## Ben Shneidermann's 8 Golden Rules of Interface Design

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### Strive for consistency

### Enable frequent users to use shortcuts

### Offer informative feedback

### Design dialog to yield closure

### Offer simple error handling

### Permit easy reversal of actions

### Support internal locus of control

### Reduce short-term memory load

### Strive for consistency

Consistency is critical to maintaining uniformity throughout the site, whether it's the layout, the size of the button, the color code, or the tone used when writing the page. Consistency will enable you to establish your identity and stop users from abandoning your site.

### Enable frequent users to use shortcuts

Think about allowing your users to access all areas of your website with a few clicks. To accomplish this, you should create a good hierarchy in the menu and make things clear. Consider including features for both advanced and novice users, such as keyboard shortcuts or macro-capabilities.

### Offer informative feedback

If your users have completed or are completing activities on your website, it is best to provide feedback as soon as possible so that they can understand where they are in the system.

### Design dialog to yield closure

All interactions must have a beginning, middle and end. Once a task is completed, maybe give your users some peace of mind by providing them with informative feedback and well-defined choices for the next step, if applicable. Don't keep them guessing!

### Offer simple error handling

An interface should be designed to eliminate as many errors as possible. If something goes wrong, the system should make it simple for users to understand and resolve the problem. A good idea is to display clear error notifications and descriptive hints to resolve the problem. These are examples of simple ways to deal with system errors.

### Permit easy reversal of actions

Finding that there is an "undo" option after making a mistake is a huge relief. Your users should feel less anxious and more likely to explore options if they know there is a simple way to undo any mistakes. This rule applies to any action, sequence of steps or data entry in your system. This can range from a single button to a complete set of actions.

### Support internal locus of control

It is essential to give your users control and freedom so that they feel in control of the system instead of the other way around. As the designer, try to avoid surprises, interruptions and anything that the users didn't request. Users should be the ones who initiate actions.

### Reduce short-term memory load

As users, our attention span may be limited, so anything you can do to make your users' jobs easier is a win-win situation. Your users may prefer to recognize information rather than recall it. Try to keep interfaces simple and consistent and keep to patterns, standards and conventions. This may contribute to better recognition and ease of use. Depending on your users' objectives, you can add various features to help them. In an e-commerce setting, for example, a list of recently viewed or purchased items can be presented.