

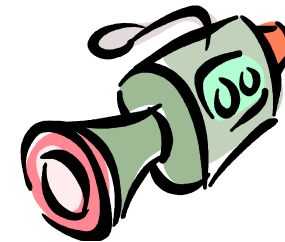
# Gestión Calidad Software



GRADO II  
ITINERARIO ING. SW  
OPT. 4º CURSO 2º C.

# Ejemplos Heurísticas Nielsen

- Evaluación Heurística (Recordatorio)
  - Método de inspección que consiste en proporcionar una serie de principios o heurísticas de diseño a un grupo de entre 3 y 5 expertos. Ellos revisarán tu diseño de manera individual según esas heurísticas, y después agregarán resultados.
- Esta técnica fue desarrollada por Jakob Nielsen, que propuso 10 principios en los 90:
  - Visibilidad del estado del sistema (feedback)
  - Coherencia entre el sistema y el mundo (comprensión)
  - Control de usuario y libertad (acción)
  - Consistencia y estándares (comprensión)
  - Prevención de errores (feedback)
  - Reconocimiento mejor que Recuerdo (acción)
  - Flexibilidad y Eficiencia de uso (acción)
  - Estética y diseño minimalista (comprensión)
  - Ayuda a los usuarios a reconocer, diagnosticar y recuperarse de los errores (feedback)
  - Ayuda y documentación (feedback)



Usability.gov: Heuristic Evaluation  
<http://www.youtube.com/watch?v=XWdqzN7USse>

# UT sin usuarios

## Inspección: evaluación heurística

- Scott Klemmer las clasifica en tres grandes grupos:

### Ten Design Heuristics

#### UNDERSTANDING



Consistency



Use Familiar  
Metaphors & Language



Clean & Functional  
Design

#### ACTION



Freedom



Flexibility



Recognition Over  
Recall

#### FEEDBACK



Show Status



Prevent Errors



Support Error  
Recovery



Provide Help

#### Ten Design Heuristics

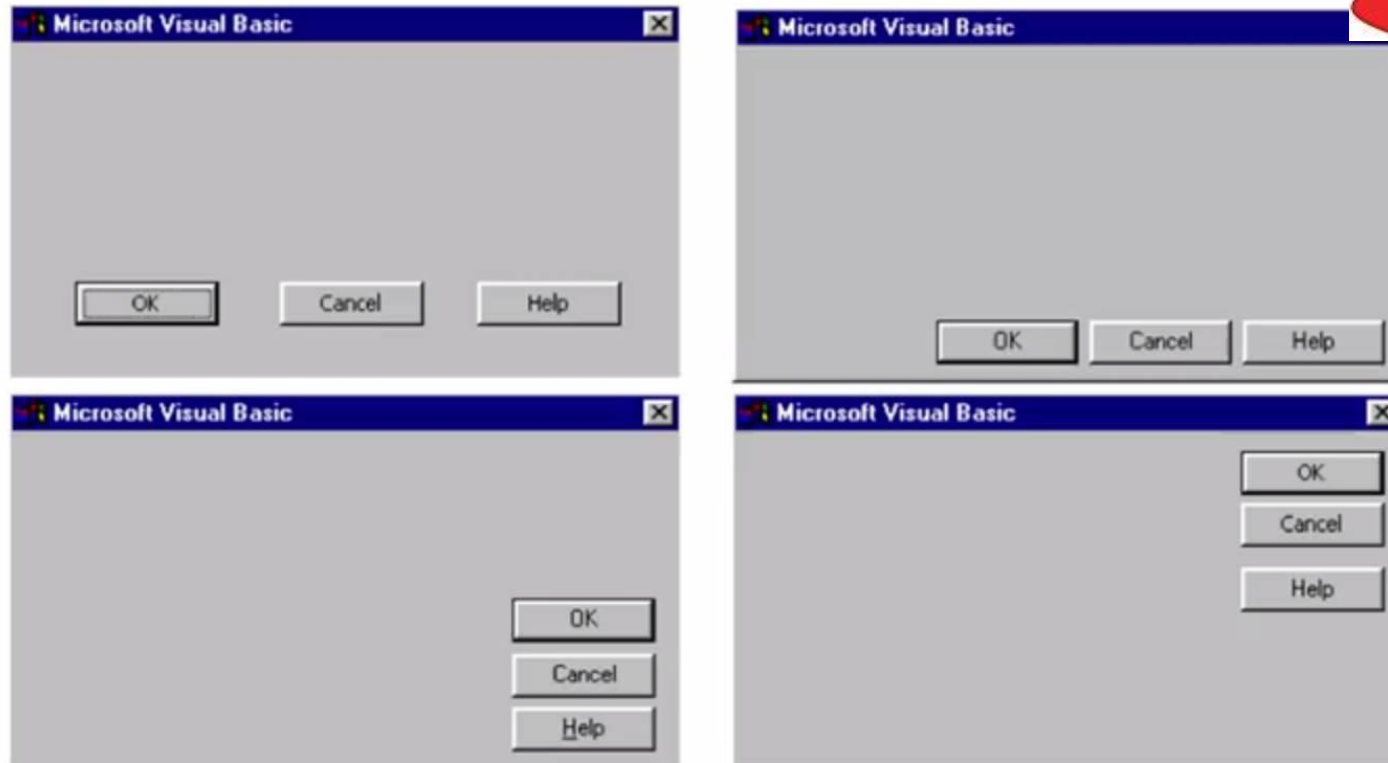
- Show system status
- Familiar metaphors & language
- Control & freedom
- Consistency
- Error prevention
- Recognition over recall
- Flexibility & efficiency
- Aesthetic & minimalist design
- Recognize, diagnose, & recover from errors
- Help

