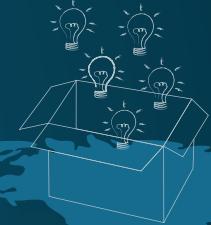


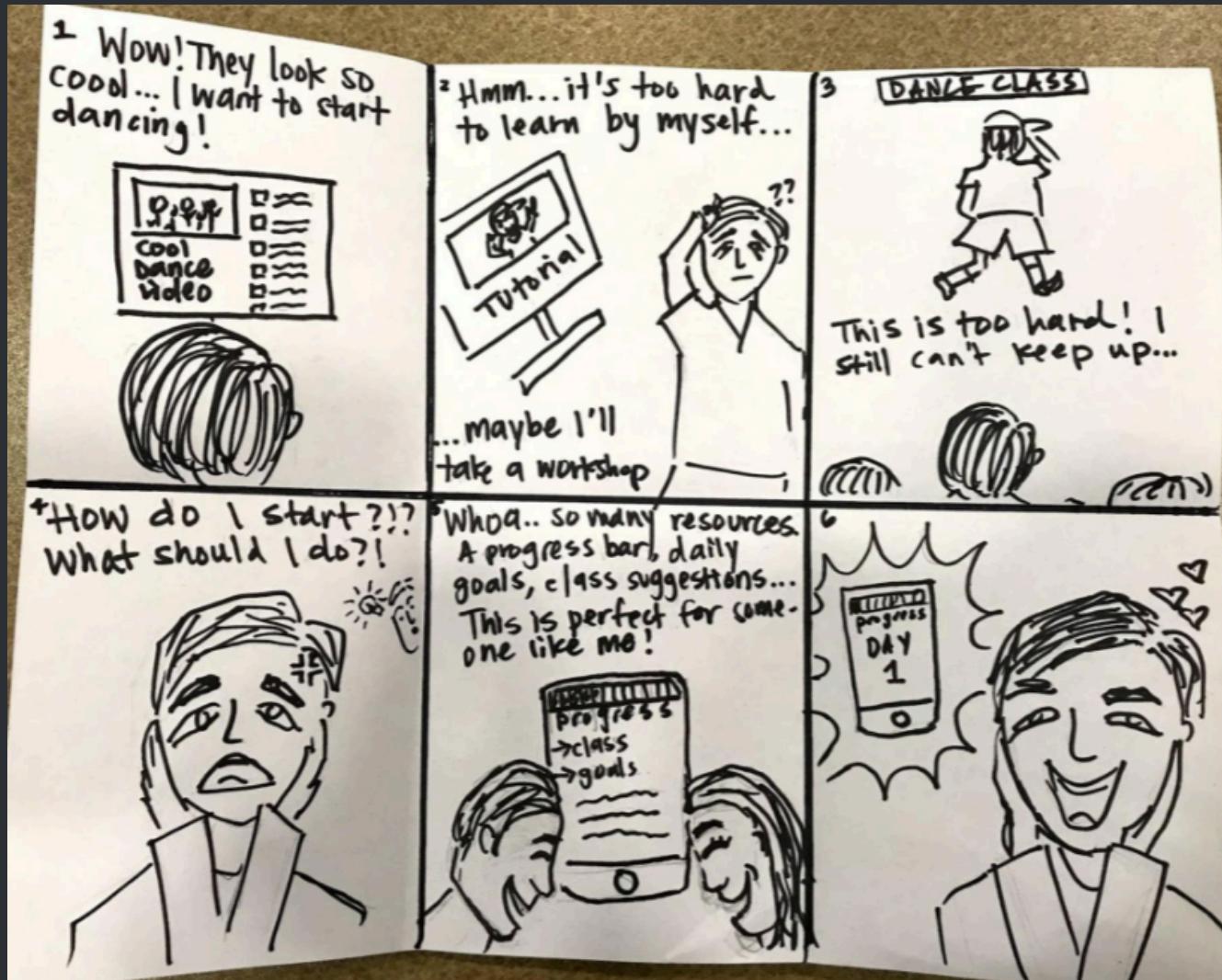
# Heuristic Evaluations

Scott Klemmer

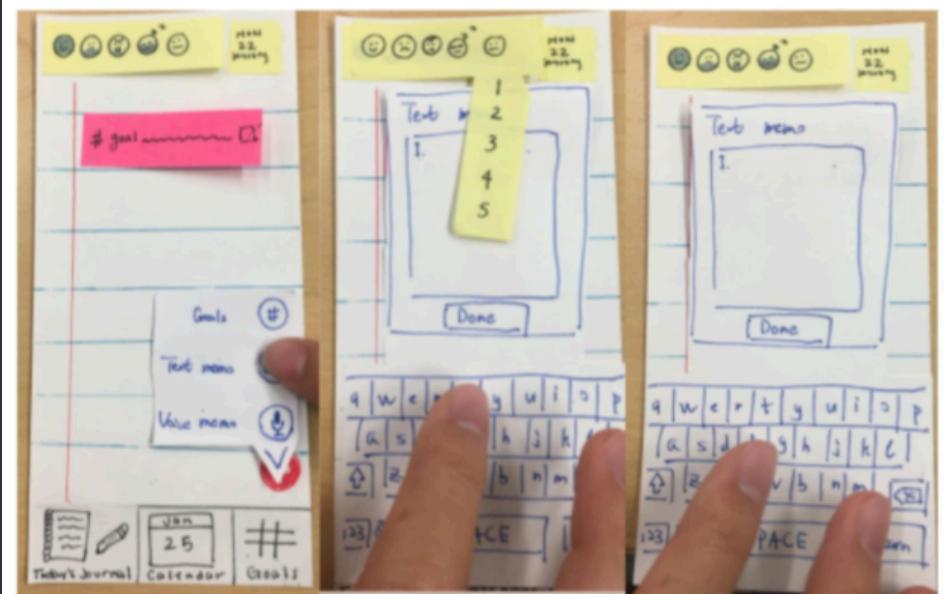


# A3 Examples

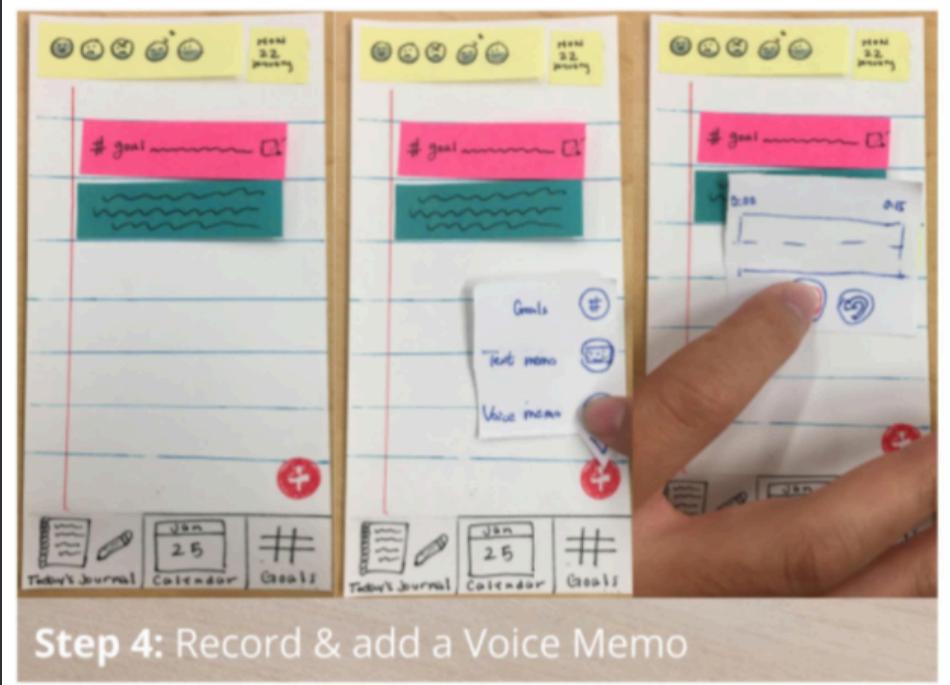
# Storyboards: Jeremy Borja, Jayne Chong, Sally U



# Prototypes: Zehua Chen, Vanessa Wong, Nessa Vu



Step 3: Add a Text Memo & assess your emotions again (emoticons will now display an average of the 2 assessments)



Step 4: Record & add a Voice Memo

# Announcements

- If you're having group problems, let your TA know privately THIS WEEK
- Mid-quarter evaluations
- Design Tips:
  - Need finding never ends
  - All design is redesign

