

# 10 Usability Heuristics (Jakob Nielsen)

## Deep Summary

Classic usability principles with **practical examples**:

1. **Visibility of system status**
  - Feedback helps users trust your tool.
  - E.g. loading spinners or success messages.
2. **Match system and real world**
  - Use familiar terms. Avoid jargon.
  - E.g. “Clinic performance” instead of “dataset metrics.”
3. **User control and freedom**
  - Allow undo, cancel, and easy navigation.
4. **Consistency and standards**
  - Keep charts, colors, and navigation uniform.
5. **Error prevention**
  - Guide users away from mistakes (e.g. warn before deleting data).
6. **Recognition rather than recall**
  - Display options and filters rather than forcing memory.
7. **Flexibility and efficiency**
  - Shortcuts for experienced users.
  - E.g. “Save this filter as my default view.”
8. **Aesthetic and minimalist design**
  - Focus on the data that matters—avoid clutter.
9. **Help users recognize and recover from errors**
  - E.g. “No results found—try adjusting filters.”
10. **Help and documentation**
  - Tooltips, FAQs, or “Show me how” features.

## Key Takeaways

- ✓ Usability isn’t magic—it’s applying these practical principles.
- ✓ Small changes (like better labels) massively improve user trust and efficiency.
- ✓ Heuristics reduce cognitive load and errors.

## Application to ClinicTrends AI

- **Visibility:**
  - Always show users that graphs are loading.

- **Error prevention:**
  - Warn users before deleting survey data.
- **Recognition vs recall:**
  - Offer dropdowns for date ranges instead of requiring users to type them.
- **Minimalist design:**
  - Keep dashboards uncluttered. Highlight critical metrics (e.g. NPS trend).
- **Help:**
  - Provide clear guidance on how to interpret NPS scores.

These heuristics directly shape **how your ClinicTrends UI should feel**: confident, clean, and forgiving.