# 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.

Nielsen Norman Group

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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

- No loading indicators or confirmation messages after user actions (saving or deleting a brand).

- No visual cues to indicate a change has occurred.

### Recommendations

- Add real-time feedback like toasts or status messages ("Brand added successfully").

- Use loading spinners or status indicators when the system is processing actions.

## 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

- Uses generic terms like "Manage" without clear context.

- Labels may be unclear for non-technical users.

### Recommendations

- Use more user-friendly labels ("Edit Brand Info" instead of "Manage").

- Follow real-world form conventions and terminology that align with users' expectations.

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### 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 Cancel, Undo, or Redo options.

- Deletion occurs instantly, with no confirmation.

### Recommendations

- Add Undo/Redo, Cancel buttons, and confirmation dialogs for destructive actions.

- Allow users to backtrack during form processes or actions.

## 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

- Inconsistent button styling and terminology.

- No use of standard icons (e.g., pencil for edit, trash for delete).

### Recommendations

- Follow design system standards for labels, buttons, and icons.

- Apply uniform formatting, spacing, and interaction behaviors across the interface.

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### 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 input validation or confirmation dialogs before risky actions.

- Allows empty or incorrect submissions.

### Recommendations

- Use input constraints, real-time validation, and confirmation prompts.

- Prevent users from submitting forms with missing or invalid data.

## 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

- Users must remember brand details when editing — fields are not pre-filled.

- No in-context help or placeholders in form fields.

### Recommendations

- Pre-fill form data when editing.

- Use clear labels, field hints, and context-aware tips to reduce memory load.

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### 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 keyboard shortcuts or accelerators for expert users.

- Interface is one-size-fits-all — no personalization.

### Recommendations

- Introduce keyboard shortcuts and bulk actions for power users.

- Allow users to save preferences, like column order or default filters.

## 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

- Interface lacks visual hierarchy and polish.

- Buttons, labels, and fields do not emphasize priority actions.

### Recommendations

- Use consistent styling and spacing to focus attention.

- Remove redundant or vague elements that add clutter.

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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 shown for invalid input or failed actions.

- No visual indicators like red text or icons.

### Recommendations

- Use clear, bold, red text for error messages
- Explain the issue and suggest how to fix it immediately ("Field is required").

## 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 visible help features or guidance.

- No contextual assistance for beginners.

### Recommendations

- Provide a help icon or link to FAQ/guides.

- Include tooltips or short instructions near interactive elements.