

UI UX

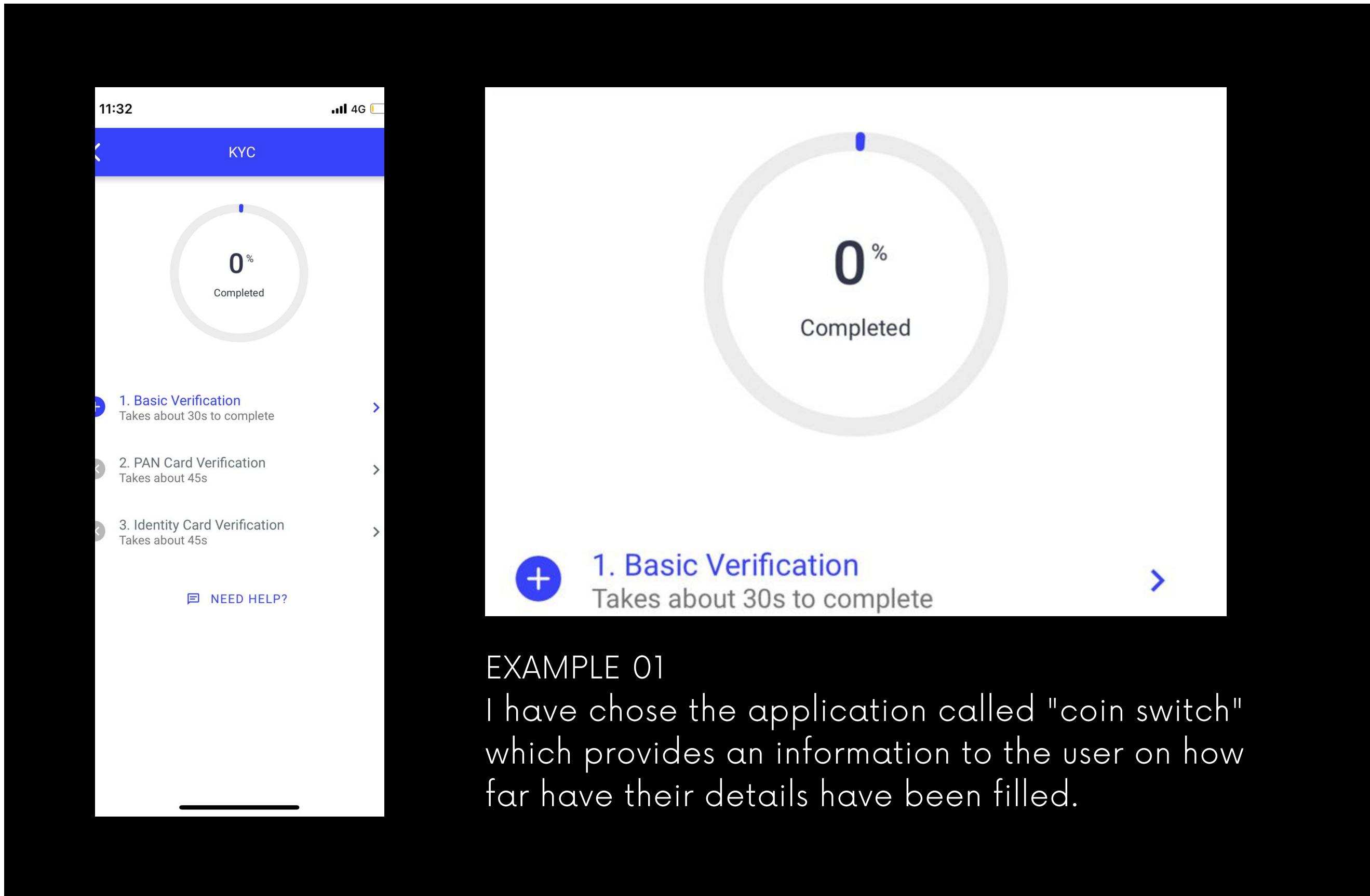
Usability Heuristics principle.
PES1UG20B029
Keerthana S Achar