- <https://www.youtube.com/watch?v=YZq7nKR9BWw&list=PLNtQfKgd43l2ybf4ukgGz5513zKBXCMgM> (16:41)
- <https://www.youtube.com/watch?v=gSm6bOw-KcQ> (8:07)
- <https://www.youtube.com/watch?v=Hi6YO1tTqTk> (9:29)
- [https://www.youtube.com/watch?v=tLFrVe4o\\_98](https://www.youtube.com/watch?v=tLFrVe4o_98) (19:53)

# UT sin usuarios

## Inspección: evaluación heurística

- Comprensión: consistencia
  - Visual Basic 1998



# UT sin usuarios

## Inspección: evaluación heurística

- Comprensión: consistencia
  - Adobe repair utility



```
Terminal — sudo — 80x53
=====
Trusted S
=====
Please ch
    e
    j
>: e
DISCLAIME
WARNING:
products
This tool
and repai
Creative
Do you wi
open appl

=====
Terminal — sudo — 80x53
=====
Trusted Storage Recovery Script v1.0.9
=====
Please choose a language:
    e: English
    j: Japanese (日本語)
>: e
DISCLAIMER:
WARNING: Run at your own risk and make sure that ALL Adobe
products are closed and not running before you proceed further.
This tool has been developed to upgrade the licensing service
and repair a license file for Adobe Acrobat 8 and 9, and
Creative Suite 3 and 4 products.
Do you wish to cancel at this time so you can close any
open applications? [y/n]:
```

# UT sin usuarios

## Inspección: evaluación heurística

- Comprensión: lenguaje familiar
  - Verizon Wireless Customer Service



The screenshot shows the Verizon Wireless website's 'Send an email' contact form. The header is dark red with navigation links: RESIDENTIAL, BUSINESS, WIRELESS, Stanford, CA, Español, and Store Locator. Below the header is the Verizon Wireless logo and a row of buttons: Explore, Shop, My Verizon, and Support. The main heading is 'Send an email'. A paragraph explains that inquiries will be forwarded to the Customer Service Team within 24 hours. A 'Privacy and Security' section states that personal information is kept private. A note indicates that asterisks (\*) denote required fields. The form includes a 'Topic' dropdown menu currently set to 'Internet and Data Products', a 'Subtopic' dropdown menu with a list of options (Mobile Office, Mobile Web, National Access, Bluetooth Technology, Broadband Access, Blackberry/PDA Smartphone, Wireless Sync), a 'Question or Comment (limit 2000 characters)' text area, and a '2000' character count display.

RESIDENTIAL BUSINESS WIRELESS Stanford, CA Español Store Locator

verizonwireless Explore Shop My Verizon Support

### Send an email

Please provide the requested information below to contact us by email. Your inquiry will be forwarded to our Customer Service Team for resolution. Our goal is to respond and resolve your inquiry within 24 hours.

