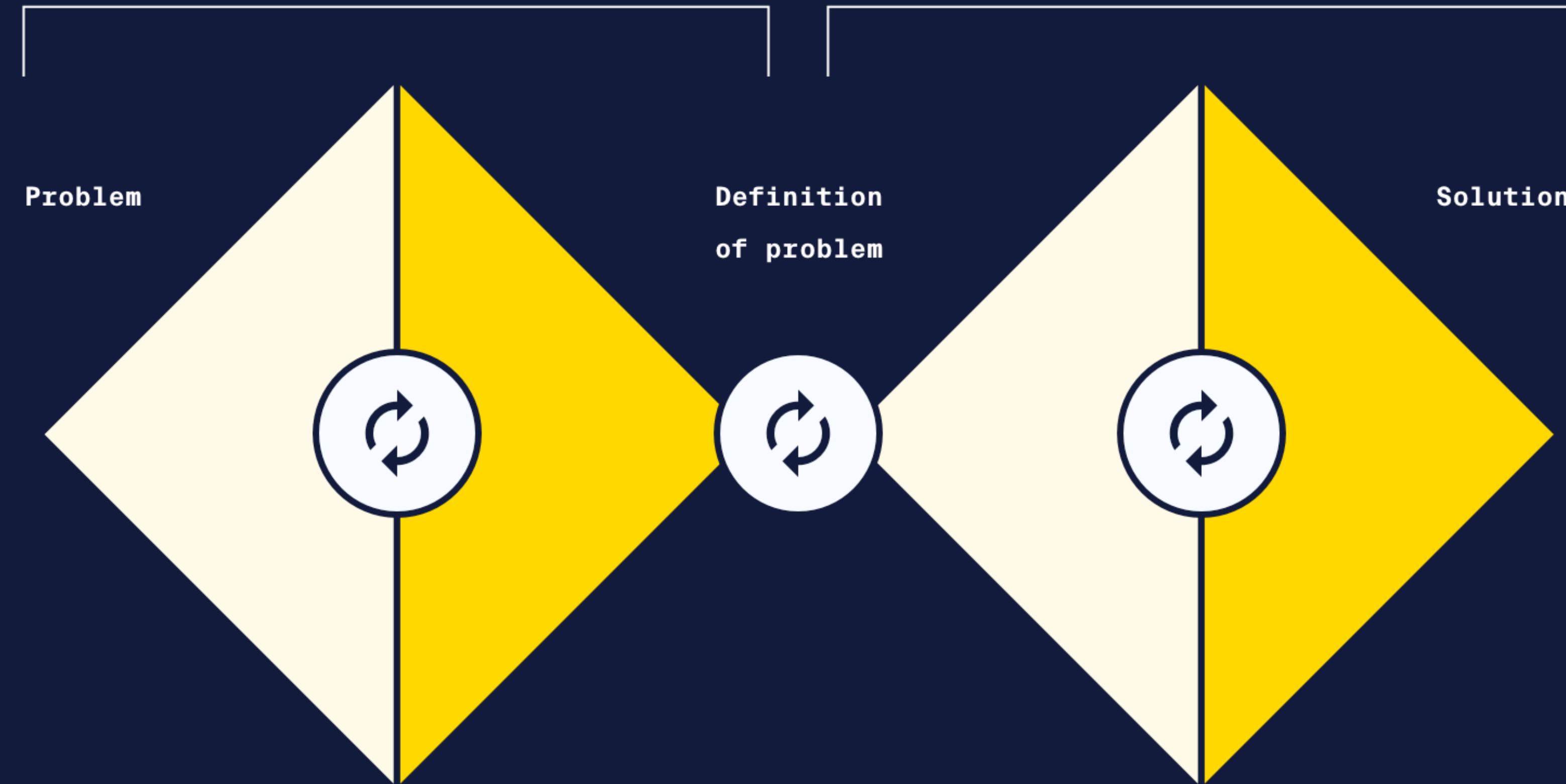


Heuristics & MVP

Strategy:
Decide what to fix

Execution:
Decide how to fix it



Phase 1: Discover
What user needs,
problems, and
challenges exist?

Phase 2: Define
Which problem are
we trying to solve?

Phase 3: Develop
What is the range
of ways we could
solve this problem?

Phase 4: Deliver
Which solution will
we develop and
deliver?

Plan

1. Forklar Nielsens 10 heuristics
2. Lad os sammen lave en Heuristic Evaluation
3. Heuristik opgave på tværfaglig
4. 5 act interview
 1. Think aloud test
 2. Hallway testing
5. Drunken test
6. 5 sekunders test
7. Kort om Heatmaps, Eye tracking og A/B testing

Forberedelse

1. 5-Second Usability Test
2. Introducing a Participant to a Usability Test: A Demonstration
3. From 'Sprint': The Five-Act Interview

Heuristics

1. Jakob Nielsen's 10 general principles for interaction design called heuristics.
2. Heuristics are rules of thumb, based on good practice and known problems in design
3. Is not as effective as testing with users
4. Checklist you can go through

Visibility of system status

The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.

1

MMER

N ZANDT

Season 1, Ep. 3 - Guantanamo Blues

2011 TV-MA 44 minutes

Now a successful local businessman, Frank joins a lucrative real estate deal but his plans are thwarted by the police, who believe he's a terrorist.

