

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	This rule is being applied through visuals of the amount of people within queue, the estimated time to wait and your position within the queue itself.	No violation	Currently we have a notification that signals you are next in line however having additional notifications indicating your position the closer you get might be helpful as well
2. Match between system and the real world	Application is provided in English and does not contain confusing systems or words. For example, we have a simple list displayed along with organization options for it. The option to chat is also a match to the real world in regards to conversation	No language change options for users who do not mainly speak English	Having different languages would cater to more users.
3. User control and freedom	On almost every screen there exists a back button to go to the previous page. For individuals within a queue, there is a clear "leave queue" option	No violation	Improves desirability such that we aren't restricting the user to specific options
4. Consistency and standards	Application has an internal consistency. Functions such as the back button are consistently in the same position and information	Very small detail but "need help" option is not consistently colored	Consistent help options and consistent given information help with usability

	about queues are displayed in similar fashion		
5. Error prevention	Rule is mainly applied in our confirmation screens when joining and leaving queues but also logging out	No violation	Allows users to prevent mistakes and potentially wasting their time
6. Recognition rather than recall	This is mainly in our drop-down sorting options when viewing all available lines.	No auto-complete currently exists for our queue search option.	Prevents users with the need to memorize information
7. Flexibility and efficiency of use	Perhaps, individuals who know exactly the name of their queue can specifically search it up instead of searching a generic word or through an organized list	In regards to efficiency and flexibility there isn't too much to offer between a new user and expert user	There isn't too much when it comes to efficiency for expert users
8. Aesthetic and minimalist design	Visuals show only what's important on the current screen however the user may delve deeper to view more information such as clicking on the FAQ on a specific queue	The bright vibrant colours on some logos might be too much	Having a clean aesthetic with emphasis on important things on screen improves usability. Also, a pretty application is more desirable
9. Help users recognize, diagnose and recover from errors	Doesn't seem to be applied	Currently we have no error messages/screens.	Errors such as illegal emails during sign up or being unable to join a queue due to it being full or a fault with the connection.
10. Help and documentation	Help options are available on plenty of screens both while searching for a queue but also being in a queue.	Currently no help options in the settings screen.	Being able to help users fix their problems or solve their questions improves usability