1. Simple and natural dialogue

The design should have intentional and obvious paths, and should allow people to complete tasks quickly and freely. Using the product should feel natural to the user.

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| **Screen or Component** | **What is wrong?** | **How to improve?** |
| All | Icons for transport are non-intuitive if they are on or off. | Use conventions such as checkboxes. Or have them all start on and convey this through the page. |
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2. Match the system with the real world

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

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| **Screen or Component** | **What is wrong?** | **How to improve?** |
| Time | No preset time | Use a preset time |
| Home | Preferences don’t belong with the traveling option, as it is unrelated to those, but relates to the application as a whole | Own position. Separated by bounding boxes |
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3. Make things efficient

A primary goal of experience design is to make things efficient for the human before making things efficient for the computer. Efficiency allows for productivity and reduced effort, and a streamlined design allows more to get done in the same amount of time.

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| **Screen or Component** | **What is wrong?** | **How to improve?** |
| Current position | Have to overwrite this | Use a separate button that sets the current position |
| Travel page (page1) | Other elements don’t close automatically, forcing me to scroll or close manually | Auto close the other elements when another one is focussed. |
| All | Small, unreadable text in pop-up box | Larger font |
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4. Make the user feel in control

The user should always feel in control and feel the freedom to use the system as he wishes to. Be forgiving when mistakes happen, and ensure that the user knows what caused the mistake and that he or she knows how to prevent it from occurring again.

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| **Screen or Component** | **What is wrong?** | **How to improve?** |
| Home | From and search seem related, yet don’t intertwine with each other | Make it so the search allows for instant setting without any in-between |
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5. Provide feedback

Your interface should always speak to your user, when his/her actions are both right and wrong or misunderstood.

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| **Screen or Component** | **What is wrong?** | **How to improve?** |
| All | States of interactive elements | The colour sometimes doesn’t reflect the expected outcome, or is unclear to the point where it doesn’t help. See 1.1 |
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6. Be flexible

Once a user has become experienced with your interface, reward him or her and take off the training wheels. The breakdown of complex tasks into simple steps that help the novice user will become inconvenient and distracting. Providing more abstract ways to accomplish tasks will allow your design to get out of the way. Allow users to tailor frequent actions*.*

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| **Screen or Component** | **What is wrong?** | **How to improve?** |
| Home | There is no option to reuse previous options | Allow for reusing old settings |
| All | No clear escape hatches | Make logo escape hatch |
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7. Be consistent and use standards

Your users need consistency. They need to know that once they learn to do something, they will be able to do it again. A consistent interface enables your users to have a better understanding of how things will work, increasing their efficiency. Users also need familiar standards that help them understand the system and feel at home. Follow platform conventions and standards (menus, buttons, interaction paradigms, etc.), especially with mobile devices.

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| **Screen or Component** | **What is wrong?** | **How to improve?** |
| Home | Unclear when something is on or off | Use red/green or checkboxes |
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8. Use visual hierarchy and keep it simple

Design your interface in a way that allows the user to focus on what is most important. The size, color, and placement of each element work together, creating a clear path to understanding your interface. A clear hierarchy will go great lengths in reducing the appearance of complexity (even when the actions themselves are complex).

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| **Screen or Component** | **What is wrong?** | **How to improve?** |
| Home | The travel options don’t draw attention to themselves | Make coloured states |
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9. Offer help

Help is not a replacement for bad design and even though it is better if the system can be used without documentation, it may be necessary to sometimes provide help and documentation. Tooltips and wizards are also considered help.

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| **Screen or Component** | **What is wrong?** | **How to improve?** |
| All | Sequence map unclear | Title/name them |
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10. Use emotion

Ease of use isn't the only measure of a positive user experience; pleasurably is just as important. Something can be dead simple, but if it's outrageously boring or cold it can feel harder to get through. Designs should have flourishes of warmth, kindness, whimsy, richness, seduction, with — anything that incites passion and makes the person feel engaged and energized.

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| **Screen or Component** | **What is wrong?** | **How to improve?** |
| All | Very white and black, as such no special feelings | Add more colour, use background colours |
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