**Privacy and Security**  
Verizon Wireless considers your personal information completely private and will not disclose to any outside organization for its use in marketing or solicitation. [View our Privacy Principles](#)

\* Indicates required fields.

Topic\* Internet and Data Products

Subtopic\*  
✓ ----- Please Select -----  
Mobile Office  
Mobile Web  
National Access  
Bluetooth Technology  
Broadband Access  
Blackberry/PDA Smartphone  
Wireless Sync

Question or Comment (limit 2000 characters)

2000

# UT sin usuarios

## Inspección: evaluación heurística

- Comprensión: lenguaje claro
  - Apple Mac OS X Finder

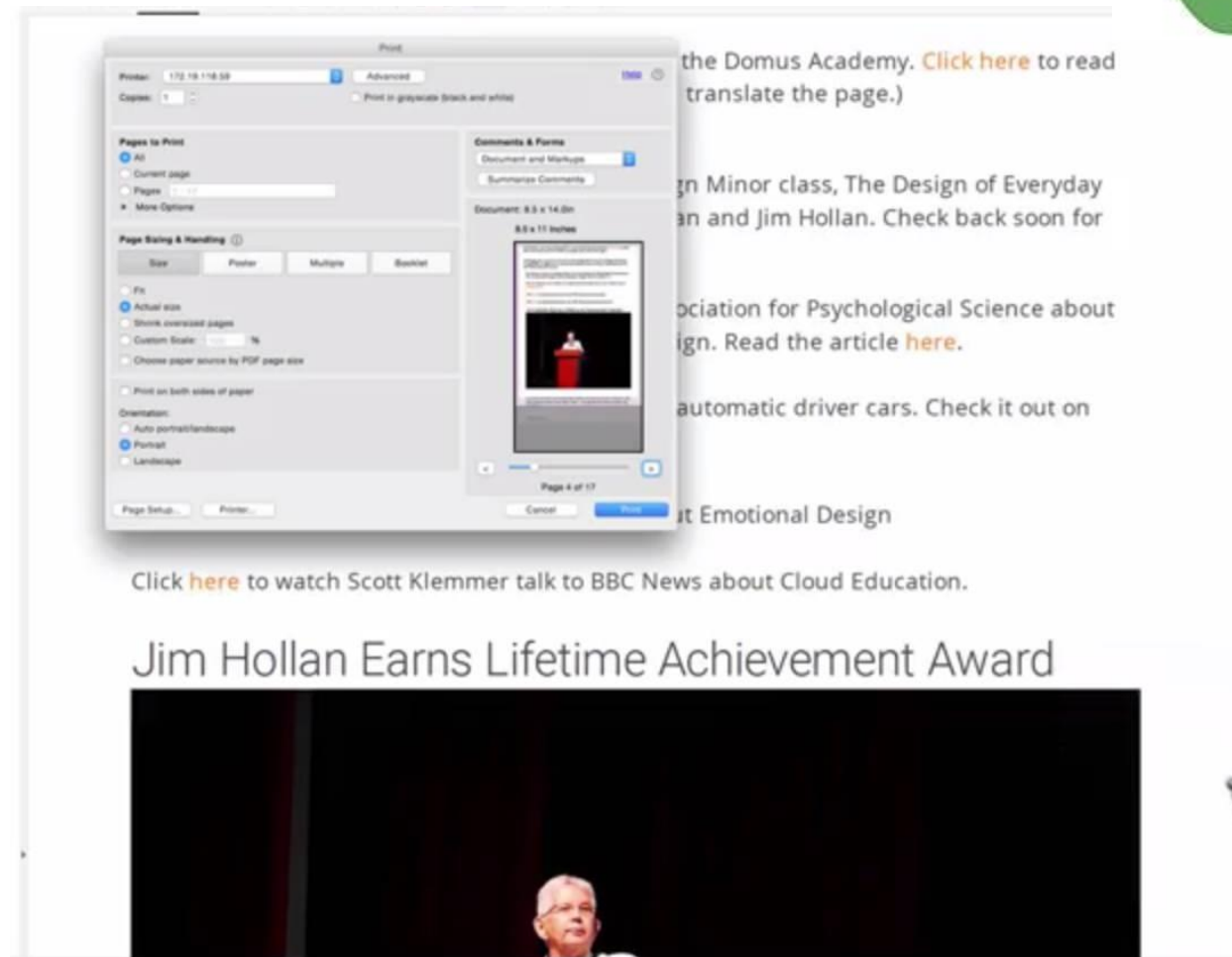




# UT sin usuarios

## Inspección: evaluación heurística

- Comprensión: Metáforas
  - Adobe printing: muestra la página real que se va a imprimir