Next episode playing in 9 seconds

2



Back to Series

More Episodes

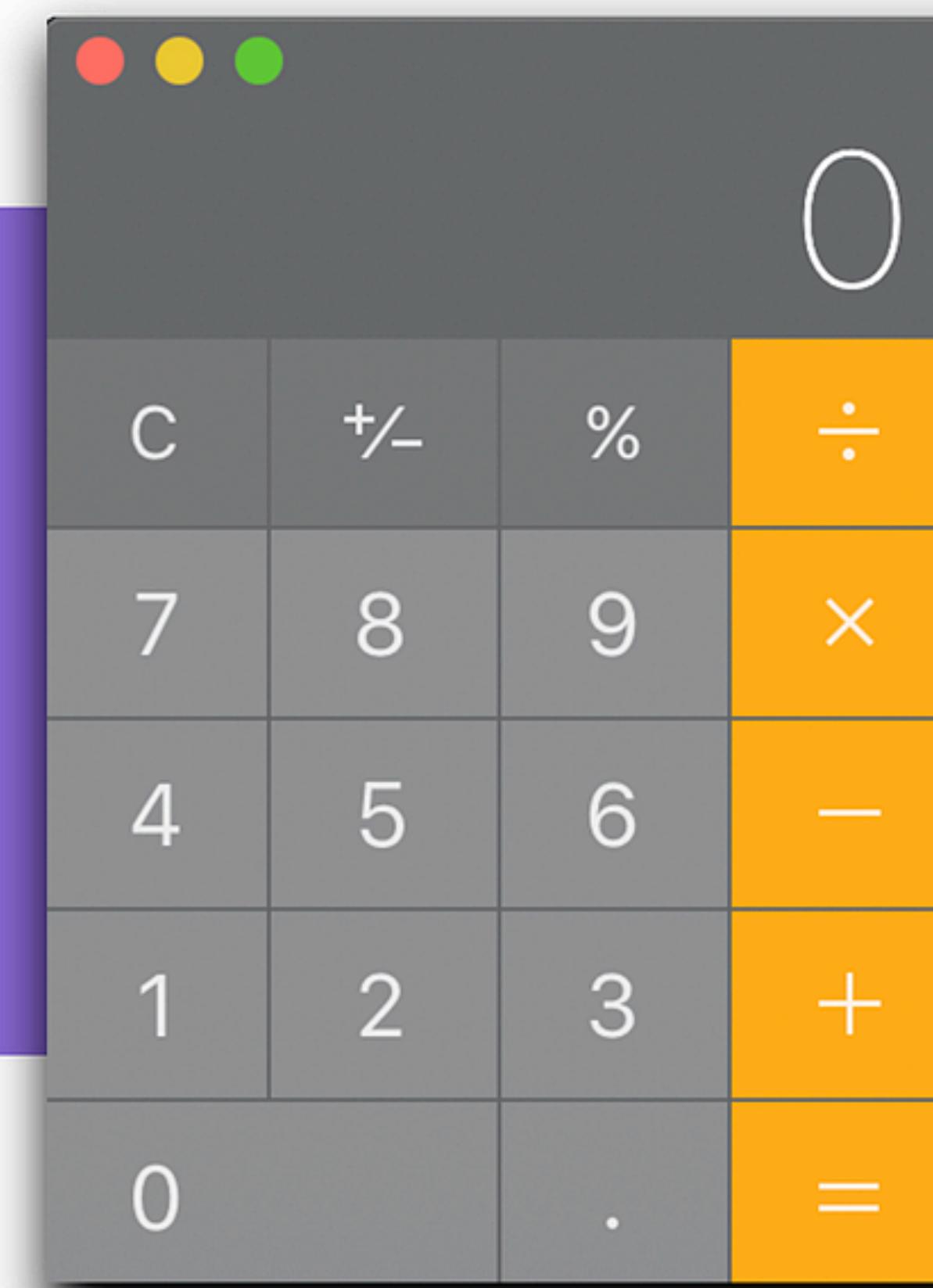
Match between system and the real world

The design should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon. Follow real-world conventions, making information appear in a natural and logical order.