**10 USABILITY
WITH
EXAMPLES**

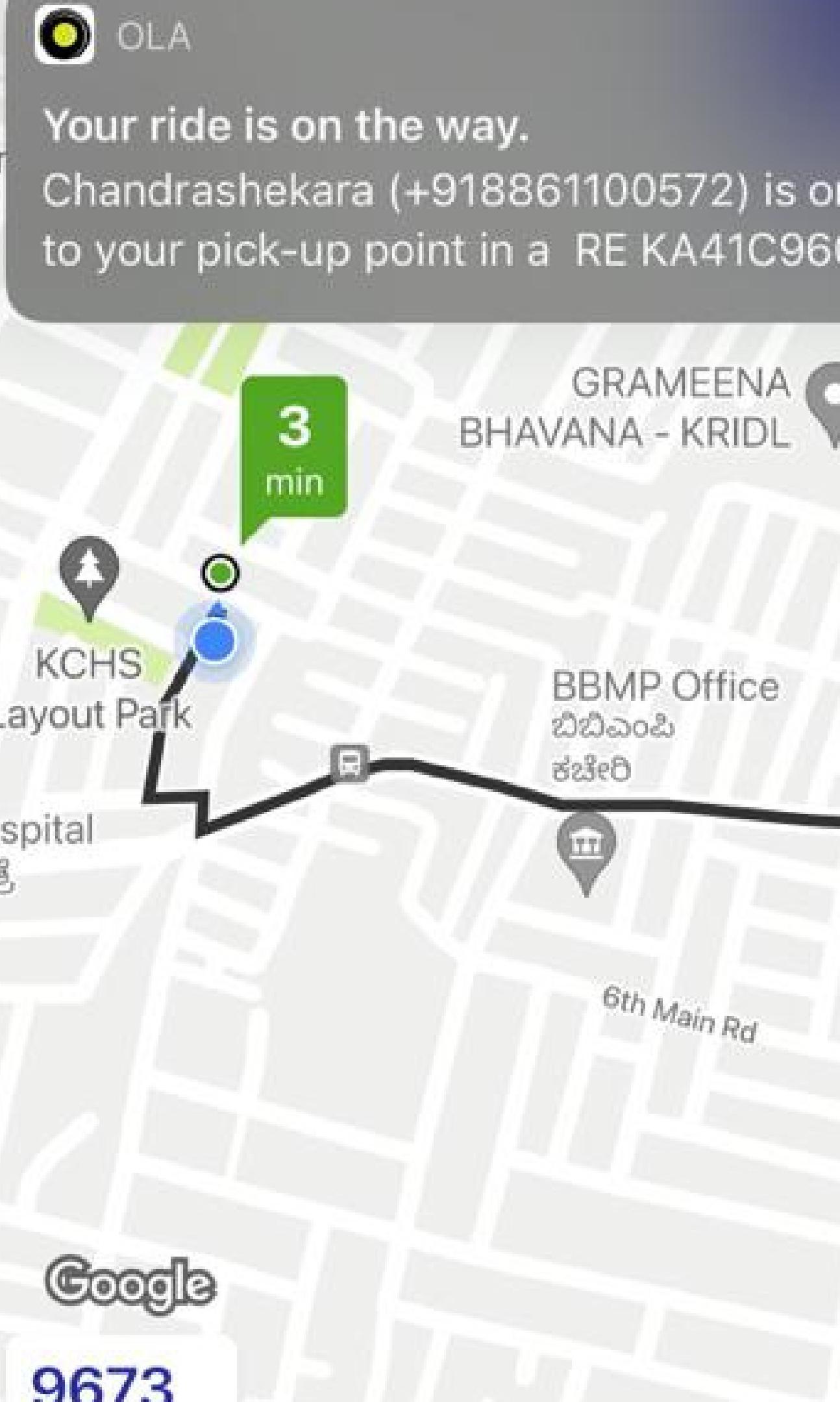
01

VISIBILITY OF SYSTEM STATUS



EXAMPLE 01

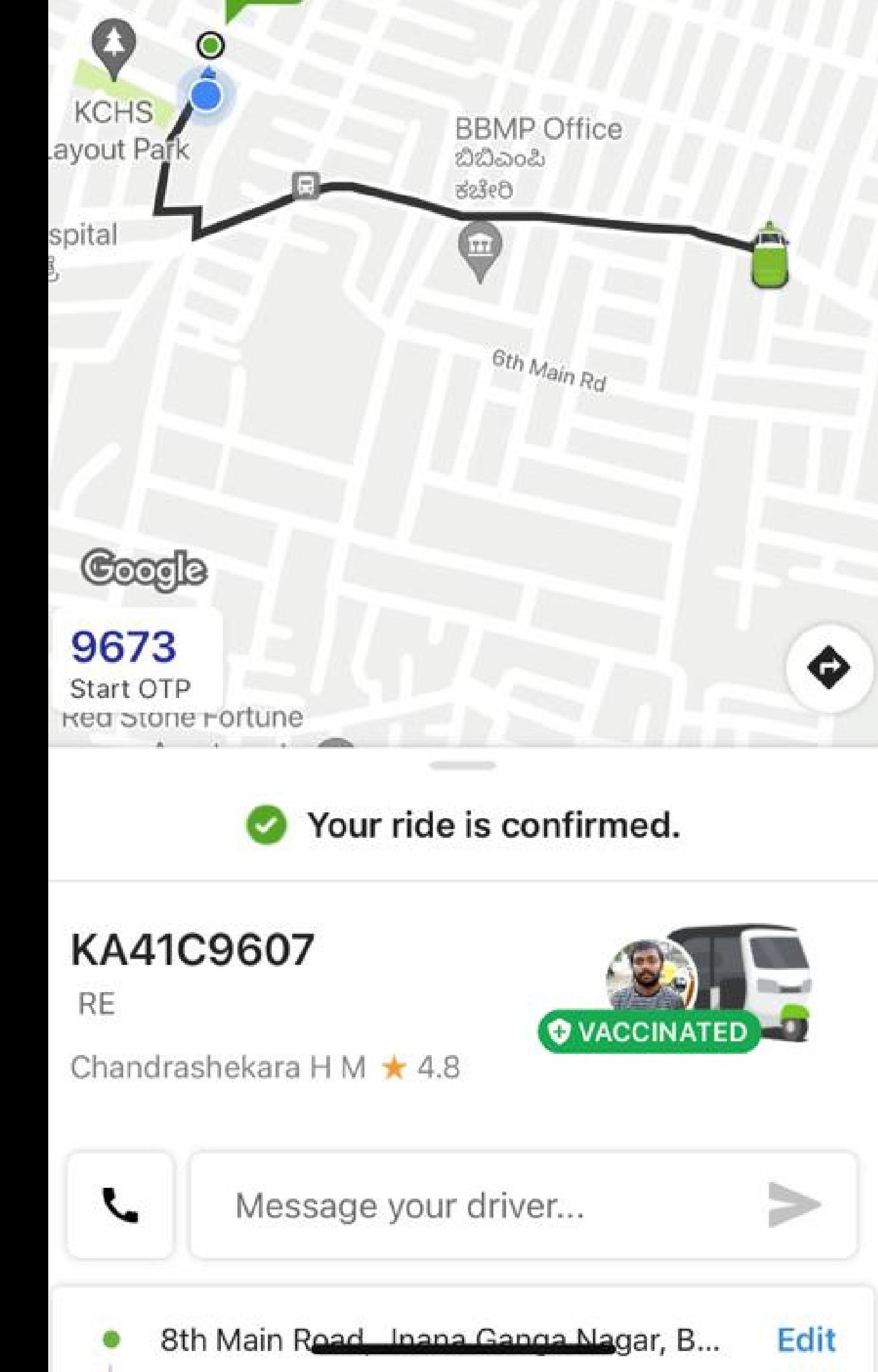
I have chose the application called "coin switch" which provides an information to the user on how far have their details have been filled.



EXAMPLE 02

THE TRACKING SYSTEM IN TRAVELLING APPS

This feature in the applications called OLA helps the user to know about the necessary like keeping a track of their respective ride.



REASONING

COIN SWITCH

Helps in user to understand how far they have completed their details and to keep a stgnent updating in the required information.

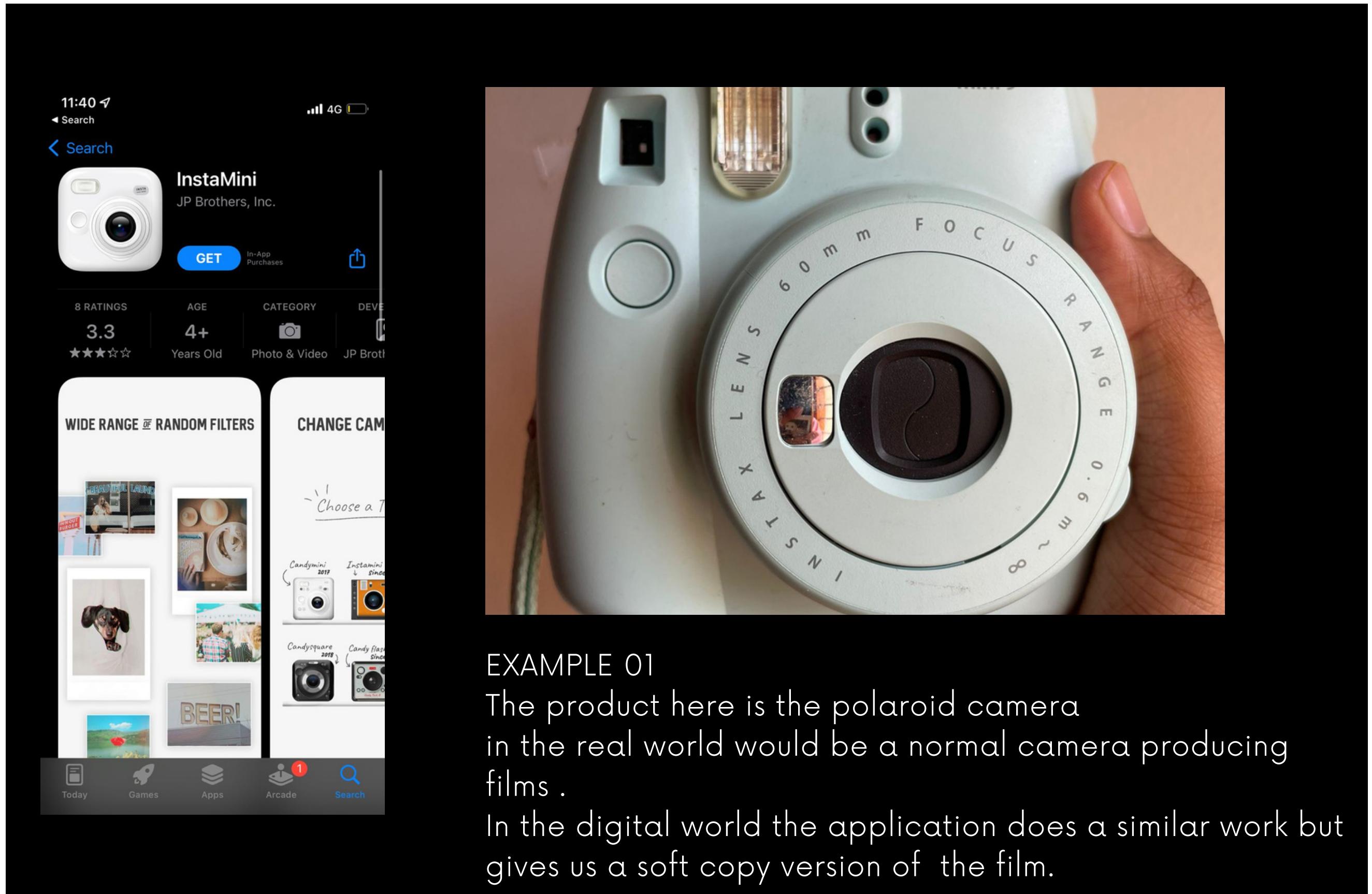
The PERCENTAGE chart basically helps in analysing and makes it easy for the user to return back to their details

OLA

This application helps keeping track of where the ride is and makes it comfortable to the user to be prepared in prior for the ride. The tracking or thr gps give a sufficient amount of information on how, where and when which is important for an user to know.

