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Heuristic Evaluation Workbook

Use this workbook to conduct your own heuristic evaluation.

For each of Jakob's 10 Usability Heuristics, look for specific places where the interface fails to adhere to the guideline. Write your recommendations for how to fix those usability issues.

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

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Heuristic Evaluation Workbook

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Product: Mobile Store Management System
Task: Admin – Manage Product List

1 Visibility of System Status

The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.

- Does the design clearly communicate its state?
- Is feedback presented quickly after user actions?

Issues

No immediate feedback is provided when the user performs actions like **Add**, **Edit**, or **Delete** – it's unclear whether the system received or is processing the request.

Recommendations

Provide **real-time visual updates** in the interface – for example, immediately reflect the newly added brand in the list.

2 Match Between System and the Real World

The design should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon. Follow real-world conventions, making information appear in a natural and logical order.

- Will user be familiar with the terminology used in the design?
- Do the design's controls follow real-world conventions?

Issues

The interface **lacks familiar visual metaphors**, such as icons for "Edit" (✏) or "Delete" (🗑), which would align with common user expectations.

Recommendations

Follow **real-world conventions** by using standard icons for actions (✏ Edit, 🗑 Delete, ➕ Add).

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3

User Control and Freedom

Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process.

- Does the design allow users to go back a step in the process?
- Are exit links easily discoverable?
- Can users easily cancel an action?
- Is *Undo* and *Redo* supported?

Issues

No Undo or Redo options available after editing or deleting, making errors permanent.

Recommendations

Provide **Undo/Redo support** or a short "Undo" message after actions like deletion ("Brand deleted - Undo")

4

Consistency and Standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions.

- Does the design follow industry conventions?
- Are visual treatments used consistently throughout the design?

Issues

No **standard icons** used for common actions like edit, delete, or add — text-only buttons may reduce clarity.

Recommendations

Use **standard platform conventions**, such as pencil icons for editing and trash icons for deleting.

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5

Error Prevention

Good error messages are important, but the best designs carefully prevent problems from occurring in the first place. Either eliminate error-prone conditions, or check for them and present users with a confirmation option before they commit to the action.

- Does the design prevent slips by using helpful constraints?
- Does the design warn users before they perform risky actions?

Issues

No confirmation dialog before performing risky actions like deleting a brand — one click could result in permanent loss.

Recommendations

Add a **confirmation prompt** for destructive actions ("Are you sure you want to delete this brand").

6

Recognition Rather Than Recall

Minimize the user's memory load by making elements, actions, and options visible. The user should not have to remember information from one part of the interface to another. Information required to use the design (e.g. field labels or menu items) should be visible or easily retrievable when needed.

- Does the design keep important information visible, so that users do not have to memorize it?
- Does the design offer help in-context?

Issues

Lack of contextual help — no tooltips, question marks, or mini guides are available to clarify form fields or actions.

Recommendations

Keep **all necessary options and instructions visible** within the user's immediate interface — don't require them to navigate away to find out what to do.

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7 Flexibility and Efficiency of Use

Shortcuts — hidden from novice users — may speed up the interaction for the expert user such that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

- Does the design provide accelerators like keyboard shortcuts and touch gestures?
- Is content and funtionality personalized or customized for individual users?

Issues

The design appears **basic and linear**, with no evidence of **keyboard shortcuts, accelerators, or gestures** for power users.

Recommendations

Implement **keyboard shortcuts** for frequent actions like Add (`Ctrl + A`), Save (`Ctrl + S`), or Delete (`Del`).

8 Aesthetic and Minimalist Design

Interfaces should not contain information that is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility.

- Is the visual design and content focused on the essentials?
- Have all distracting, unnecessary elements been removed?

Issues

The UI is mostly minimal, but the lack of **visual hierarchy** (no strong headings, inconsistent spacing) may make it harder to scan or focus on key content.

Recommendations

Use **consistent typography, spacing, and color contrast** to create a clearer hierarchy of content.

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9

Help Users Recognize, Diagnose, and Recover from Errors

Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution.

- Does the design use traditional error message visuals, like bold, red text?
- Does the design offer a solution that solves the error immediately?

Issues

No visible error messages are shown when users enter invalid or empty input — this prevents users from knowing what went wrong.

Recommendations

Display **error messages in clear, plain language** ("Brand name cannot be empty") with **visual emphasis** (red border/text).

10

Help and Documentation

It's best if the system doesn't need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.

- Is help documentation easy to search?
- Is help provided in context right at the moment when the user requires it?

Issues

- There is **no visible help or documentation** built into the interface — no tooltips, no help icons, and no links to FAQs or guides.
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Recommendations

add **inline help elements** such as tooltips, question icons (**?**), or short guidance under fields ("Brand name used for grouping products").