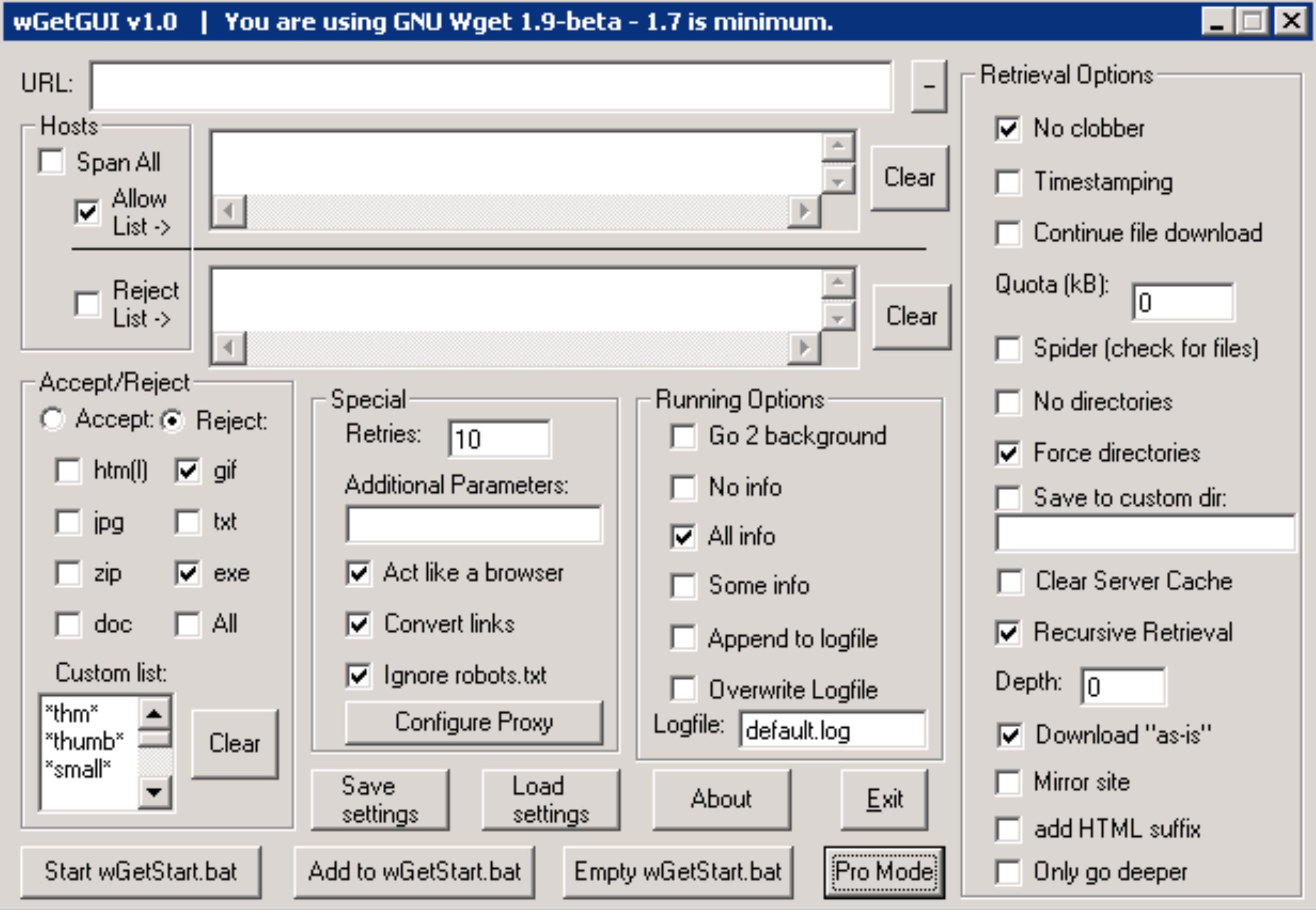
Physical calculator



Desktop Calculator App

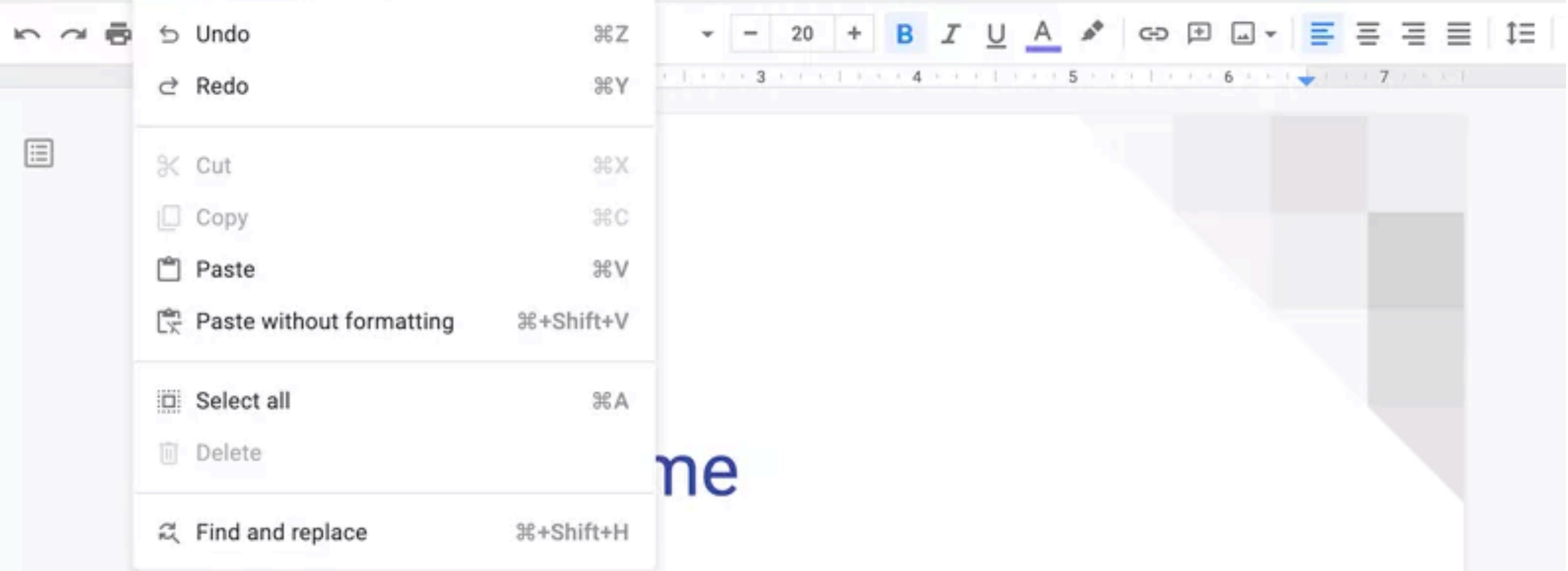






User control and freedom

Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process.



Overview

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan.

Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions.