# 10 Heuristic Examples

# Ten Design Heuristics

## UNDERSTANDING



Consistency



Use Familiar  
Metaphors &

Language



Clean & Functional  
Design

## ACTION



Freedom



Flexibility



Recognition  
Over Recall

## FEEDBACK



Show Status



Prevent Errors

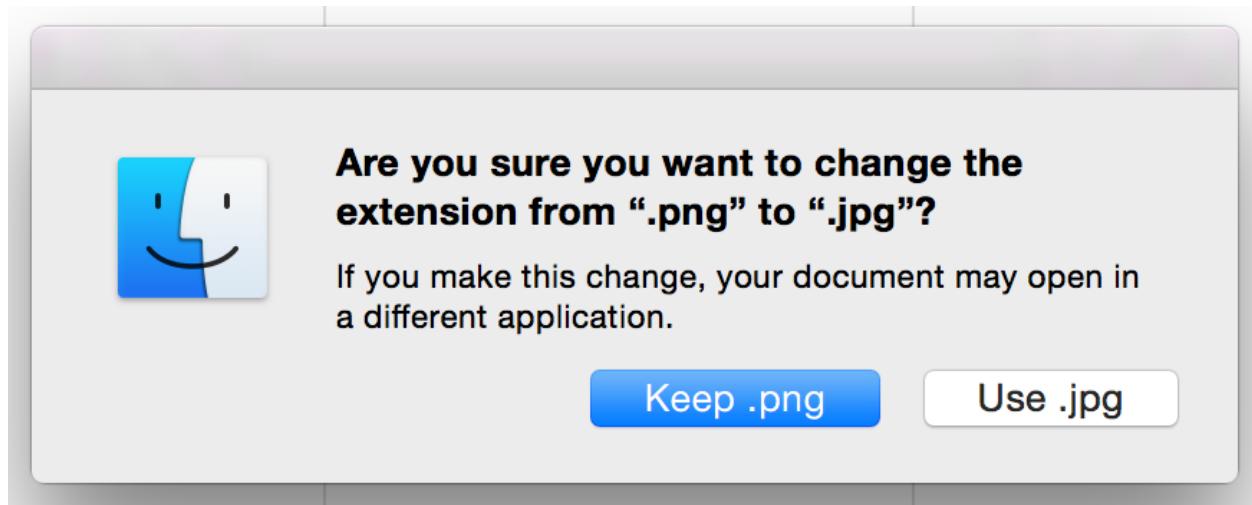


Support Error  
Recovery



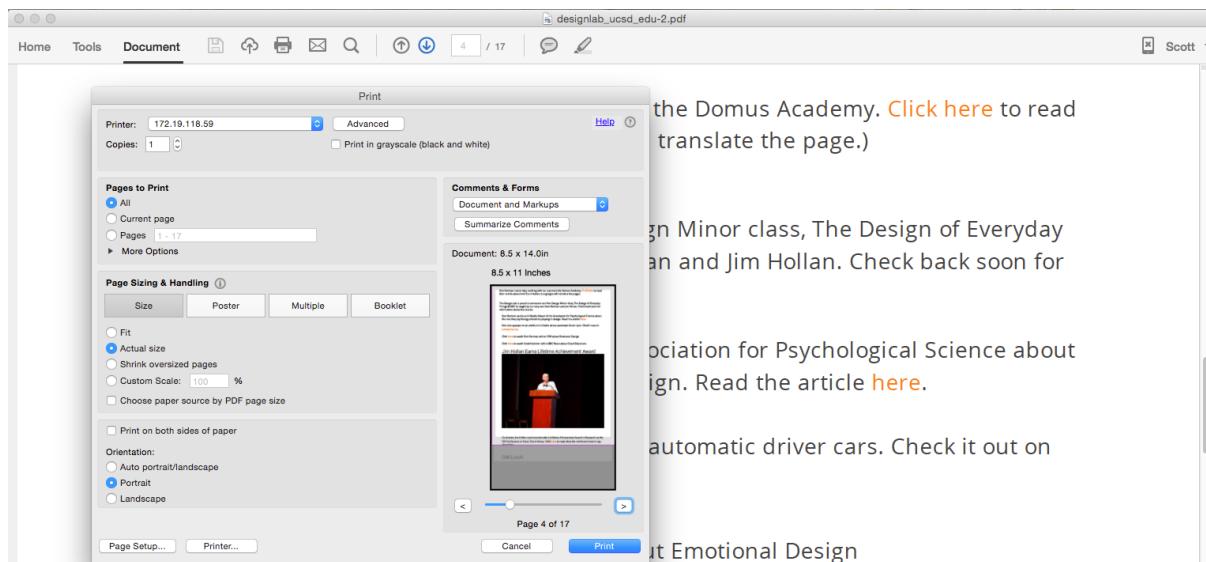
Provide  
Help

My somewhat revised names for Jacob Nielsen's heuristics: <http://www.nngroup.com/articles/ten-usability-heuristics/>



# Clearer choices Consistency

Apple Mac OS X Finder



Click [here](#) to watch Scott Klemmer talk to BBC News about Cloud Education.

## Jim Hollan Earns Lifetime Achievement Award



# Metaphors Familiar metaphors & language

Adobe Acrobat  
2015



Desktop



Folder



Cart

# Metaphors

## Familiar metaphors & language

Images courtesy of SAP



GAMES ▾

VIDEO ▾

COMMUNITY



SEARCH



## GAMES



TEEN TITANS GO!  
Last Villain Standing



TEEN TITANS GO! GAMES

[PLAY ▶](#)

GUMBALL GAMES

# Familiar metaphors Familiar metaphors & language

<http://www.cartoonnetwork.com/>

Note: I live inside this website Monday to Friday 9am-6pm, to give you the very best service and make your experience a happy one! - I am Ling, accept no substitutes

**CAR LEASING**  
Want a cheap new lease car?  
Start HERE!

My cheapest leasing deals!  
Click to chat is closed

**ABARTH CAR LEASING**  
500  
500 Convertible  
595  
595 Convertible

**ALFA ROMEO LEASE CARS**  
Giulietta  
Mito

**LINGS CARS.COM**  
UK CONTRACT HIRE CARS FROM LING VALENTINE

CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS

Business Customer Pricing    Personal Customer Pricing    The Best FAQs in the World!

**NEW SEXY**  
christine full rep

FEAR CARS

Search Cars Here    Go

@LINGsCARS Follow Me

ruan odendaal: @LINGsCARS I do, commute via train into London and use the car evening & weekends only. I wouldn't buy a Fiesta though lol

Kentmoto: @LINGsCARS @BuckinghamFord do think individuals sign to these cheap low mileage leases & clock the car before handing them back?

LINGsCARS: I've hit last year's invoice total for July, with 1 week of invoicing still to go this month. Onwards and upwards!

LIVE CHAT

INTRO FILM NEWS BLOG OFFICE TV CONTACT MOAN LINKS PLAY QUIZ PRIVACY POLICY GOOGLE VISITORS

"JUST CLICK!"

MEET MY STAFF

You can't find a car? → Apply for a CAR QUOTE

AS SEEN ON TV DRAGONS DEN

RICHARD FARLEIGH - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business acumen."

DUNCAN BANNATYNE - "I wanted to invest... but ye turn'd me doon!"

DEBORAH MEADEN - "Harrumph! I'm out!"

VIZ Ling is OFFICIAL VIZ ethnic business ambassador!

PLAY STUPID CRASH GAME

CHEAP INSURANCE

Google Spider Food -->

View LIVE visitors: 39 online

Hi! I am Ling WAAH! from Dragons' Den. I lease cheap new cars!

UPDATE... The latest car I've added is a Smart ForTwo Coupe 1.0 i 12v (70bhp) Passion Premium Coupe 2dr 999cc Petrol at £119.99 per month for 36 months.

# Signal to noise

## Clean & Functional Design

LINGS CARS.COM

 Get a \$5 credit for Prime Pantry  
Choose FREE No-Rush Shipping and receive a \$5 credit towards your next Prime Pantry purchase.