02

MATCH BETWEEN THE SYSTEM AND THE REAL WORLD





EXAMPLE 02 THE DJ SYSTEM

Here the heuridtics value is that in the real world the dj system is accordingly to mix up music as directed on the buttons the application MIXUP puts out the same principle in order to make it convenient for the users to understand and gives a proper user flow.



REAL SONG

POLAROIDS

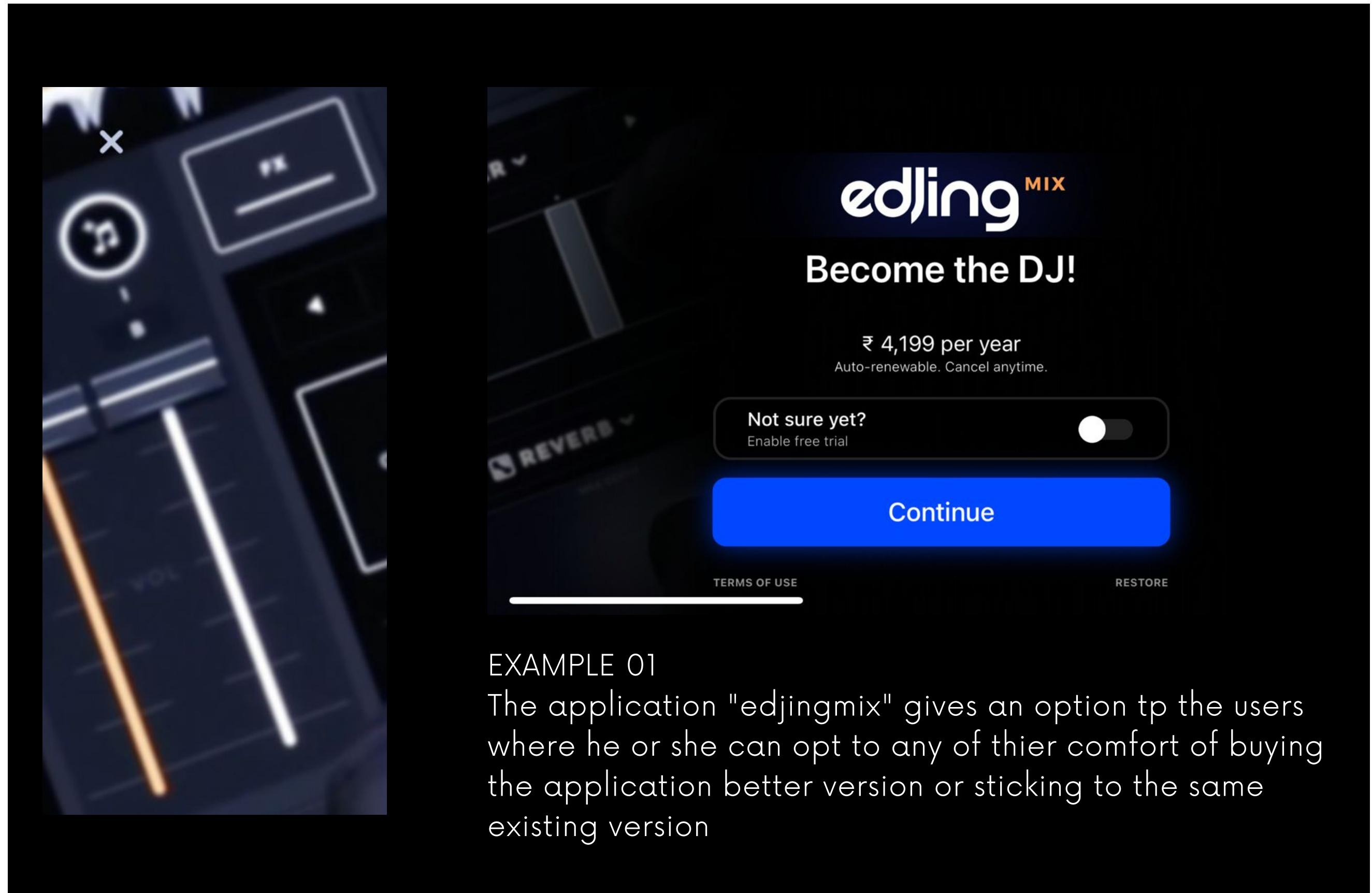
The polaroid camera an the application INSTAMINI gives out the same functions and is indicated pretty much similar aesthetics helping the user to understand and produce copies of their own choices.

DJ

The djing system although has the capability of mixing up different sounds or music both the real world system and the application MIXUP provides the same operations and similarities between the two Most of the 80% system looks and performs the same tasks again making it user friendly

03

USER CONTROL AND FREEDOM



stagram



story



cactus21_



totallynorma...



sriharshithc

naughtyworld_ 3d

naughtyworld_ · Original Audio

Report

Why are you reporting this post?

A report is anonymous, except if you're reporting intellectual property infringement. If someone is in immediate danger, call the local emergency services – don't wait.

spam

EXAMPLE 02

THE OPTION OF REPORTING

Instagram stands by giving an option to the users called reporting. This is an option where he/she will decide on what they would prefer to see and enjoy. They also can deny by giving out an opinion.



naughtyworld_ 3d
naughtyworld_ · Original Audio

Report

Why are you reporting this post?

Your report is anonymous, except if you're reporting an intellectual property infringement. If someone is in immediate danger, call the local emergency services – don't wait.

It's spam >

Nudity or sexual activity >

I just don't like it >

Hate speech or symbols >

Violence or dangerous organisations >

Bullying or harassment >

REASONING

EDJINGMIX

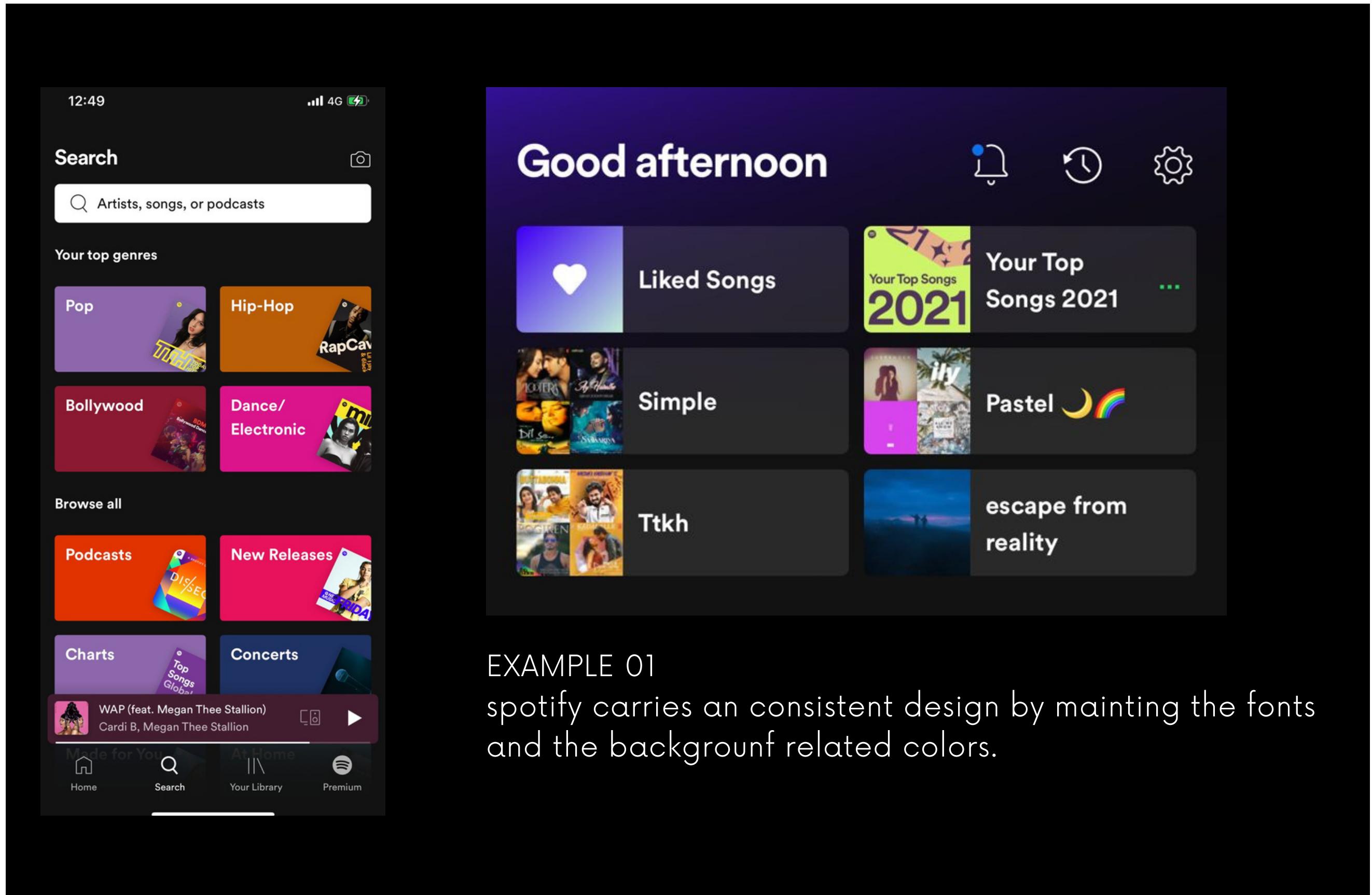
The application give the option to the user and making he/she the decision to chose a better version of the application or to choose the existing version. This makes the user feel more compatible with the application.

