

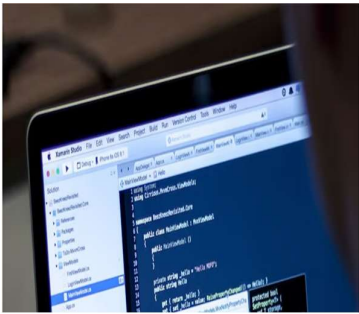


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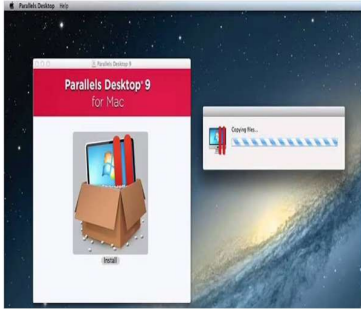
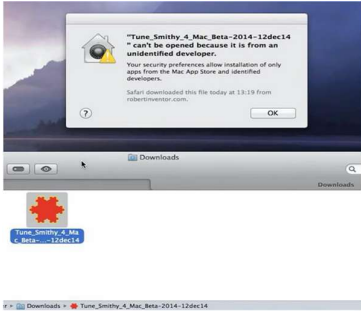

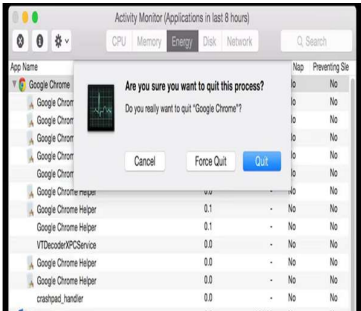
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Shneiderman's Eight Golden Rules

| Sr | Rule | UI | Explanation |
|----|-------------------------------------|---|--|
| 1 | Strive for Consistency |  | “Consistency” and “Perceived Stability” are woven into the design of Apple’s Mac OS. The Mac OS Menu Bar is designed to contain consistent graphic elements regardless of whether it’s a version from the 1980’s or the 2010’s. |
| 2 | Enables frequent user use shortcuts |  | Mac allows users to use a variety of keyboard shortcuts, commonly used examples include copy and paste (Command-C and Command-V), and taking screenshots (Command-Shift-3). |
| 3 | Offer informative feedback |  | A great example of visual feedback can be seen when a file becomes “highlighted” as the user clicks on a file on a Mac desktop. Another example is when the user drags a folder across the desktop, they can see the folder represented as physically being moved as they hold down their mouse. |

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| 4 | Design dialog to yield closure |  | As the user installs software to the Mac OS, an informative screen shows what step the user is currently at in their installation. |
| 5 | Offer error prevention and simple error handling |  | During software installation, users are gently alerted with an informative message if an error was made. It is important to recognize when to use smaller, less intrusive alerts and when to use greater alerts to warn a user depending on the severity of the error at hand. However, it is almost never acceptable to punish the user when errors are made, so be cautious and select the right tone and the right language when drafting an error message that will ultimately be read by your human-users. So don't simply leave an error-code to "handle" it! |
| 6 | Permit easy reversal of actions |  | When users make an error in providing information during the installation process, they are allowed to go back to the previous step instead of being "punished" by having to start over. |
| 7 | Support internal focus of control |  | Give users the power to choose whether to continue running the program or exit from it. Mac's Activity Monitor allows the user to 'Force Quit' when a program has unexpectedly crashed. |

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| 8 | Reduce short term memory load |  | <p>As humans are only capable of retaining 5 items in our short term memory at one time, the Apple iPhone has stuck with allowing only 4 app icons to sit in the main menu area at the bottom of the screen. This decision does not only involve consideration of memory load but also considers consistency as well.</p> |
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