

# W1 RESEARCH

## MOBILE USABILITY PRINCIPLES

1. **Select** the [heuristic](#) you want to work on

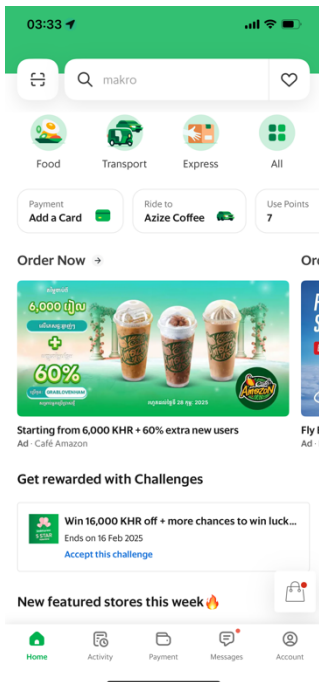
Your heuristic	Consistency & Standard
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2. **Summarize** the heuristic purpose in **your own words**

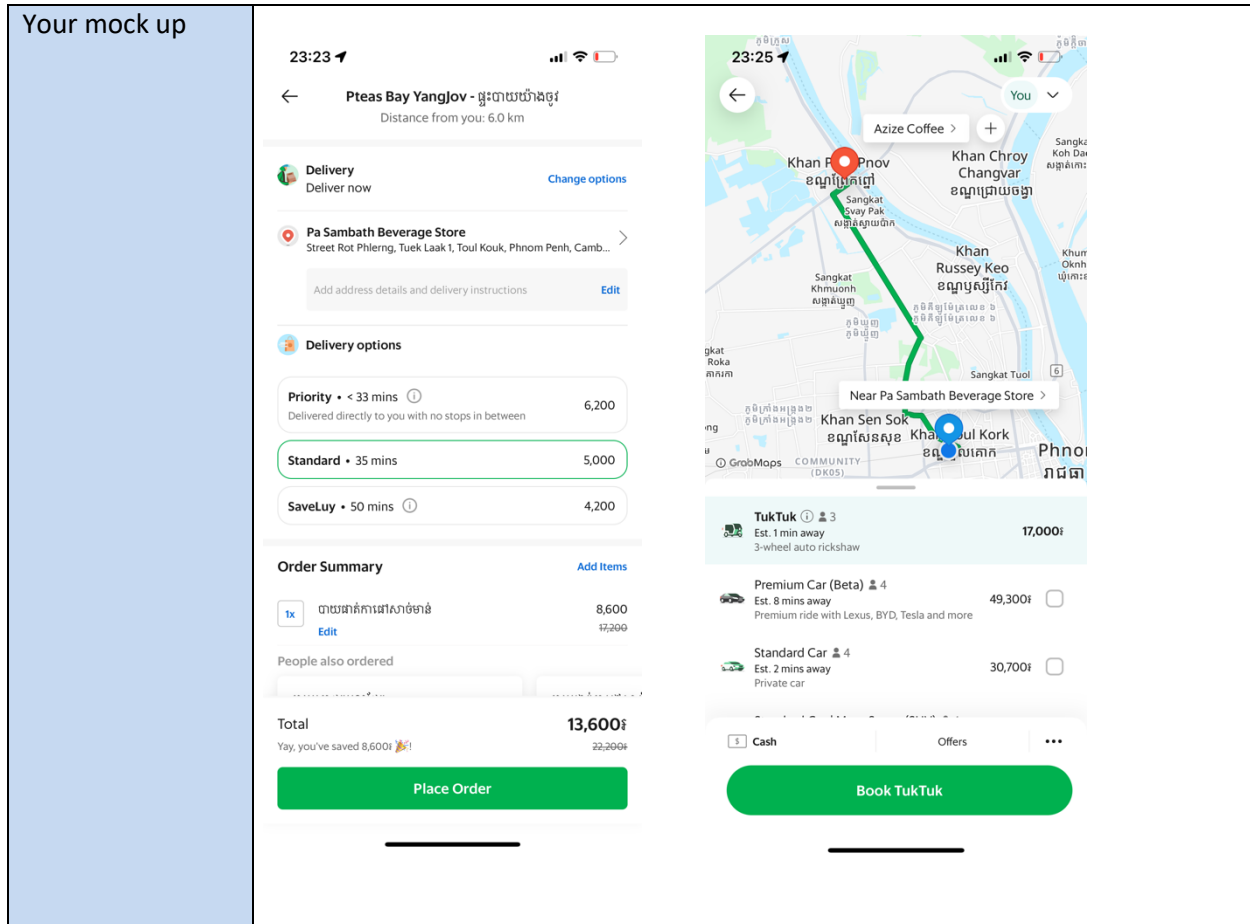
Heuristic purpose (your words..)	means making sure that the app or website behaves in a consistent way. If the app uses a specific language, button, or style in one part, it should follow the same pattern everywhere. This reduces confusion and helps users feel familiar with the interface across the entire application
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3. **Identify** and create **2 visual examples** (mock-ups / screenshots /web / mobile /desktop app) where:
  - the heuristic is **successfully** applied

All action buttons (like "Order Food," "Ride," ....) use the same size, color, and font across different sections of the app.

Your mock up	 <p>The screenshot displays the Makro mobile application interface. At the top, there's a green header with a search bar containing 'makro'. Below the header are four circular icons representing different categories: Food, Transport, Express, and All. Further down, there are three buttons: 'Add a Card', 'Ride to Azize Coffee', and 'Use Points 7'. A large promotional banner for '60% off' is visible, featuring images of coffee cups. Below the banner, there's a section titled 'Get rewarded with Challenges' with a button to 'Accept this challenge'. At the bottom, there's a navigation bar with icons for Home, Activity, Payment, Messages, and Account.</p>
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- the heuristic is **violated**
  - Using different labels for similar actions, such as **"Book Tuk-Tuk"** for rides and **"Place Order"** for food delivery, creates inconsistency in terminology, which can confuse users
  - Using different button shapes, like one rectangle and one with rounded corners, makes the design look messy and may confuse users.



Think about apps you **already know** (your own app, or the app you are using.)

#### 4. Propose a **checklist** to evaluate adherence to this heuristic (2..3 bullets)

Check list	<ul style="list-style-type: none"> <li>- Are similar actions labeled the same way across the app?</li> <li>- Does the app follow common design standards (standard, navigation, icons, and layouts)?</li> <li>- Do UI element buttons, icons, text field, and menu follow a consistent style with all page?</li> </ul>
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