INSTAGRAM

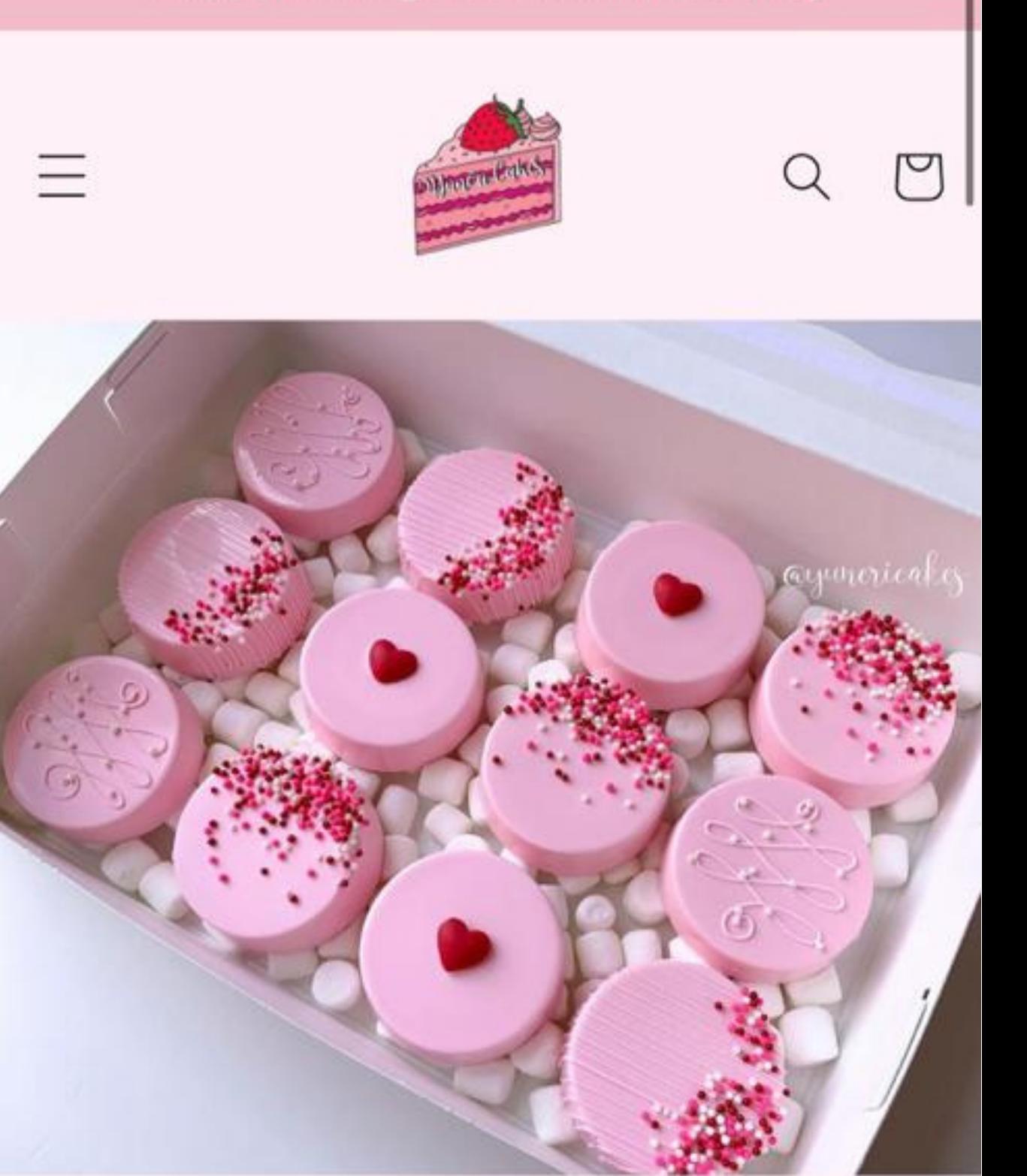
Instagram gives an standout option to the user by letting them making a decision of what he/she would like to see on thier feed it helps to decide the user what their intrested on and gives an option of reporting where the user can clearly metion and chose an option as in why they would not want to see any unrelated posts.

04

CONSITENCY AND STANDARD



Now Booking For Valentine's Day



EXAMPLE 02 YURI CAKE WEBSITE

This website uses a standard logo on the top and has a complete standard shades of pink maintained throughout.

Now Booking For Valentine's Day

Valentine's Menu

Filter and sort

11 products

Small Berry Box
\$35.00 USD

50 Shades Of Brown Oreos
\$38.00 USD

REA SON ING

SPOTIFY

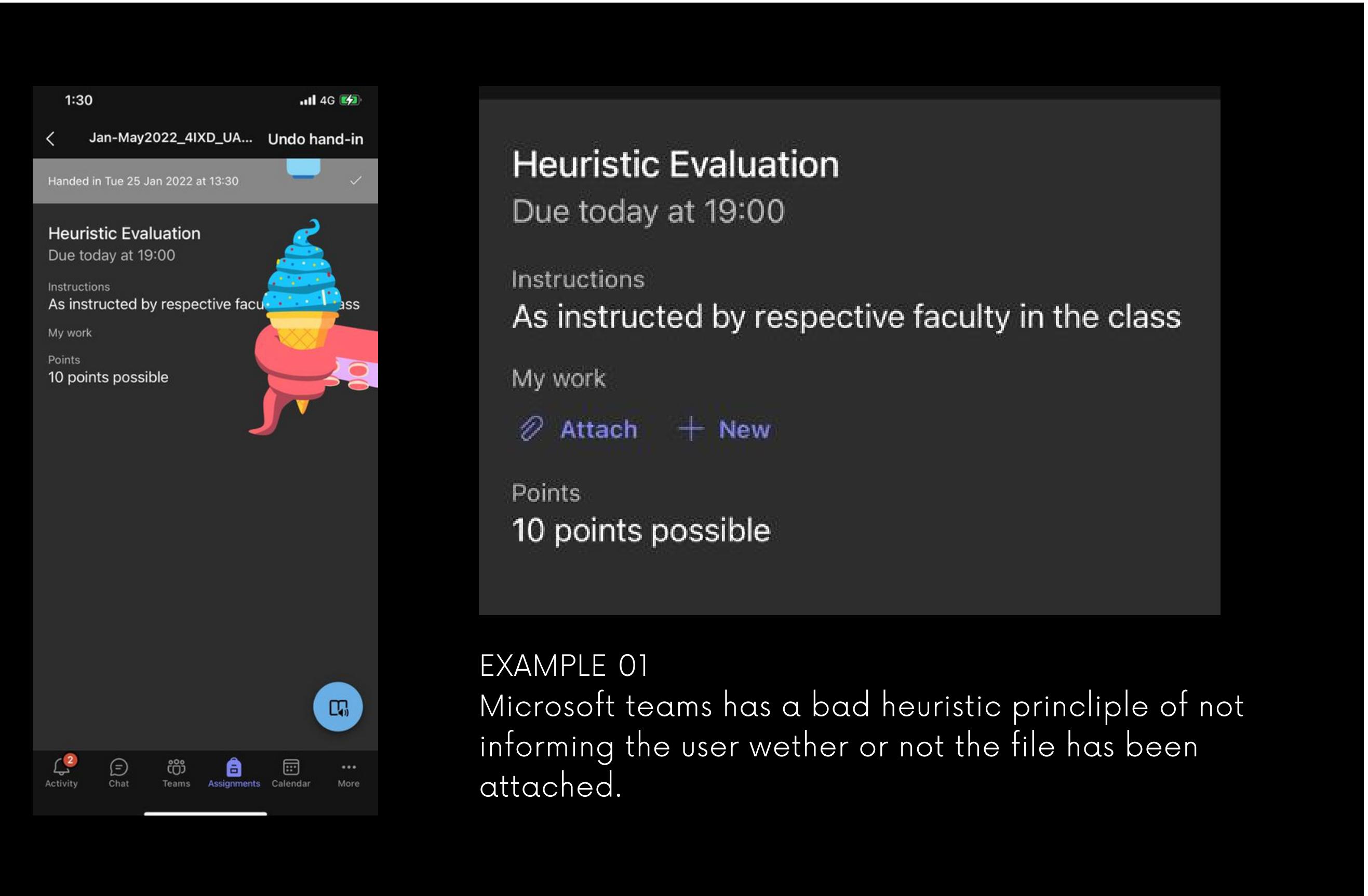
spotify maintains a certain cirriculum of color and background keeping it right on check helping the user feel and get the aesthetic of the application