**Order now and we'll notify you by email when we have an estimated delivery date for this item.**

Items shipped from Amazon.com

 **Dieter Rams: As Little Design as Possible**  
by Sophie Lovell  
**\$53.32** Free Prime shipping when in stock  
Sold by: Amazon.com LLC  
Temporarily out of stock.  
Quantity: 1 Change

\$13.97 One-Day Shipping (1 business day)  
 FREE Two-Day Shipping (2 business days)  
 FREE Standard Shipping (4-5 business days)  
 FREE No-Rush Shipping (5 business days)  
Get a \$5.00 credit for Prime Pantry. [Details](#)

[Add a gift receipt](#)  
and see other gift options

**Guaranteed delivery date: Aug. 1, 2015** If you order in the next 8 hours and 1 minute ([Details](#))  
Items shipped from Amazon.com

 **Post-it Notes, 3 in x 3 in, Jaipur Collection, 14 Pads/Pack, 100 Sheets/Pad (654-14AU)**  
**\$12.30 ✓Prime**  
Sold by: Amazon.com LLC  
Quantity:  [Update](#) | [Remove](#)

[Add a gift receipt](#)  
and see other gift options

# Undo Freedom

Amazon check out

Travel dates

2 JFK-PAR

3 PAR-JFK

4 Seat sele...

5 Options

6 Your details

7 Payment

## New York → Paris

Fri 31/07/2015  
from USD 4,326

Sat 01/08/2015  
from USD 1,364

Sun 02/08/2015  
from USD 566

Mon 03/08/2015  
from USD 566

JFK                    ZRH  
**21:00 → 10:50 +1**

JFK Intl. Apt.

 Connection time: 1h 40m  
LX 15 Operated by SWISS

ZRH                    CDG  
**12:30 → 13:50 +1**

 Travel time: 10h 50m  
LX 638 Operated by SWISS GLOBAL AIR LINES

Economy  
not available

Business  
from USD

4,326

First  
from USD

6,448

JFK                    ZRH  
**21:00 → 10:50 +1**

JFK Intl. Apt.

