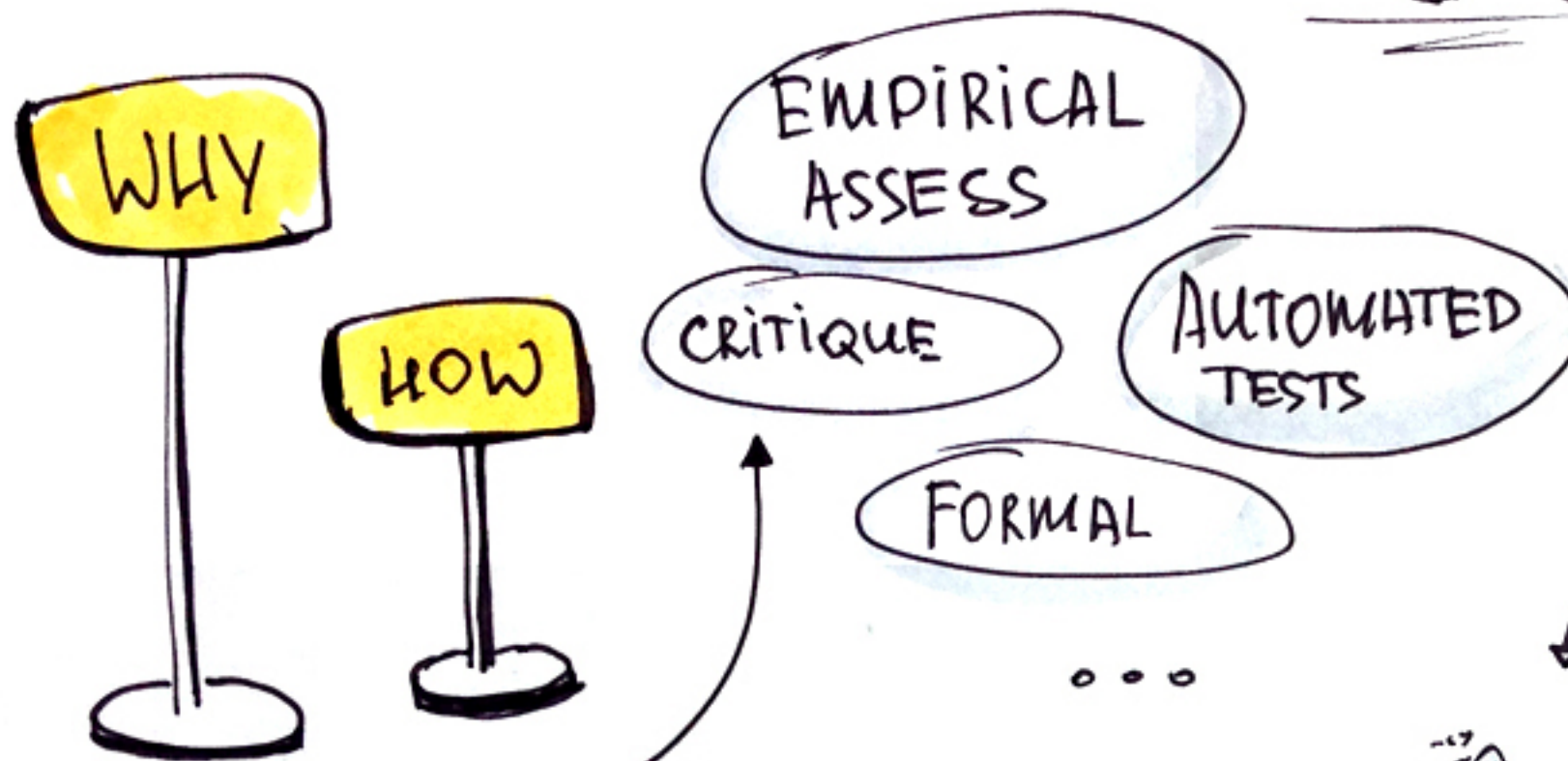


# 4.1 HEURISTIC EVALUATION

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- before user testing (not waste your users)
- before redesigning
- you know problem, you need evidence
- before a release

