

## 10 Steps to Improve Usability, Utility, and Desirability by Implementing Nielsen and Molich's UI Design Guidelines

- Choose the website or app for which you want to critique and improve usability, utility and desirability.
- Then work through the list to see whether or not the website or app follows Nielsen and Molich's 10 rules of thumb.
- Finally, improve the website or app by further applying the 10 guidelines.

Rule of Thumb	Is this rule being applied? How so?	Is this rule violated? How so?	How can this rule further improve usability, utility and desirability?
1. Visibility of system status	Yes, user is aware of distance, people in line, and when you are up next.	Isn't clear in the settings whether a switch is on or off	The number of people in line and distance make it easy for the user to know if it is a good time to join that line
2. Match between system and the real world	Yes, takes in user location to determine distance from a line and which ones to suggest that are near you	This prototype currently does not offer the feature of asking the user to use their location, but this doesn't seem doable in this prototype	This can improve how users choose their lines and makes for a great utility. That way they can determine if joining makes sense for them at that time and location
3. User control and freedom	Yes, they can edit profile details and change certain options in the settings tab	This rule doesn't seem to ever get violated	Makes the user feel one with the app. This app makes it very easy for the user to access exactly the information they are looking for
4. Consistency and standards	UI Design is consistent throughout the app. Information required fits the standards	This does not seem to be violated anywhere in the app	Can ensure that there is a colour scheme throughout the app which is present. Also to create familiarity with the users
5. Error prevention	Yes, back buttons used work properly, and joining lines brings you to the correct screens. Also user confirms actions	Some buttons and functions are not taking the user to the correct screen, or no screen at all	Book in middle of queue search, sign up page, and question marks by lines have no function for the user
6. Recognition rather than recall	The app knows if you are a returning user and remembers your details	Although recent lines are saved, recent searches are not saved per user	Can make it much easier on the user to have this recognition because we want users to complete the task with the least amount of interactions
7. Flexibility and efficiency of use	Yes, it is very efficient with features like recent lines for people who use the same lines multiple times	This rule doesn't seem to be violated	The settings option gives the users great flexibility with how they want to interact with the app. Makes it desirable as it will always fit their needs
8. Aesthetic and minimalist design	The app has only the most required functions so that new and returning users are never confused on how to operate	There are clashing colours in the search queue section, but this is only because each subject has it's own colour.	Many buttons and boxes are squares, with a few search boxes and switches that are curved. Could be useful to choose one design and run with it
9. Help users recognize, diagnose and recover from errors	There isn't any clear instances of showing users that have created an error.	There isn't any error prevention currently in the app. There is the option for users to confirm their actions.	This helps with having users be less frustrated and give them guidance on how to properly make their way through the app
10. Help and documentation	There are buttons available to give guidance to the user about specifics on lines and also an FAQ page	The buttons for information on lines currently aren't working as they should properly function	The FAQ page is very helpful to users and gets updated depending on what section they are on to give the best help