YURI

yuri website has a consitent colour and background and maintains a standard cake logo throughout the website. The user through out the webite journey has the same experience because of the look of the website.

05

ERROR PREVENTION



The image shows a side-by-side comparison of a Microsoft Teams assignment view on a mobile device and a corresponding wireframe. On the left, the actual application interface is displayed, showing a dark-themed screen with a navigation bar at the bottom containing 'Activity', 'Chat', 'Teams', 'Assignments' (which is highlighted in blue), 'Calendar', and 'More'. Above the navigation bar, there's a large circular icon with a document symbol. The main content area shows an assignment titled 'Heuristic Evaluation' due 'Today at 19:00'. It includes instructions ('As instructed by respective faculty in the class'), a 'My work' section, and a 'Points' section indicating '10 points possible'. A decorative illustration of an ice cream cone is visible on the right. At the top of the screen, the status bar shows the time as 1:30, signal strength, 4G connectivity, battery level, and a 'Handed in' status. On the right, a wireframe version of the same interface is shown against a dark background. The wireframe uses simple shapes and lines to represent the layout and content without the specific visual details of the original app.

Heuristic Evaluation
Due today at 19:00

Instructions
As instructed by respective faculty in the class

My work

Attach New

Points
10 points possible

EXAMPLE 01
Microsoft teams has a bad heuristic principle of not informing the user whether or not the file has been attached.

Search on Nykaa

SALE

LIVE NOW!

MAKEUP
SALE

SKINCARE
SALE

HAIR CARE
SALE

PER
CAF

FREEDOM
FROM
FRIZZ &
DRYNESS

Upto 40% Off

Shop Now →



EXAMPLE 02 NYKAA APPLICATION

It has a good heuristics because as the user glides in to the application he/she would first notify and check in the sales part as it outstands according to the colour combination.



Search on Nykaa

SALE

LIVE NOW!



FREEDOM
FROM
FRIZZ &
DRYNESS



REASONING

SPOTIFY

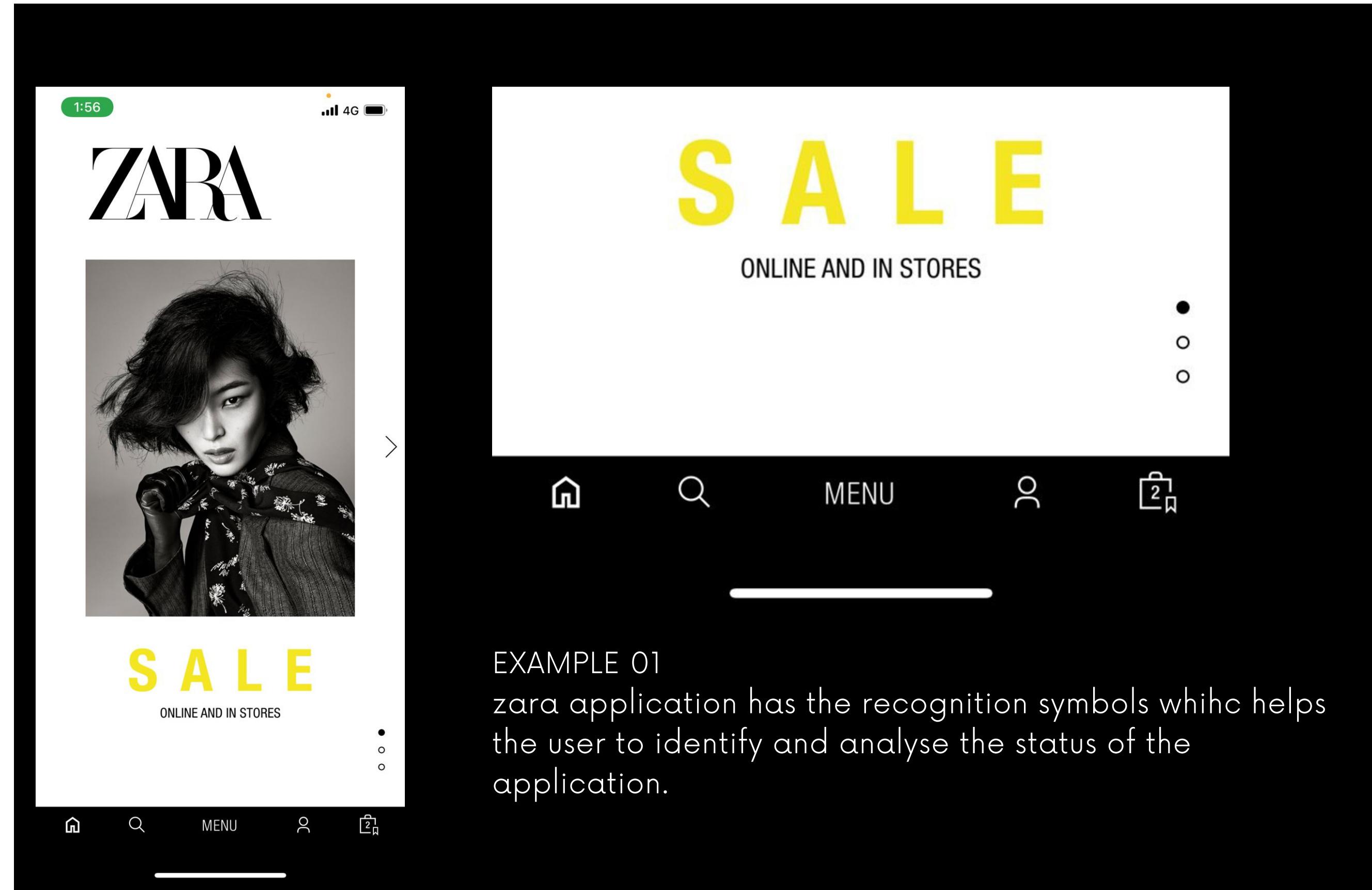
Teams has a bad heuristic principle because it does not notify one whether or not they submit the file
this creates a error to the user in the later days

NYKAA

nykaa has a very good platform creating a error free application as it notifies the best offers and other elements in the most attractive way and hence does not. The color and fonts plays a different role.

06

RECOGNITION RATHER THAN RECALL



Edit

FaceTime



Create Link



New FaceTime

 FaceTime

Join

Share Link



Delete Link



EXAMPLE 02

FACETIME

the face time application
allows the ios users to recognise
eaily with the standard symbols
of the iso products.