\* developed by Jakob Nielsen



## SEVERITY RATING

- 0 - not a UAP
- 1 - cosmetic p.
- 2 - minor UAP
- 3 - major UAP
- 4 - UA catastrophe

UAP - usability problem

- 1. ISSUE
- 2. SEVERITY
- 3. HU VIOLATED
- 4. DESCRIPTION

EX. OF STRUCTURE FOR EV. REPORT



LIST OF SPECIFIC PROBLEMS FROM EACH EVALUATOR

+ reference to heuristic

STEP THROUGH DESIGN SEVERAL TIMES

1. They work individually
2. Then discuss

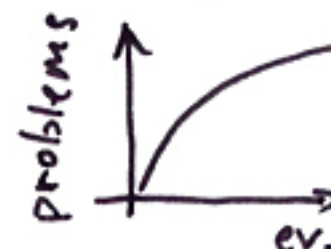


stakeholders on the design team; experts

SET OF HEURISTICS OR PRINCIPLES THAT THEY USE TO FIND PROBLEMS



TO FIND A USABILITY PROBLEMS



DECREASING RETURNS



3-5 evaluators are enough

## PHASES

### I. TRAINING

- domain
- scenario

### II. EVALUATION

- individual

### III. SEVERITY RATING (priority)

individ → group

### IV. DEBRIEFING

- review w. design team
- brainstorm solutions

TWO PHASES FOR EACH EVALUATOR

- feel flow and scope
- focus on specific

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# 4.2 DESIGN

## 4.3 HEURISTICS

for identifying design problems & strategies for correcting them



### SHOW SYSTEM STATUS

- SHOW TIME → activity is under way
- SHOW SPACE
- SHOW CHANGE
- SHOW ACTION
- NEXT STEPS
- COMPLETION



### FAMILIAR METAPHORS & LANGUAGE

- work hard to identify language that familiar to your users
- use real-world conventions



### USER CONTROL & FREEDOM

- freedom to undo
- freedom to explore

### CONSISTENCY & STANDARDS

- consistent layout
- consistent names
- clearer choices



RIGHT LEFT ALWAYS



### ERROR PREVENTION

- prevent data lost
- prevent clutter (duplic.)
- prevent confusing flow
- prevent bad input
- prevent unnecessary constraints



### RECOGNITION OVER RECALL

- avoid codes
- avoid hurdles
- provide previews



### FLEXIBILITY & EFFICIENCY

- flexible shortcuts
- options
- proactivity (unsubscribe -ex.)
- recommendations
- keep it relevant



### AESTHETIC & MINIMALIST DESIGN

- minimalism: core info above the fold
- color should mean smth
- get rid of extra lines
- redundancy



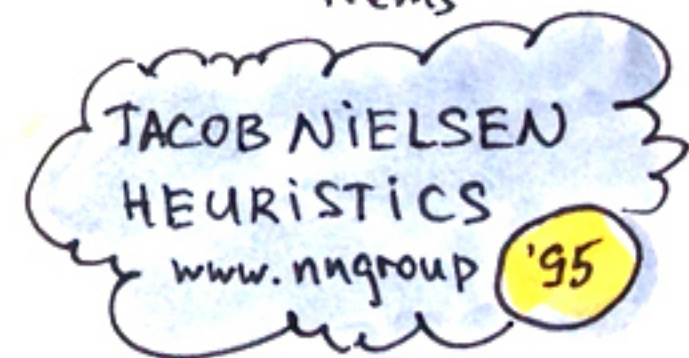
### RECOGNISE, DIAGNOSE & RECOVER FROM ERRORS

- make a problem clear
- provide a solution
- show a path forward
- propose an alternative
- recognise errors



### HELP & DOCUMENTS

- learning w. examples
- choices w. examples
- guide the way
- show the steps
- point things out (tips on the go)
- provide more info & options (ex. -newsletter)
- ULA - show important items



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