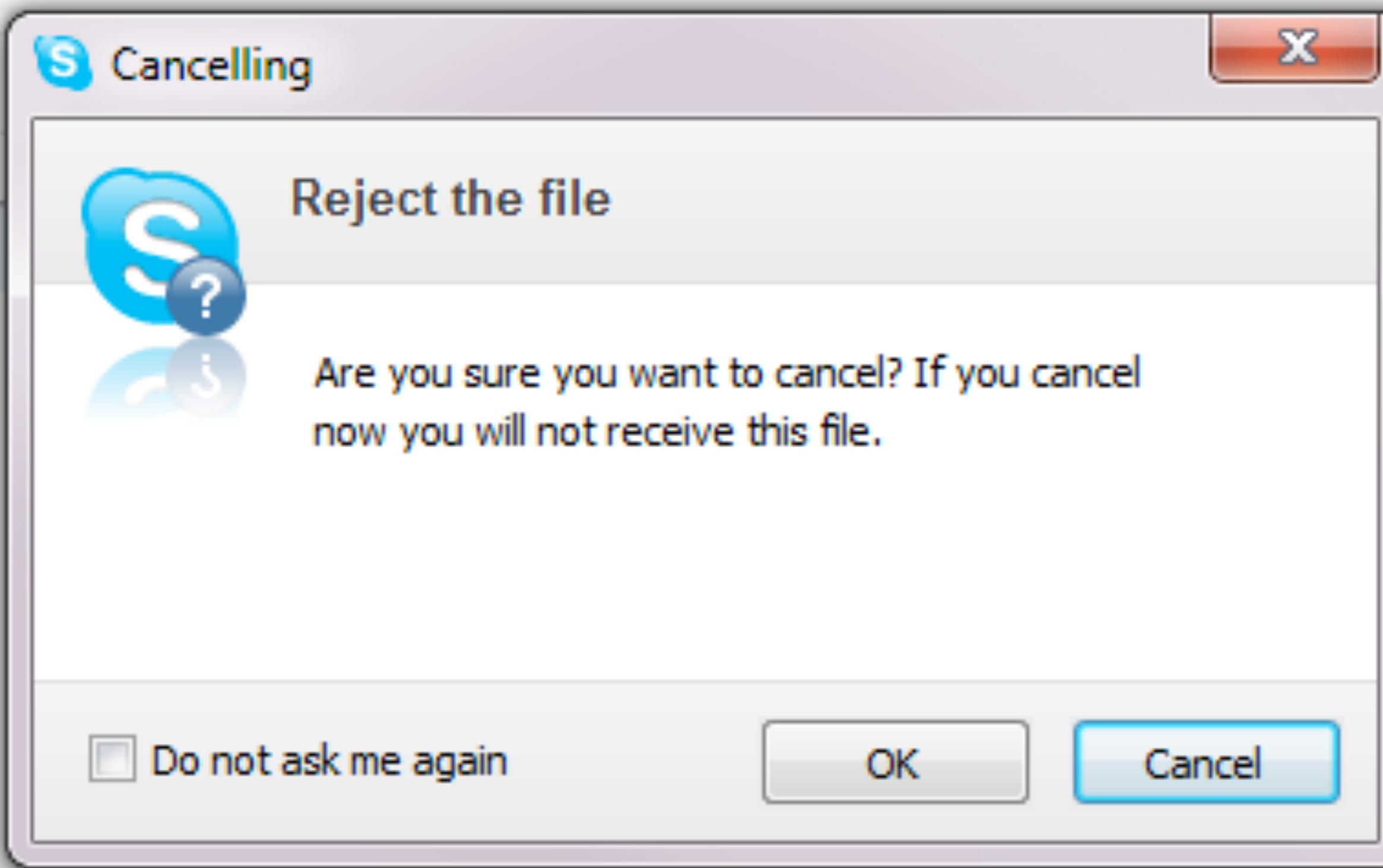


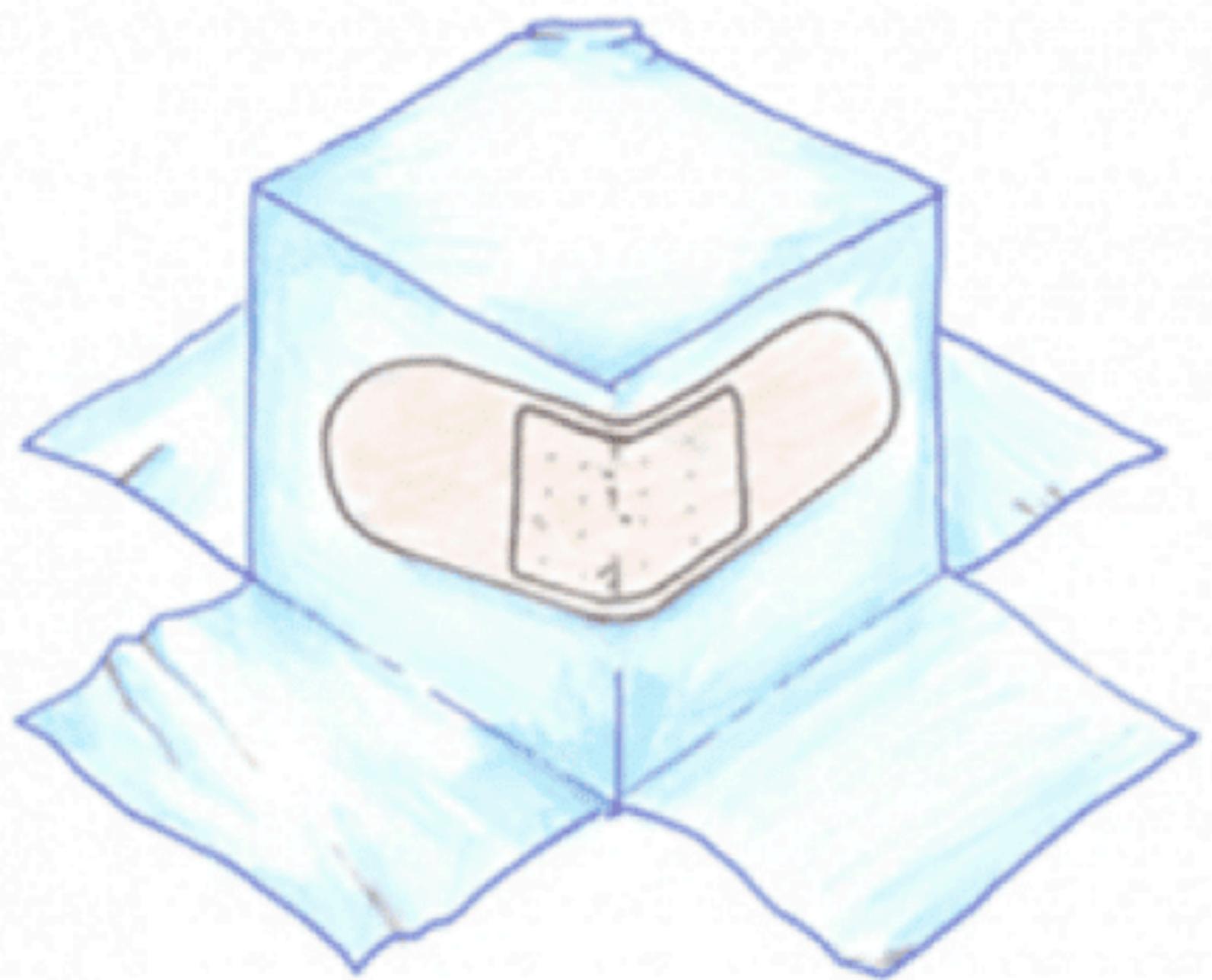
Error prevention

Good error messages are important, but the best designs carefully prevent problems from occurring in the first place. Either eliminate error-prone conditions, or check for them and present users with a confirmation option before they commit to the action.