REASONING

ZARA

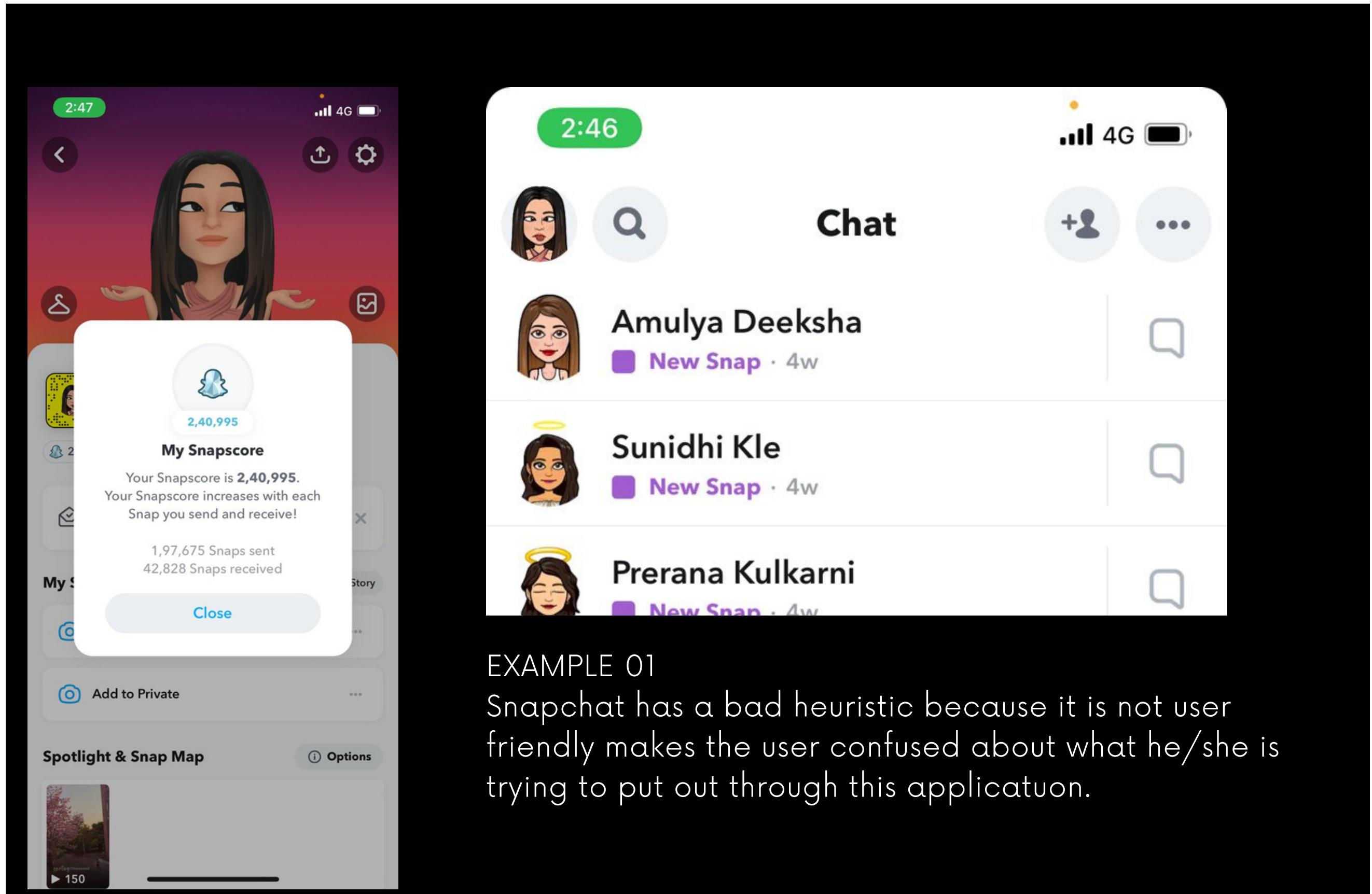
zara a clothing brand which helps the user to have smooth journey because of the recognisable and easy understandable website directions

FACETIME

facetime an ios application has been maintaining a standard icon recognition. For an IOS user it easy to understand the icon at first but an android users might take a while to understand the features but the recognition of the symbol works really well.

07

FLEXIBILITY AND EFFICIENCY OF USE



EXAMPLE 01

Snapchat has a bad heuristic because it is not user friendly makes the user confused about what he/she is trying to put out through this application.

Manage my network

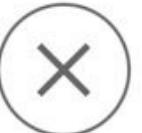


Invitations

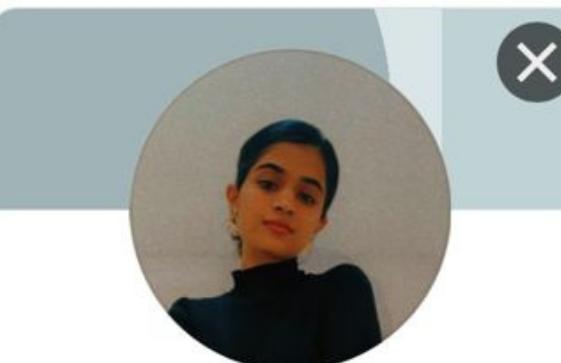


Balaji Venkatesan

Manager Consulting Delivery
at CGI



People you may know from PES University



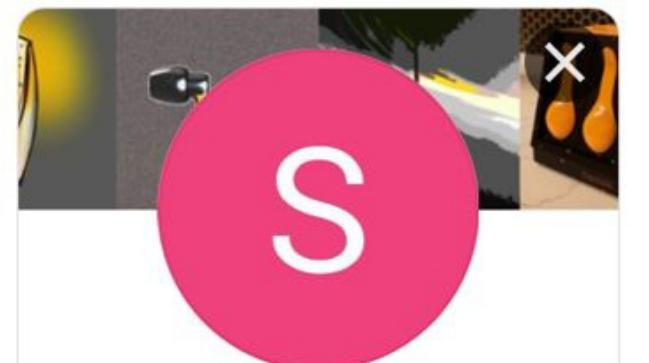
Sonal Deshpande

Student at
PES University



PES University

Connect



Shravan Madhyasta

Product design,
Industrial design, Con...

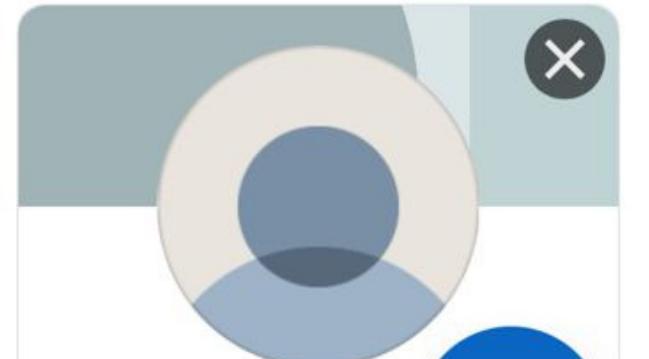


PES University

Connect



archa sunil



Ramyaa V



EXAMPLE 02 LINKEDIN

some features are unseen by
both experienced and
unexpirienced users



Vihal J R likes this

...

Somrat Dutta · 2nd

+ Follow

BITS Pilani | Interviewed by ET |
Freelancer | Love Visual Storytelling |...
5d · 1

Finally, after 3 years, I did fulfill my MINI dream!

Back in 2019 when Apple launched the first ...see more



Like 40000 · Vihal J R and 383 others

52 comments



Like



Comment



Share



Send



Heriot-Watt Online

201 followers

Promoted

...

