

Nielsen Norman Group 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.

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Date: May 15, 2025
Product: Mobile Store Management System
Task: Client – Explore Products

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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

Clicking “Add to Cart” gives no visual feedback.

Recommendations

Show animations or messages (e.g., cart icon updating, toast alerts).

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

Use of currency symbol (₱) may be unfamiliar to non-local users.

Recommendations

Use “PHP 74,990” and clarify currency on hover or next to price.

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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 visible way to undo filters or go back to the full product list.

Recommendations

Add a "Clear Filters" button and breadcrumb navigation.

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

Some product cards differ in style and color, reducing visual consistency.

Recommendations

Use uniform card designs, typography, and button styles.

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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

Users can enter invalid product quantities without warning.

Recommendations

Add numeric limits and prevent over-ordering based on stock.

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

No indication of active filters or selected categories.

Recommendations

Display filter tags and highlight selected options clearly.

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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 functionality personalized or customized for individual users?

Issues

No sort options (e.g., Price Low to High) or quick filter presets.

Recommendations

Add sorting, favorites, and recent product views.

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 banner is bright and distracting, taking focus away from the products.

Recommendations

Tone down visuals and prioritize product display.

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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 error messages for failed actions or empty categories.

Recommendations

Use friendly messages (e.g., “No results found”) and retry buttons.

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

No help icon or guide for new users browsing products.

Recommendations

Include a help tooltip, tutorial popup, or FAQ section.