7. Flexibility and efficiency of use
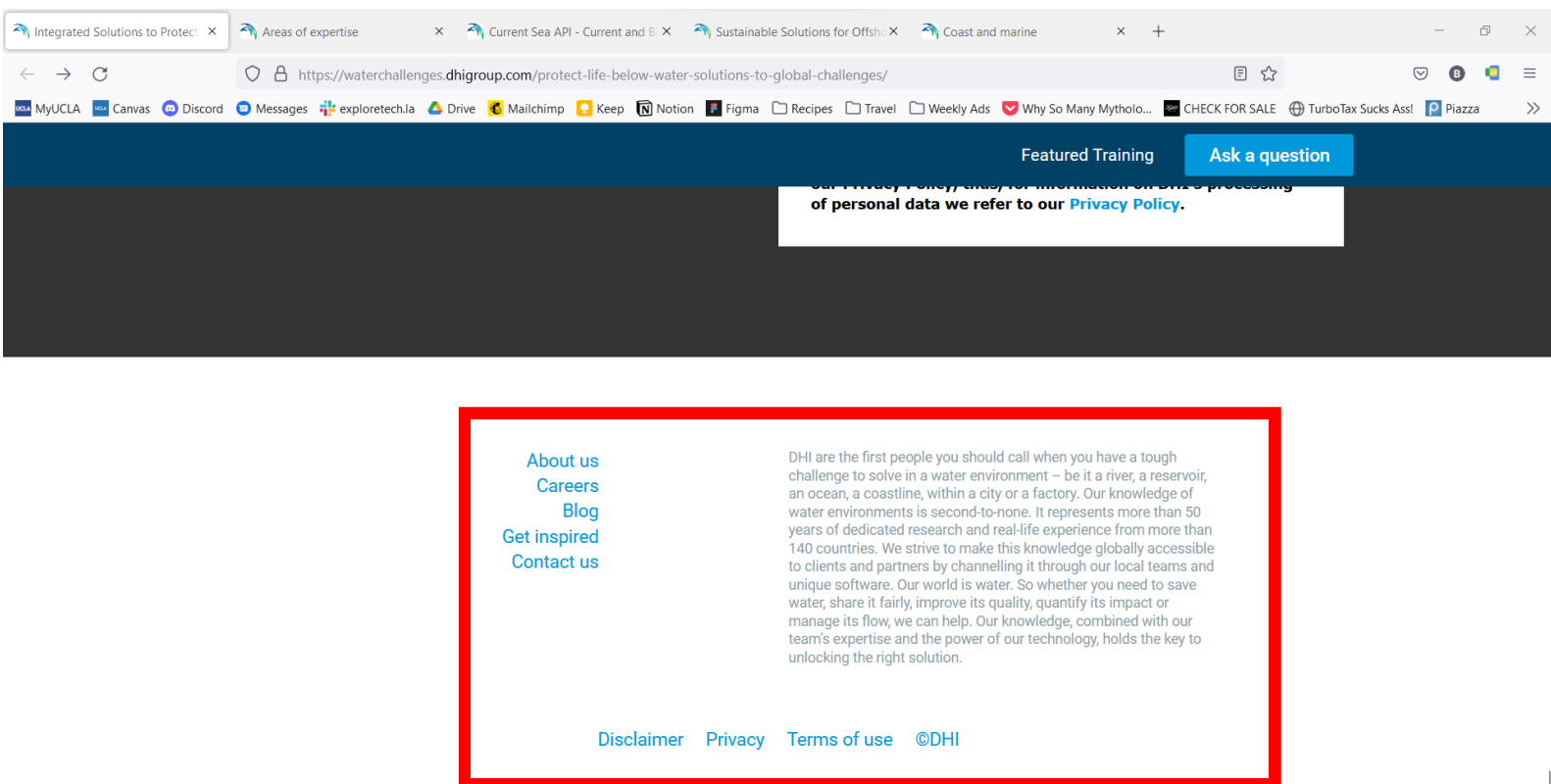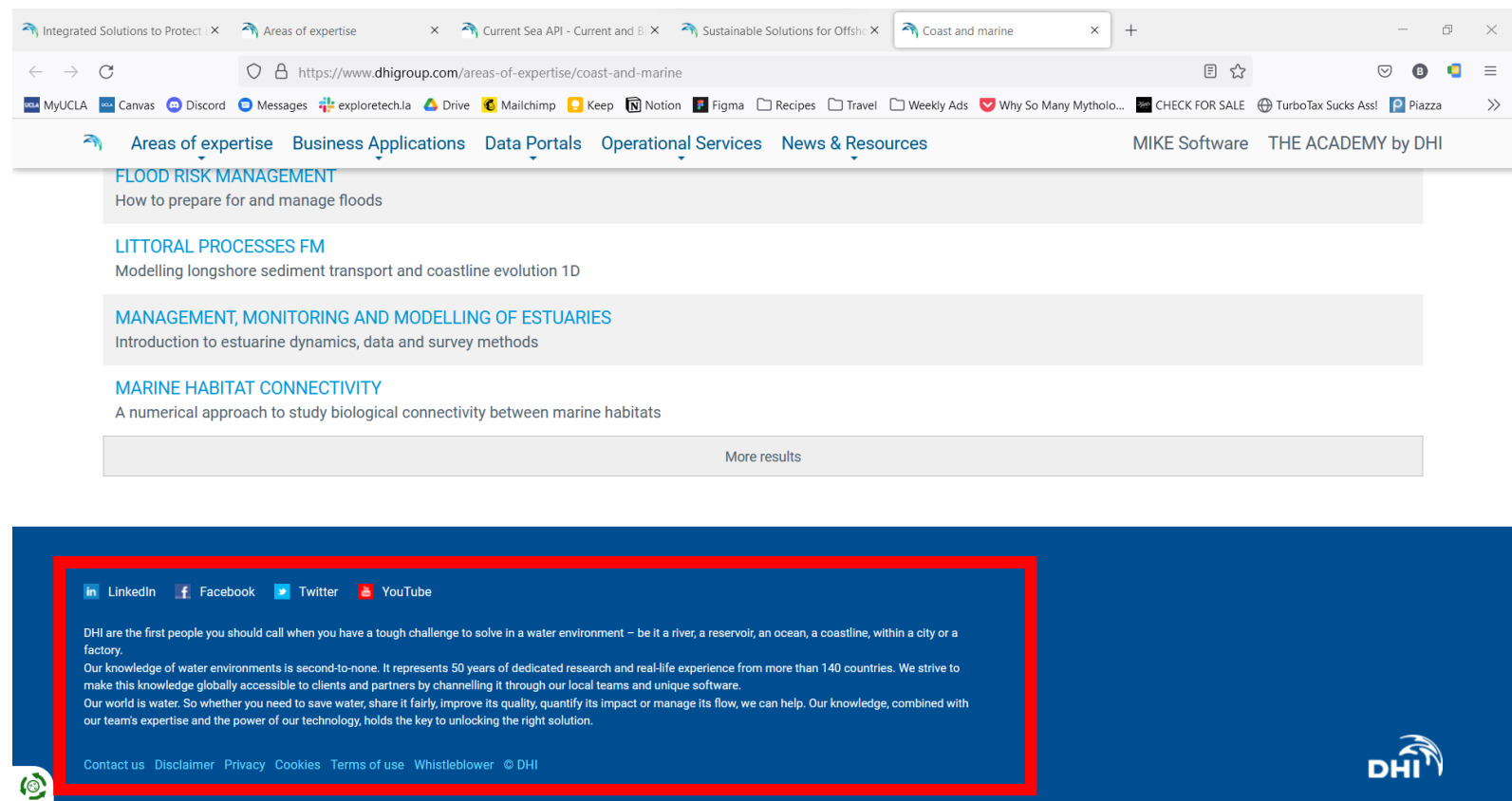
No contradictions between the meaning of words, motifs, situations, actions, and more such that users don't need to think about if different appearances mean the same thing.