Be future made with an online degree from Heriot-Watt University

see more

REASONING

SNAPCHAT

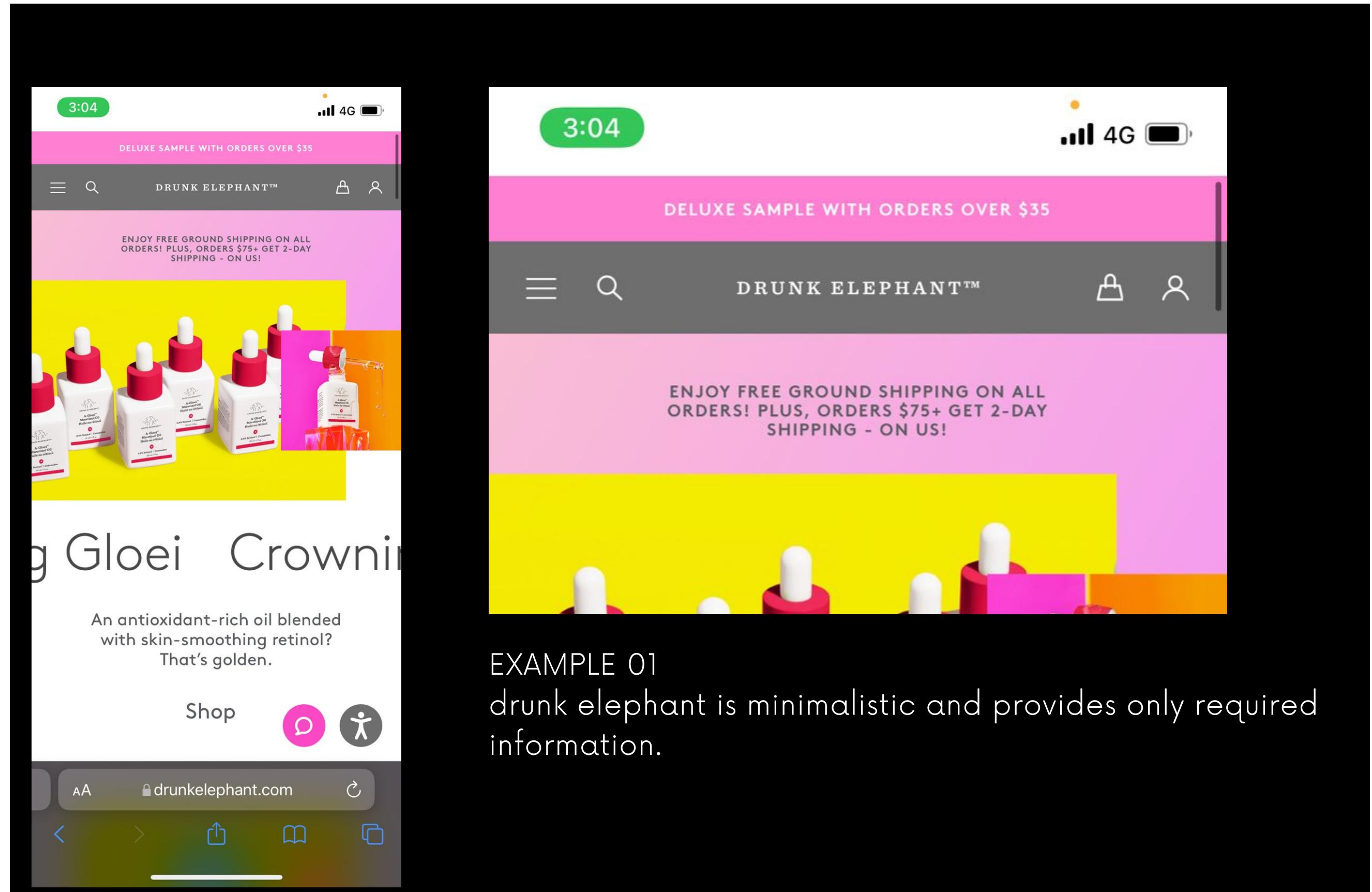
snapshot has a very confusing and has complicated way of conveying to the user. The concept of streaks and the points does not really makes sense at the first

LINKED

some of the features aren't seen to expirenced as well unexperienced user. sometime the expirenced user are also not able to figure out the features making it difficult for the user.

08

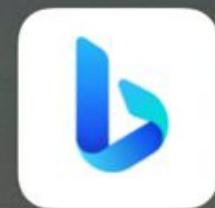
AESTHETIC AND MINIMALISTIC DESIGN



Favourites



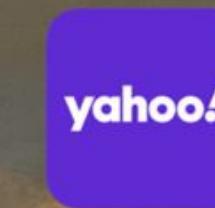
Apple



Bing



Google



Yahoo

Privacy Report

81

In the last seven days, Safari has prevented 81 trackers from profiling you and hidden your IP address from known trackers.

Edit

EXAMPLE 02 SAFARI ON IOS

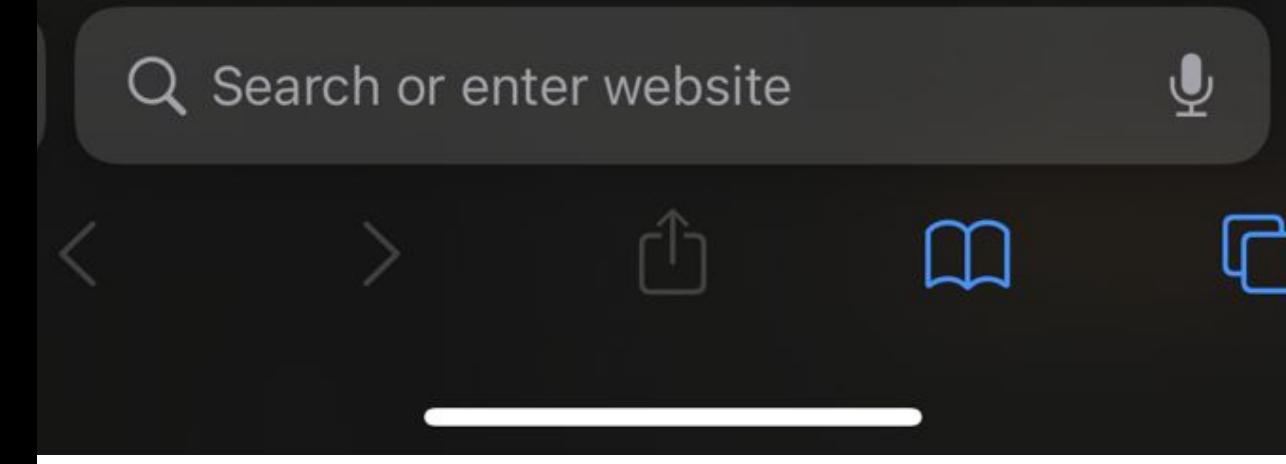
the home page of apple or the browser of ios is minimalistic providing what the user has to see or look for.

Privacy Report

81

In the last seven days, Safari has prevented 81 trackers from profiling you and hidden your IP address from known trackers.