1/149

Cancel



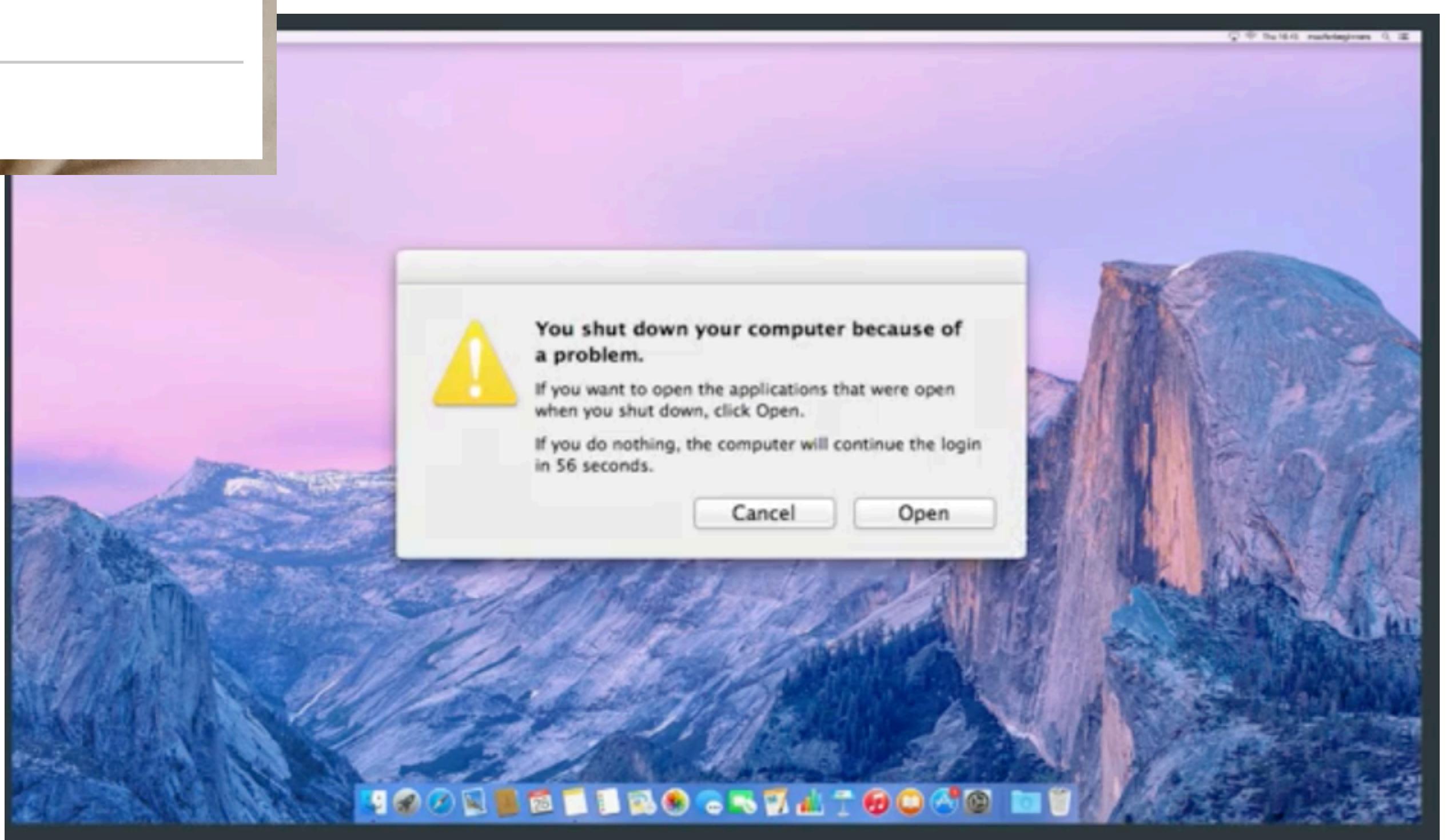
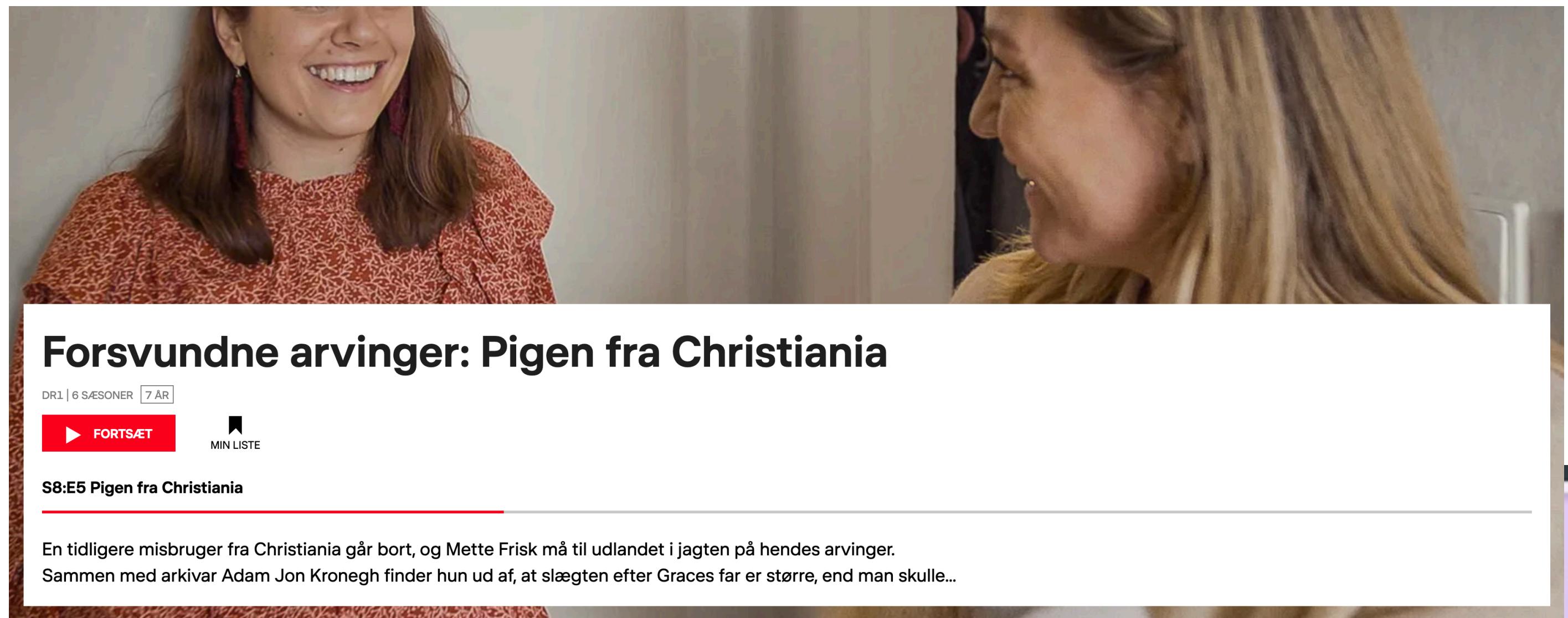


Error

Something went wrong. Don't worry, your files are still safe and the Dropboxers have been notified. Check out our [Help Center](#) and [forums](#) for help, or head back to [home](#).

Recognition rather than recall

Minimize the user's memory load by making elements, actions, and options visible. The user should not have to remember information from one part of the interface to another. Information required to use the design (e.g. field labels or menu items) should be visible or easily retrievable when needed.



Flexibility and efficiency of use

Shortcuts – hidden from novice users – may speed up the interaction for the expert user so that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Ctrl + **C** → Copy

Ctrl + **F** → Search

Ctrl + **V** → Paste

Ctrl + **S** → Save

Ctrl + **X** → Cut

Ctrl + **P** → Print

Aesthetic and minimalist design

Interfaces should not contain information that is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility.

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Thea Monyee
theamonyee.com

Help users recognize, diagnose, and recover from errors

Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution.

• 18:1

09:03

69%

N26



Try Again

Place your finger to log in.

Enter Password

Cancel

Use password instead

Loading...

Help and documentation

It's best if the system doesn't need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.