 Connection time: 6h 00m  
LX 15 Operated by SWISS

ZRH                    CDG  
**10:00 → 16:00 +1**

Economy  
not available

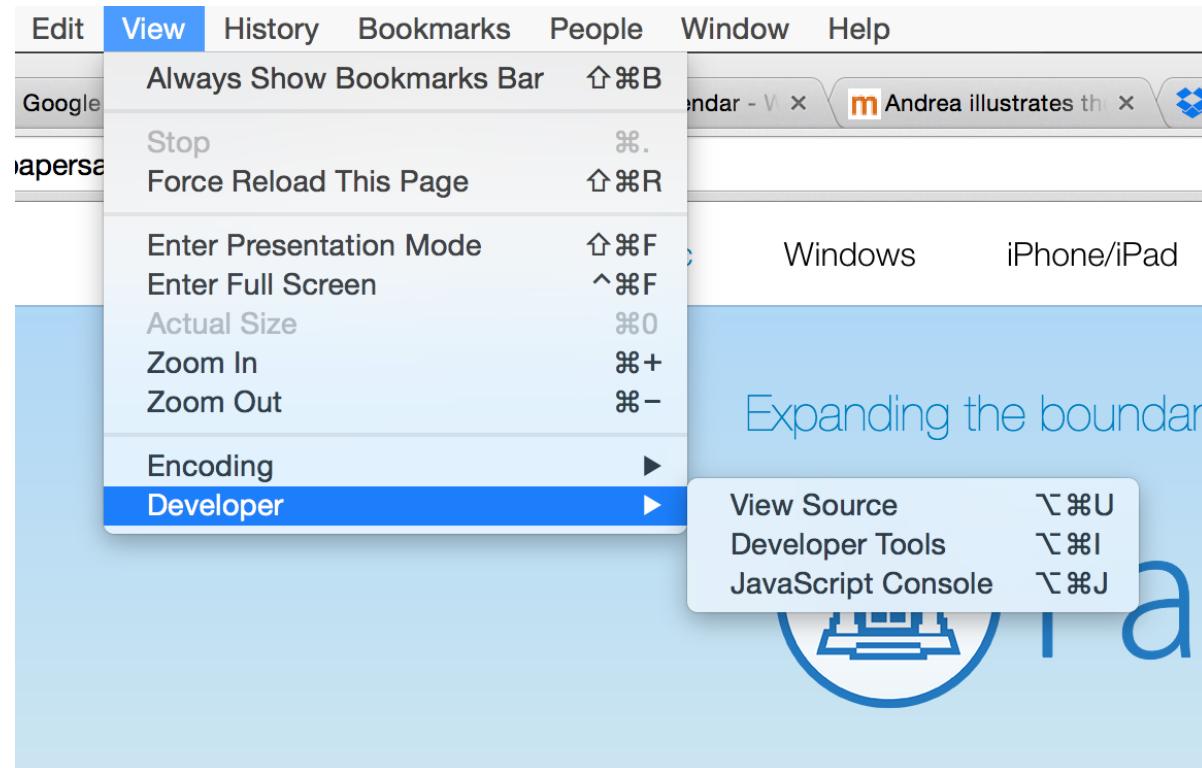
Business  
from USD

4,326

First  
from USD

Swiss International Airline Ltd. 6,448

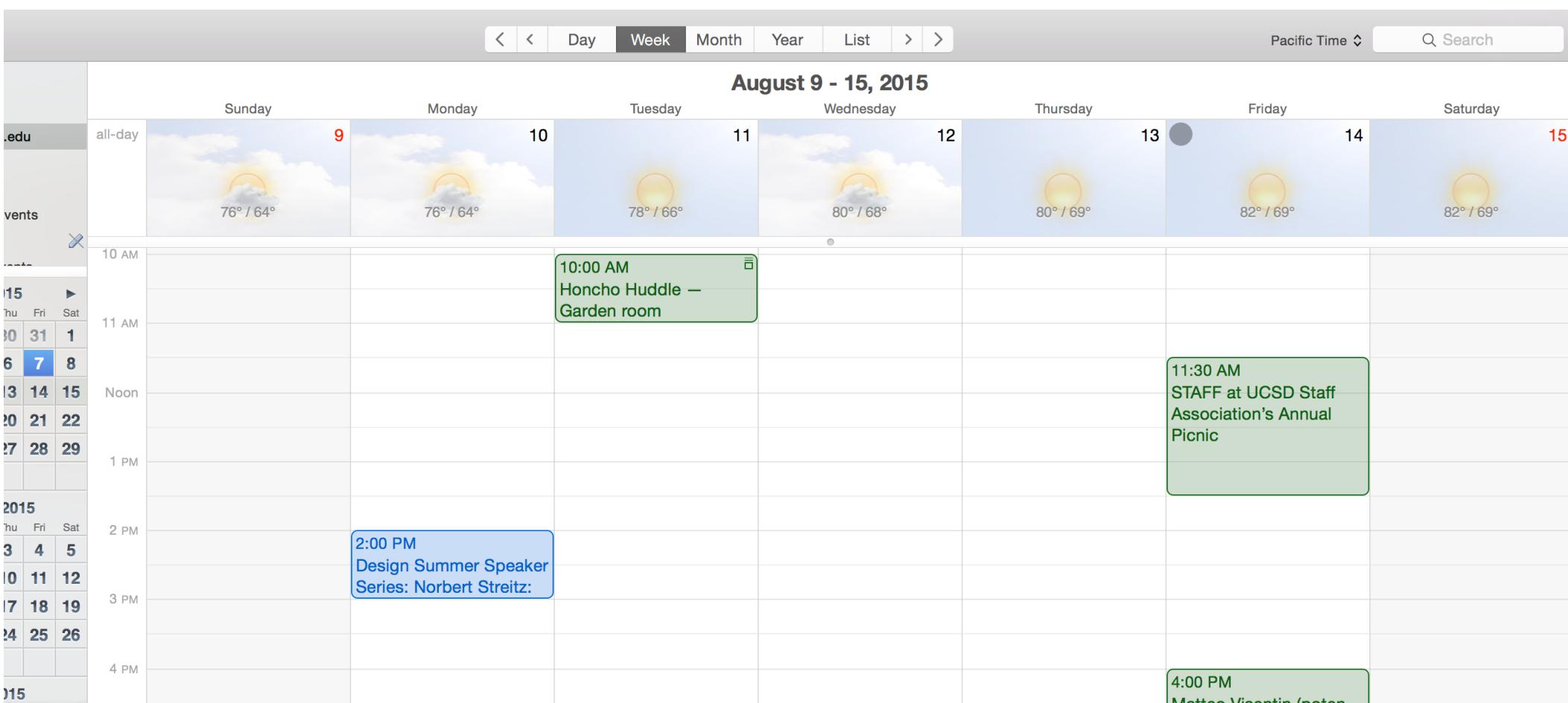
Explore



# Flexible shortcuts

## Flexibility

Chrome view menu



# Ambient information Flexibility

BusyCal Weather

Overview Content People Subspaces Manage

**Actions**

- [Start a discussion](#)
- [Write a document](#)
- [Write a blog post](#)
- [Create a poll](#)

