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.

Heuristic Evaluation Workbook

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

Admin actions like adding or deleting a brand may not show clear confirmation messages.

Recommendations

Display persistent success or error alerts (e.g., "Brand deleted successfully").

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

Technical labels like "slug" or "status" may confuse non-technical users

Recommendations

Use plain, descriptive terms (e.g., "Show brand in store?" instead of "Status").

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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 option for deletion. Mistakes can't be reversed.

Recommendations

Provide an "Undo" option or soft-delete mechanism.

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

Inconsistencies in button styles, label names, and table formats.

Recommendations

Use consistent design patterns across all admin screens.

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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

Brands can be added without proper validation (e.g., duplicates)

Recommendations

Enforce form validation and alert on duplicate entries.

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

Admin must remember brand details when editing; information is not previewed.

Recommendations

Show brand summaries in the list (e.g., logo, number of products).

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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

No batch actions like deleting multiple brands at once.

Recommendations

Add multi-select and bulk actions to the table.

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, unnescessary elements been removed?

Issues

Forms may include unused or unclear fields.

Recommendations

Only show essential fields and keep the layout clean.

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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

Errors like "invalid input" are not clearly linked to the specific fields.

Recommendations

Show inline error messages right next to the field with guidance.

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 instructions or hints for new admins.

Recommendations

Include tooltips or a short help section explaining how to manage brands.