 Search



 Upgrade



Asana quick start

Help with features

Apps and integrations

Ways to use Asana

Keyboard shortcuts

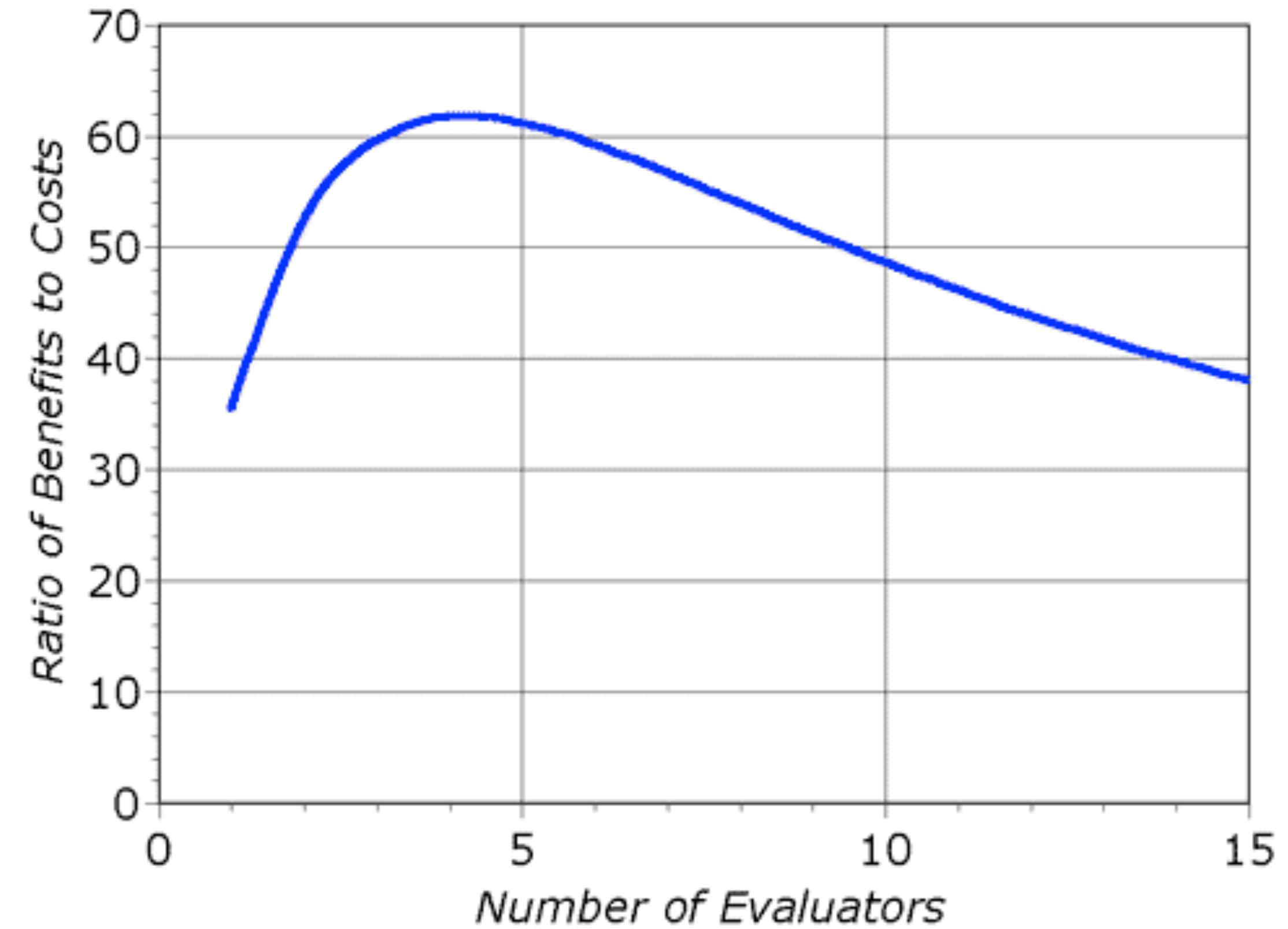
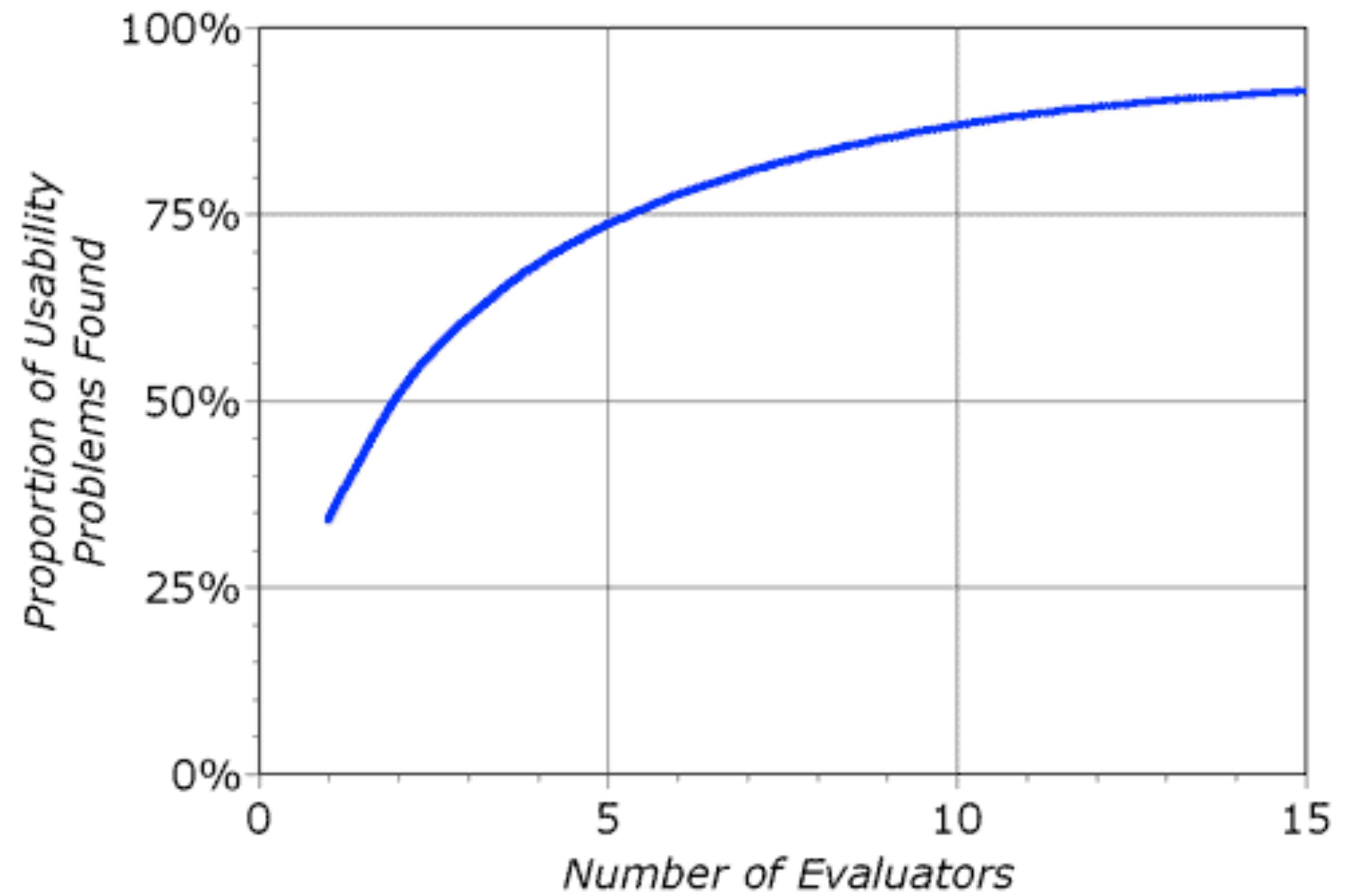
Privacy policy

Contact support

Watch tutorial videos

Heuristic evaluation

- Think about how many evaluators
- What is the focus?
- Example: https://uploads-ssl.webflow.com/57ae10c2ec62b90517b4a868/5bb6e87d8000396596e0052d_Heuristic_Evaluation_Report.pdf



Heuristisk evaluering - 15 min

1. Lad os sammen lave en heuristisk evaluering af dr.dk/tv

Heuristisk evaluering - 40 min

1. Lav en heuristisk evaluering af dit tværfaglige projekt
2. Gå det igennem individuelt. Til sidst skal i opsamle pointer der går på tværs af jeres evalueringer. Hvor var i enige, hvor var i uenige?
3. Vær obs på bias!

