cordan Ö., Dinçay D.A., Yurdakul Toker Ç., Öksüz E.B., Semizoğlu S. (eds) Game + Design Education. Springer Series in Design and Innovation, vol 13. Springer, Cham. https://doi.org/10.1007/978-3-030-65060-5\_9

**SHIFT FRAMEWORK** (pg114/5)

“Behavior should appear to be **socially approved**, desirable and visible and include socially observable commitments or competitions which would encourage

consumers towards sustainable action.

**Habit formation** requires breaking down earlier habits during shifts in life contexts or by instigating penalties but supporting new, desired habits by making them cheap, easy to do or offering feedback, prizes and reminders.

Effective sustainable behavior is derived from the **individual self**, including personal norms, self-expectations, and self-standards concerning personal

obligations and through self-efficacy.

Pro-environmental behavior related **feelings and emotions** includes pride in self-efficacy. Guilt should be emphasized only in subtle ways. Fear easily leads to avoidance, so hope should be emphasized as a positive coping resource.

**Cognitive factors** include understanding possible types of sustainable consumer behavior and the reasons they have an impact.

As ecological consumer behaviors involve putting aside proximal, immediate, and individual benefits, and engaging in distal, future-focused, and other-oriented ones, **tangibility**, highlighting specific outcomes, steps, and future benefits are important.

Additionally, the SHIFT framework encourages the use of **combinations of factors** to achieve desirable impacts [16]. Visual, sensual, identity related and social elements connect

also to the emotional feel of activities especially important in the crucial initial phase of the change processes.”