1. This is not a big issue, however, there are drastic differences in style between the footers on 2 different pages even though the information is the same. It make me doubt whether these two pages were from the same company or not.

I would suggest choosing one style and keeping it across the different pages to maintain style consistency.
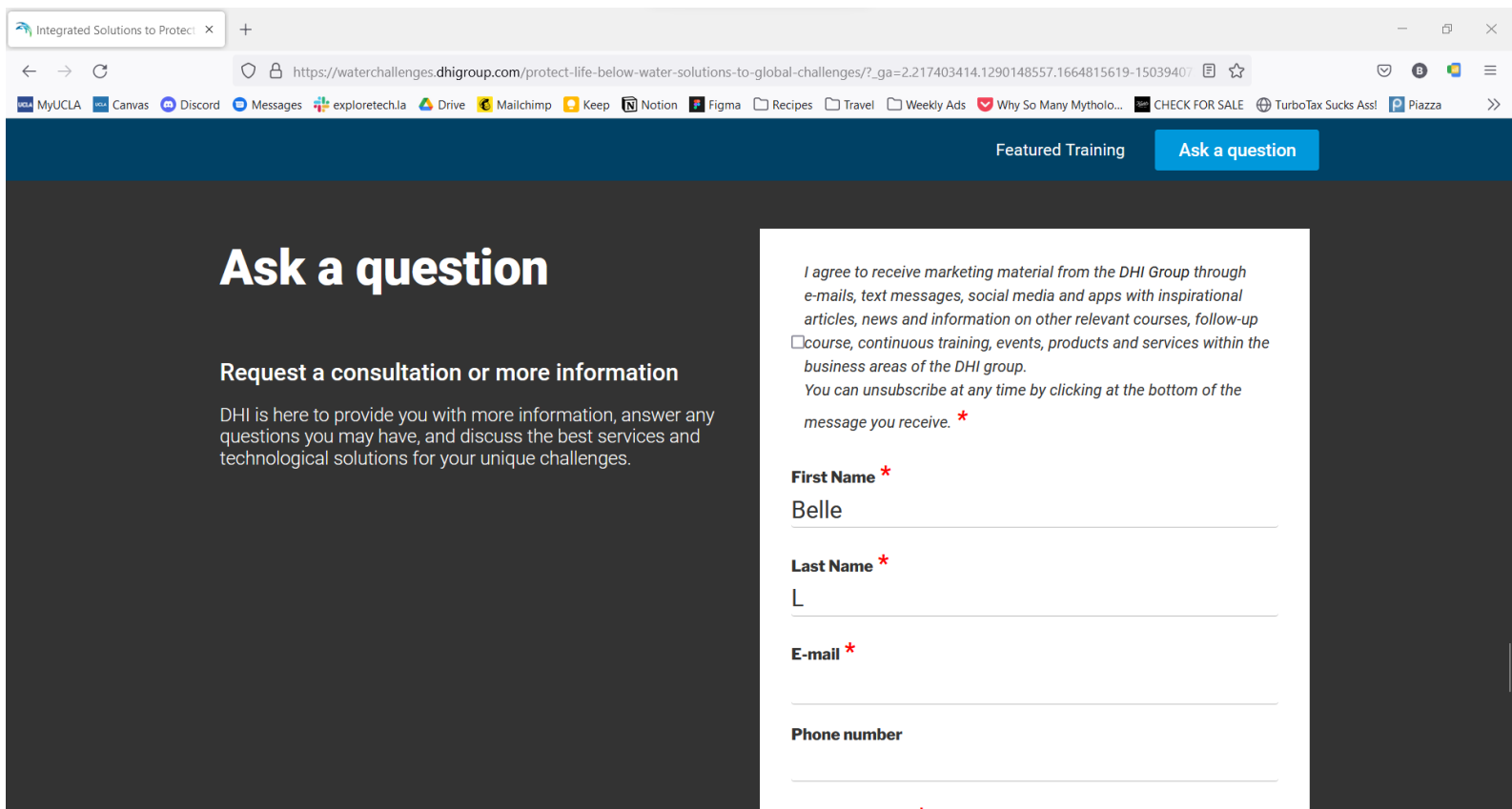
1

5. Error prevention

Help prevent users from making mistakes or check for errors and confirm them for the user before the user commits to the action.

1. To test error prevention, I tried partially filling out the form to ask a quesiton and then hit the browser back arrow. When I went forward, my progress was erased and there hadn't been a warning that my data would be erased.

The site should have a pop-up that appears when the form is detected to be incomplete and the user clicks away. The pop-up could warn the user what will happen and confirm that they want to leave the page.

3

6. Recognition rather than recall

Easier for users to recognize rathen than remember so minimize user effort by making objects, actions, and motifs familiar or visible.

1. I had clicked on an article that I was interestedi n reading, and it took me to the article page. But when I went back to the original page, the article link that I clicked on looks unchanged. I'm not able to see which articles I have already read and so would have to remember which ones I've clicked on before.

In order to minimize recall, the links of article urls that have been clicked on can become a darker color as that's what other sites do. So this is a convention.

2