MVP - Minimal Viable Product

Minimal

Viable

Product

What would an MVP look like for

- A food delivery app
- A dating app
- Running tracker
- Travel planner

Usability testing

5 act interview

- Friendly welcome
- Context questions
- Introduce prototypes
- Tasks
- Debrief
- Hvad er vigtigt i sådan et interview?

5 act interview

5 act interview is a structured Think aloud test or Hallway testing

5 act interview - 1 time

- I skal lave så mange 5 act interviews som muligt indenfor den næste time
- Fokuser på folk der ikke går i klassen. Find folk på biblioteket, Cafe Digital, gangen
- Når vi kommer tilbage skal i lave en liste af mulige forbedringer til jeres MVP

Et Fysisk Aktiedisplay

They call it the second best thing to a Bloomberg terminal

Build Your Portfolio



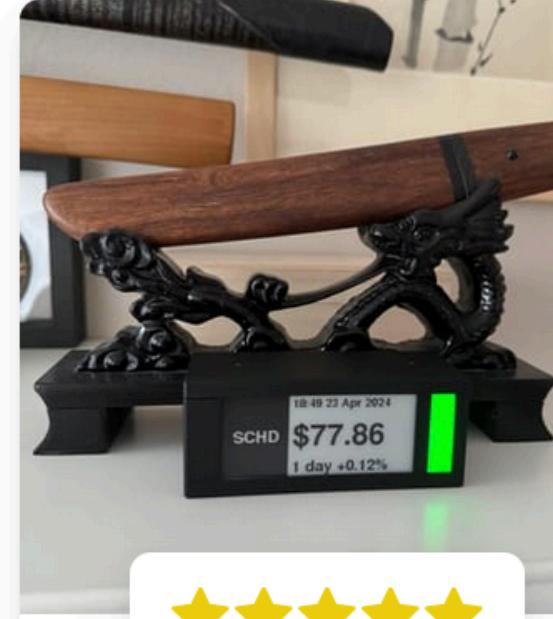
+ 25.000 units

OUT IN THE WILD



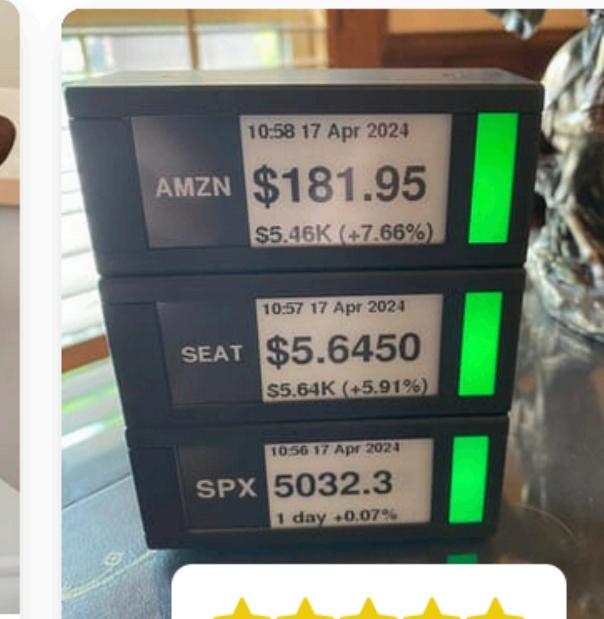
Tobias V. ◉

Best crypto tracker ever!



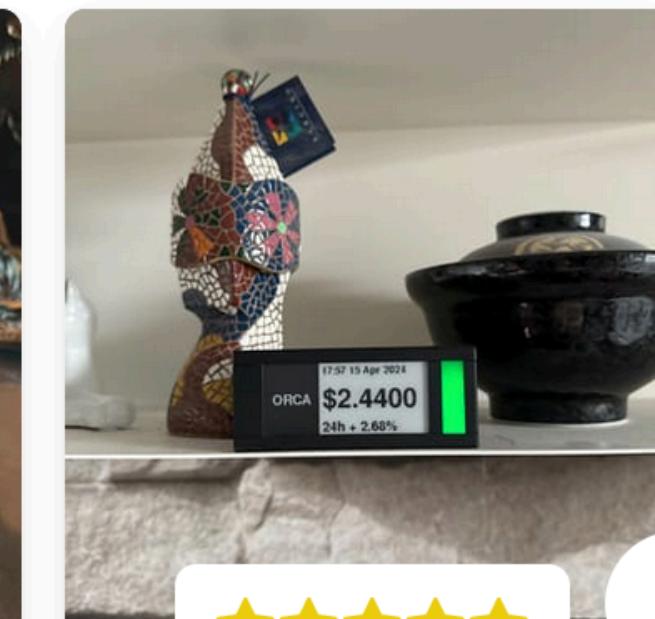
Tomáš C. ◉

Super gadget that I really liked. I'm already thinking about buying another one so I can watch...



John M. ◉

Love this product! I know have 3!



Francois C. ◉

It's great. It's an idea but a bit expensive as I wanted to take two more.

Hvad kan i huske?

5 sekunders test

- Five second testing is a user research method that help you measure a users first impression of your design. It's commonly used to test a users recall and assess if your design is effectively communicating it's intended message.
- Don't tell the user what happens

