

**Human Computer Interaction**

**Ride Hailing App**

**Module 2: Prototypes & Principles**

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**Prototypes**

**Principles**

**Schneiderman’s Eight Golden Rules**

1. Strive for consistency
2. Enable frequent users to use shortcuts
3. Offer informative feedback
4. Design dialogue to yield closure
5. Offer simple error handling
6. Permit easy reversal of actions
7. Support internal locus of control
8. Reduce short-term memory load

**Nielsen’s heuristics**

1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

**Norman’s Seven Principles**

1. Use both knowledge in world & knowledge in the head
2. Simplify task structures
3. Make things visible
4. Get the mapping right (User mental model = Conceptual model = Designed model)
5. Convert constrains into advantages (Physical constraints, Cultural constraints, Technological constraints)
6. Design for Error
7. When all else fails − Standardize

**UI problems and solutions**

**Visibility:**

We improve the visibility of app by using standardized blue color.