

#4: Consistency and standards

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

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- **Why?**
 - **Leverage users' *schemas***
 - **Present a coherent *conceptual model***

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- **Consistency of language**

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- **Consistency of layout**

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- **Consistency of commands**

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- **Consistency across products**

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- **Platform standards**