All Content (67) Blog Posts (18) Documents (13) Discussions (36) Polls (0)

All discussions

Type to filter by text Filter by tag Sort by latest activity (descending)

| Title  | Author               | Views | Latest activity          |
|--|----------------------|-------|--------------------------|
| EHP 6: Can't find Enterprise Extension EA-SAWE in SFW5 | Peter Meyer          | 2 168 | June 9, 2015 4:11 AM     |
| Product Category Error in SRM                          | Vishvas vs           | 0 70  | April 21, 2015 3:00 AM   |
| HOW TO DELETE RSBKDATA IN BW SYSTEM                    | RATHINA SENATHIPATHY | 0 98  | April 19, 2015 3:38 AM   |
| HOW TO DELETE RSBKDATA IN BW SYSTEM                    | RATHINA SENATHIPATHY | 0 83  | April 19, 2015 3:26 AM   |
| SuccessFactors Migration limits                        | Gonzalo Bas          | 1 144 | April 16, 2015 3:49 PM   |
| Progress Bar for Z programs to avoid timeout dump      | Aditya Rathore       | 0 73  | March 29, 2015 2:29 AM   |
| Commercial project inception - copy partner function   | Grégory Mathelot     | 0 94  | January 29, 2015 2:26 AM |
| WAD Template Issue                                     | Gagandeep Singh      | 0 68  | January 19, 2015 6:30 AM |

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**Boost Data Quality in Record Time**  
Resolve data quality issues faster than ever before.  
[View Demo](#): find out more about the SAP Information Steward Accelerator

# Keep it relevant

## Flexibility

SAP Community Network

[Sign In](#) | [Register for WHBM Rewards](#)

[Find a boutique](#)

WHITE HOUSE | BLACK MARKET

NEW ARRIVALS WORK PETITES DRESSES & SKIRTS TOPS JACKETS JEANS PANTS SHOES & ACCESSORIES JEWELRY SALE

## MANAGE YOUR EMAIL PREFERENCES

IT'S UP TO YOU. PICK YOUR PREFERRED SCHEDULE BELOW.

### EMAIL FREQUENCY

CHOOSE WHEN YOU RECEIVE OUR EMAILS.

- ONCE A WEEK
- TWICE A MONTH
- I WANT TO RECEIVE ALL EMAILS

[UPDATE ▶](#)

### EMAIL UNSUBSCRIBE

CHOOSE THE "DO NOT SEND" OPTION AND CLICK "UNSUBSCRIBE" IF YOU'D NO LONGER LIKE TO RECEIVE OUR EMAILS.

YOU ARE CURRENTLY SUBSCRIBED AT: KATARZYNAWERNER@GMAIL.COM  
 DO NOT SEND ME ANY FUTURE EMAILS FROM WHITE HOUSE | BLACK MARKET.

[UNSUBSCRIBE ▶](#)

PLEASE CONTACT CUSTOMER SERVICE VIA EMAIL AT  
[CUSTOMERSERVICE@WHITEHOUSEBLACKMARKET.COM](mailto:CUSTOMERSERVICE@WHITEHOUSEBLACKMARKET.COM)  
OR CALL 877-948-2525 IF YOU HAVE ANY QUESTIONS.  
IF YOU'VE MISTAKENLY VISITED THIS PAGE AND WANT TO KEEP YOUR  
SUBSCRIPTION, [CLICK HERE](#) TO VIEW OUR LATEST COLLECTION.

