



The 8 golden rules of interface design

Applied to Boking.com and Trivago

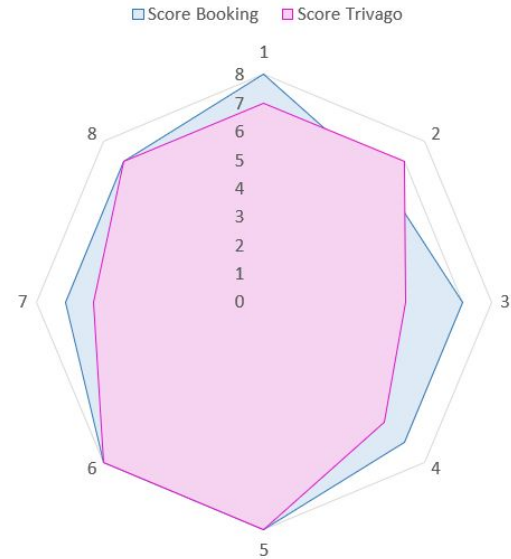


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Accessibility Study - Kiviat

<i>Golden Rules</i>	<i>Score Booking</i>	<i>Score Trivago</i>
1. Strive for Consistency	8	7
2. Seek Universal Usability	6	7
3. Offer Informative Feedback	7	5
4. Design Dialogues to Yield Closure	7	6
5. Prevent Errors	8	8
6. Permit Easy Reversal	8	8
7. Keep Users in Control	7	6
8. Reduce Short-Term Memory Load	7	7

Golden Rules Comparative



Usability Study - SUS

						Gabriel	Gerardo	
1	I think that I would like to use this system frequently.					4	5	
2	I found the system unnecessarily complex.					3	4	
3	I thought the system was easy to use.					3	4	
4	I think that I would need the support of a technical person to be able to use this syst					1	1	
5	I found the various functions in this system were well integrated.					4	3	
6	I thought there was too much inconsistency in this system.					3	2	
7	I would imagine that most people would learn to use this system very quickly.					4	4	
8	I found the system very cumbersome to use.					2	2	
9	I felt very confident using the system.					2	3	
10	I needed to learn a lot of things before I could get going with this system					1	1	
								Total Score
					SUS Scores	67,5	72,5	70

Conclusions