

Golden Rules of User Interface Design

10 Usability Heuristics for User Interface Design

Nick Babich (2016)

The following text is taken directly from the article:

1. Strive for consistency

Users should not have to wonder whether different words, situations, or actions mean the same thing. Do not confuse your user — keep words and actions consistent. Use “The Principle of Least Surprise.”

In other words, use all elements across your application consistently. For example a certain style of button should always do the same thing, or navigation should function logically, going deeper in hierarchy.

Consistency of:

- Functionality
- Appearance
- Terminology

2. Visibility of system status or Offer informative feedback

The system should always keep users informed about what is going on. Through appropriate feedback in a reasonable time. Don’t keep the users guessing — tell the user what’s happening.

Users don’t like surprises. The user wants to be in control, and trust that the system behaves as expected. For frequent and minor actions, the response can be modest, while for infrequent and major actions, the response should be more substantial.

Feedback:

- Relevant
- Fits importance and urgency
- Comprehensible and meaningful
- Within appropriate context (time and place)

10 Usability Heuristics with Examples

SaiChandan Duggirala (2016)

The following text is taken directly from the article:

1. Visibility of System Status:

This principle states that the user should know what's going on inside the system. We need to give a feedback of his/her action within a reasonable time. This feedback is normally associated with points of action and can be provided using a color change, loader, time-left graphics, etc.

One example is twitter making a swoosh sound when a tweet is being posted. Another example is Google Drive showing the status of a document upload.

4. Consistency and Standards:

Consistency is the key. A Submit button in one page should look the same across the site on any page. If we show the data in a particular table format on one page, it should look the same the next time data is being shown in tabular format. If the header is displayed in a certain way on the public pages, it should be the same when he/she logs in.

References

Babich, N. (2016) *Golden Rules of User Interface Design*. UX Planet. [Online] [Accessed on 29th September 2020] <https://uxplanet.org/golden-rules-of-user-interface-design-19282aeb06b>

Duggirala, S. (2016) 10 Usability Heuristics with Examples. Prototypr.io. [Online] [Accessed on 29th September 2020] <https://blog.prototypr.io/10-usability-heuristics-with-examples-4a81ada920c>