Edit



REASONING

DRUNK ELEPHANT

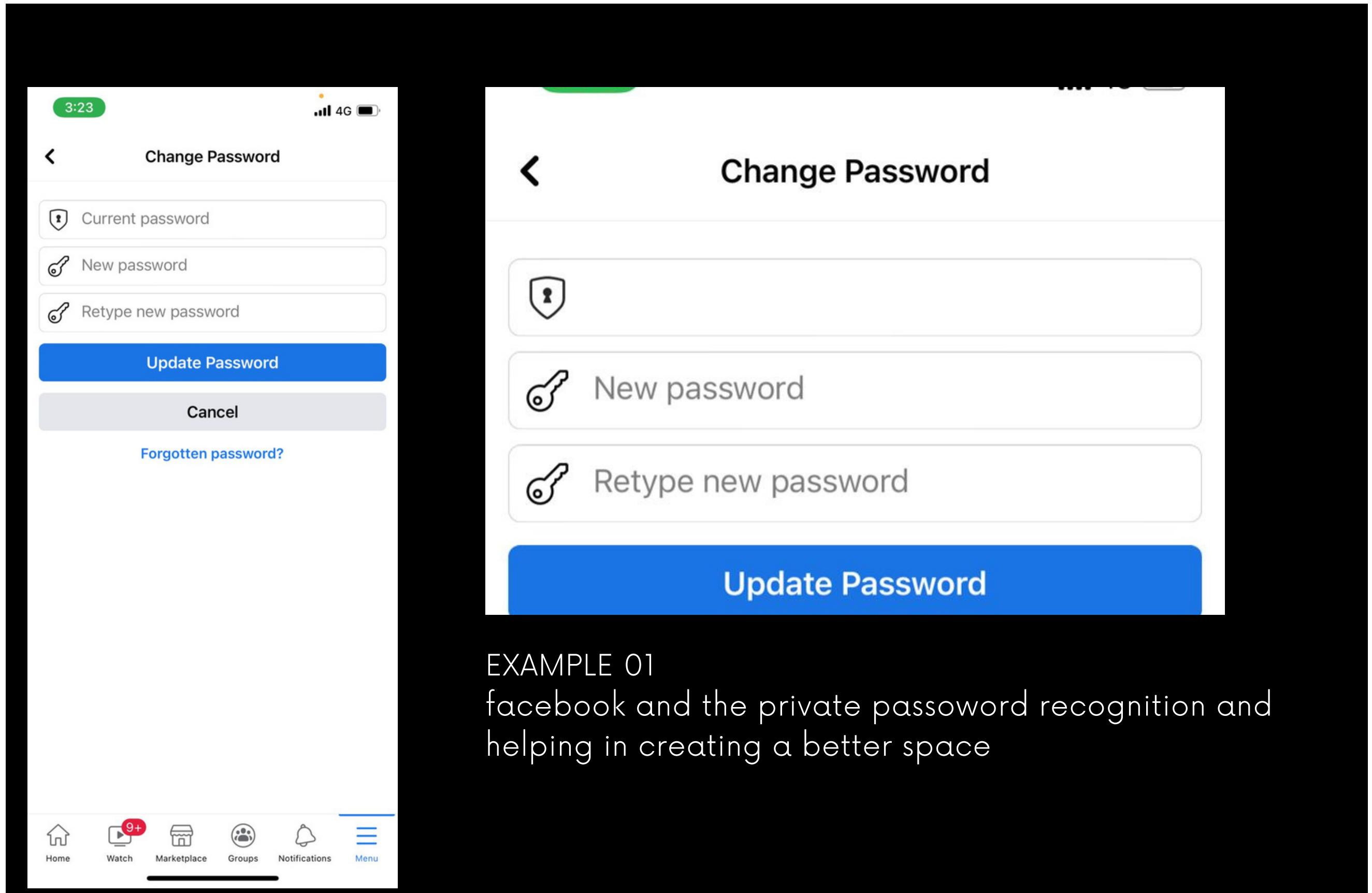
drunk elephant website provodes the information based on what the user needs about the product but the colour scheme might be a little disturbing.

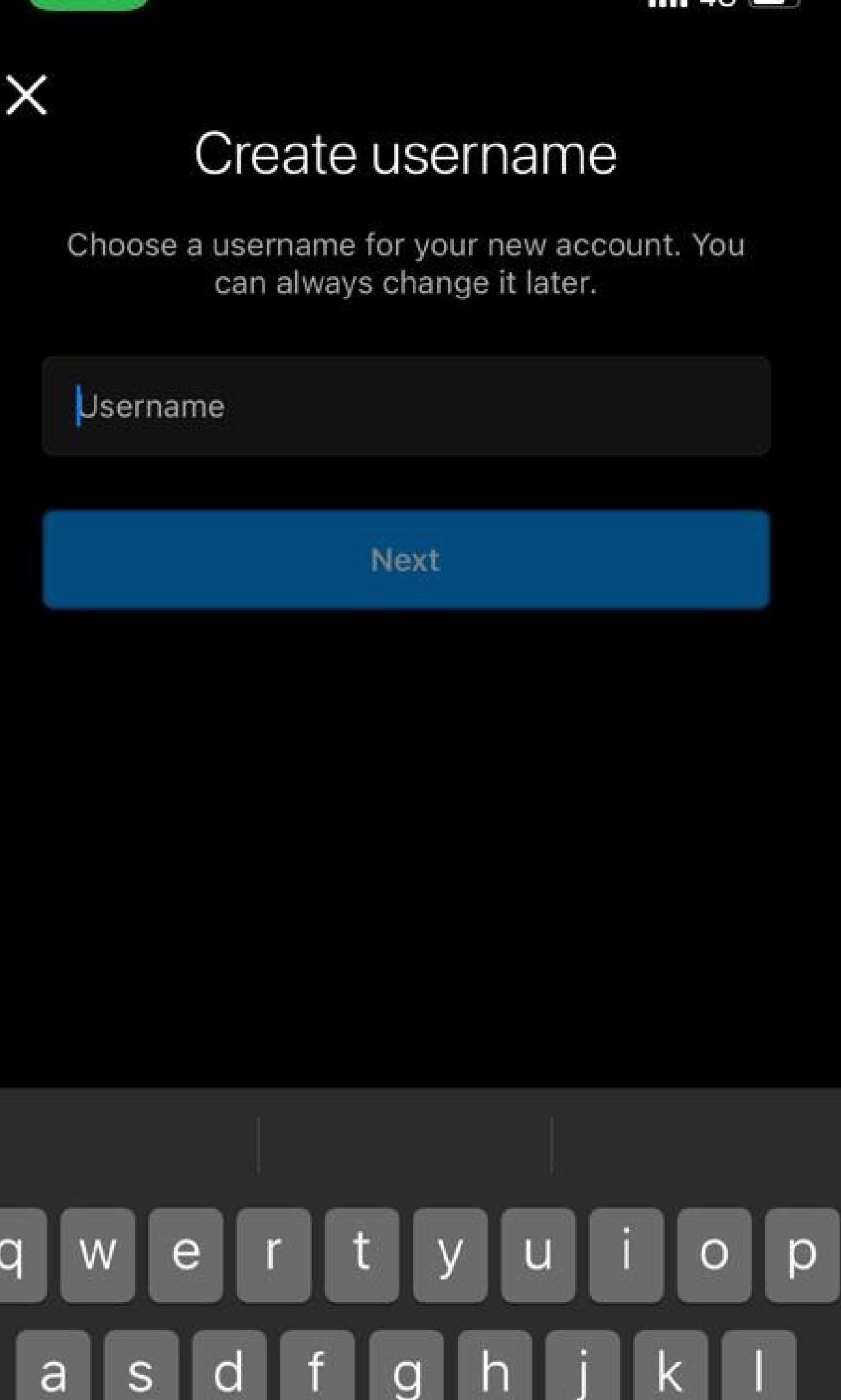
SAFARI

IOS browser looks very simple and minimalist. the browser only has the search bar which makes it convenient for the user to easily understand.

09

RECOGNIZE DIASNOSE AND RECOVER FROM ERROR





Welcome to Instagram,
hhyrt

We'll add the email address and phone number info from _keerrrr_ to _hhyrt_. You can change your contact info and username at any time.

Complete Sign-up

Add New Phone Number or Email Address

EXAMPLE 02

CREATING A NEW INSTAGRAM ACCOUNT

creating an account the direction provided by the application is easier to track

REA SON ING

FACEBOOK

when user type in the status and accidentally exit the website/browser they will show a notification
when there error of posting anything they will notify you with the error message.

INSATGRAM

creating a new account and helps the user to follow a smooth jouney helping he/she to recognise what they are finding and easy understandable launching.

10

HELP AND DOCUMENTATION



EXAMPLE 01

The way an application direction on how to use and gives the direction

Privacy Policy

Last updated on April 22, 2020.

Zomato Limited (Formerly known as Zomato Private Limited and Zomato Media Private Limited) and/or its affiliates ("**Zomato**," the "**Company**," "**we**," "**us**," and "**our**,") respect your privacy and is committed to protecting it through its compliance with its privacy policies. This policy describes:

- the types of information that Zomato may collect from you when you access or use its websites, applications and other online services (collectively, referred as "Services"); and
- its practices for collecting, using, maintaining, protecting and disclosing that information.

EXAMPLE 02

ZOMATO

zomoto has the privacy policy makes it easier for the user to understand

3:32

4G



About

Terms of Service



Privacy Policy



Open Source Libraries



Licenses and Registrations



REASONING

DJINNG

the way it directs and makes it easier for the user to understand the application in more better way

ZOMATO

zomato has terms and privavcy policy which makes the user to understand the application better.