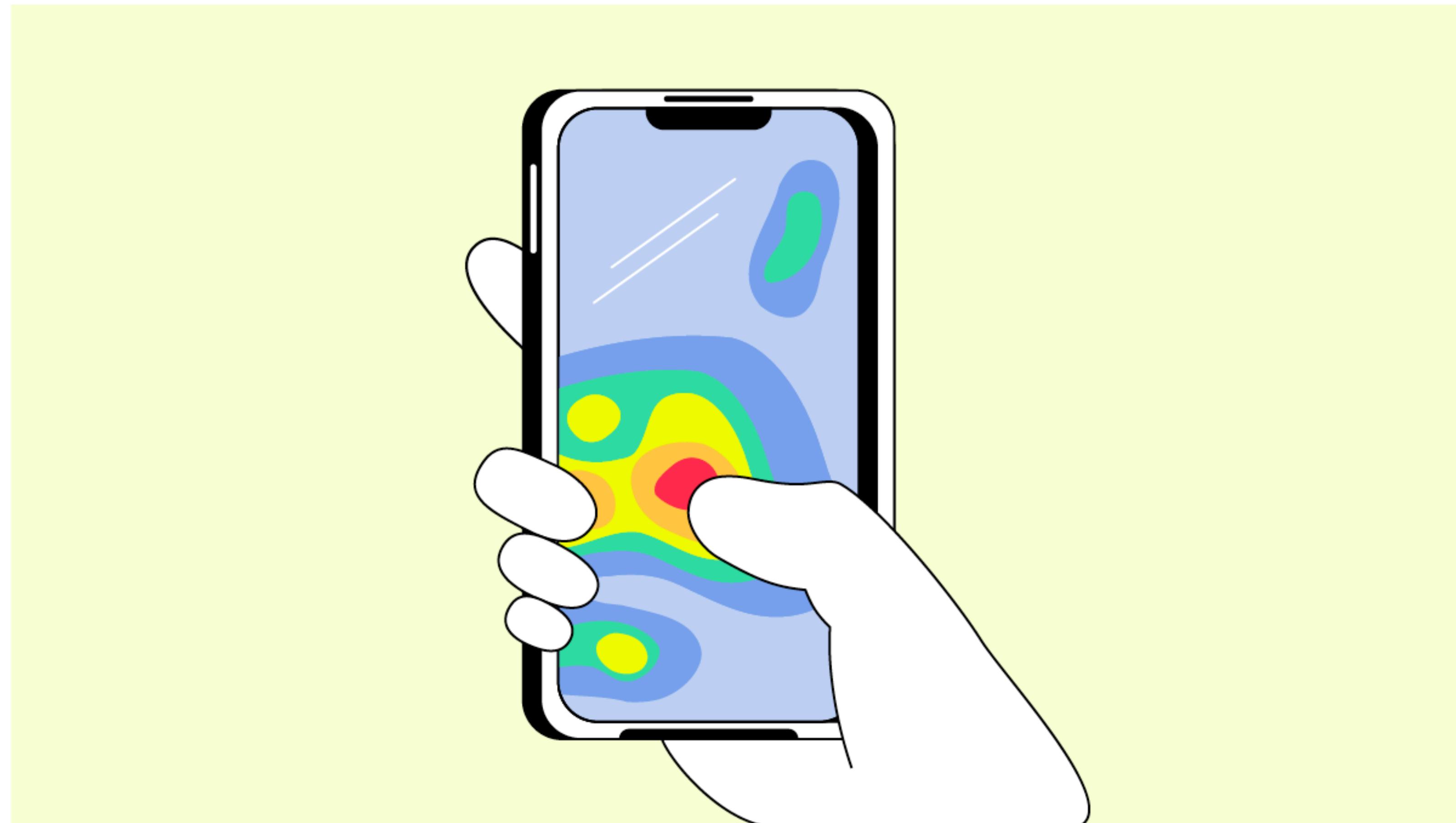
5 sekunders test - 10 min

- Lav en 5 sekunders test på hinandens MVP'er
- Hvad lærte i af det?

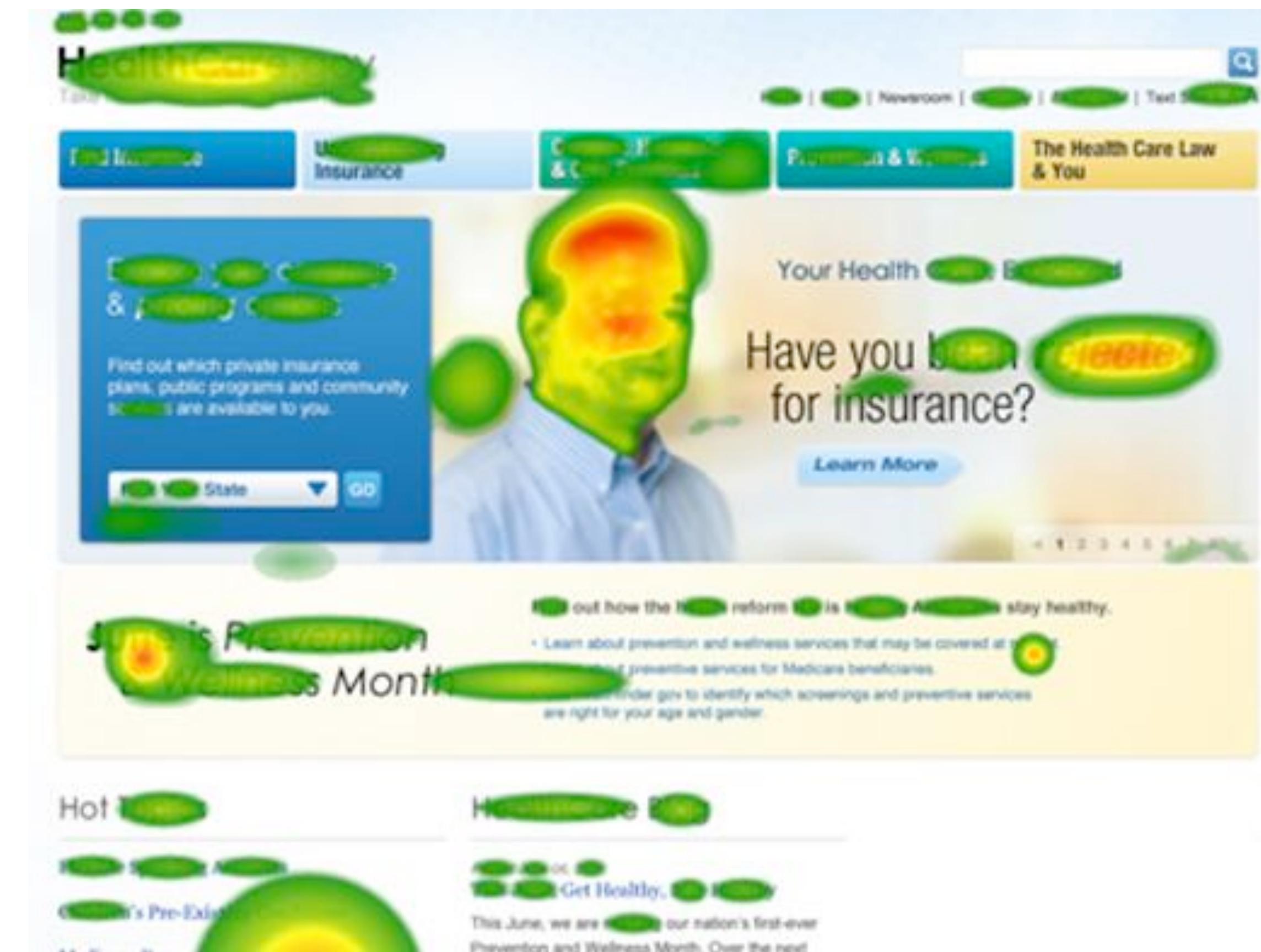
Drunken test

- <https://uxplanet.org/testing-your-design-while-drunk-4224c4656412>

Heatmaps



Eye tracking



Det kan i i Tech & Story Lab!!

AB testing