# UT sin usuarios

## Inspección: evaluación heurística

- Comprensión: lenguaje familiar
  - Petición de visas en EEUU: Dos estados de California? No se puede extraer del zip code?



**CIBTvisas**

Home Visas Passports Service Directory Order Status

### Need a Visa?

I hold a passport from

State of residence

I am traveling to

I am traveling for

CIBTvisas Account? ☐ Yes ☒ No

☒ **Visa Pre-Check**

Have an urgent visa application with tight deadline? Use Visa Pre-Check to save valuable time. Have an experienced visa specialist review your application and verify that your application is accurate and complete or if corrections are needed.

[Learn More](#)

☒ **Concierge Service**

Manage your visa or passport application. CIBTvisas Concierge Service has experienced specialists who manage the entire process from start to finish. The Concierge Service provides our highest level of customized service.

[Learn More](#)

# UT sin usuarios

## Inspección: evaluación heurística

- Comprensión: Diseño limpio y funcional



# UT sin usuarios

## Inspección: evaluación heurística

- Comprensión: Diseño limpio y funcional
  - Formularios antiguos de Google



Was your issue or question resolved with your visit to the Help Center?

☐ Yes  
☒ No

What information were you primarily looking for during your visit?

☐ How to get started with AdWords  
☐ Ad approvals and policy help  
☐ Customer support contact information  
☐ Billing or payment help  
☐ Account settings help  
☐ Campaign management help  
☐ Ad performance help  
☐ Google Analytics or conversion tracking help  
☒ Other reason (please specify):

Did you find the information you were looking for?

No, I found none of it	I found part of it	Yes, I found all of it
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

During your past visit, you browsed this help center page: <https://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=177673>

Thinking about this page specifically, how helpful was the information on the Help Center page you saw, for the purpose of your visit? :

Not at all helpful	Not very helpful	Somewhat helpful	Very helpful	Extremely helpful
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How clear was the information on this page (<https://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=177673>)?

Not at all clear	Not very clear	Somewhat clear	Very clear	Extremely clear
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# UT sin usuarios

## Inspección: evaluación heurística

- Feedback: Show status, prevent errors
  - Selección de país en formulario de registro



Dirección E-mail:

\*País / Región:

Spain

spa

Spain

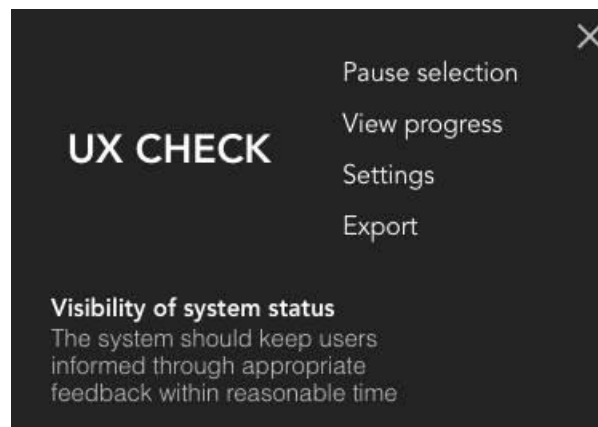
Spanish Territories Of N.Africa



# UT sin usuarios

## Inspección: evaluación heurística

- Ahora vosotros:
  - Ved los vídeos de Scott Klemmer
  - Instalad el Plugin de Chrome Uxcheck y probadlo sobre alguna página web que os haya llamado la atención por su buen o mal diseño (<http://www.uxcheck.co/#>)



- Completad la Wiki con ejemplos de Hall of Fame/Hall of Shame
  - Intentad que al final haya por lo menos un ejemplo bueno y uno malo de cada heurística.