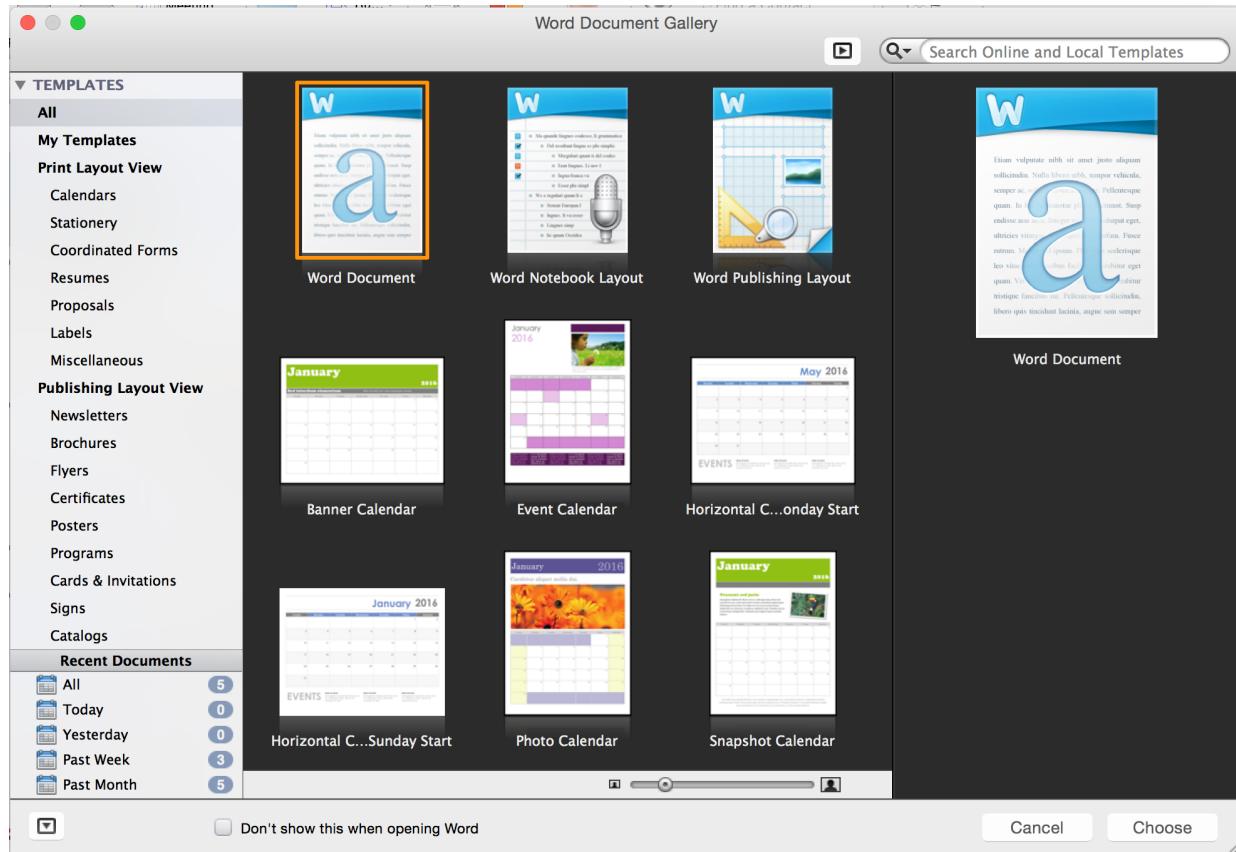


 [FIND A BOUTIQUE](#) | [GIFT CARDS](#) | [OUR STORY](#)

[!\[\]\(40867c266b2a72abe217a45bea6f736a\_img.jpg\)](#) [!\[\]\(893cdfb62910c23d62d2b9f929a5b442\_img.jpg\)](#) [!\[\]\(f7da4740bc006f41ddf92fd839eb0fe2\_img.jpg\)](#) [!\[\]\(f368860ff3fe7c8a02f268c415c1c4b9\_img.jpg\)](#) [!\[\]\(29813e56218ae499511f4c6813f9c6d8\_img.jpg\)](#) [!\[\]\(fc6240e9ce66b3b40f2ca72624e7de20\_img.jpg\)](#)

# Proactivity Flexibility

White House Black Market



# Previews Recognition over Recall

Word for Mac

# Class HE Walkthrough

# HEs of Websites

- Google Form: [http://goo.gl/forms/  
yVoXJIlsh6](http://goo.gl/forms/yVoXJIlsh6)
- Go to each website instructed in the Google Form and conduct HEs based on the question asked

A4 HE Time

# A4 Heuristic Evaluation Steps

- **Step 1:** (Team) Practice walkthroughs of your prototype
- **Step 2:** (Team) Receive 3 HEs from your assigned evaluators
- **Step 3:** (Individual) Evaluate another group's prototypes
- **Step 4:** (Individual) Meet with the other evaluators of your evaluation group to make a joint usability statement